

Business Plan Workshop

HETIC School of Digital Leadership
Bengaluru, Karnataka



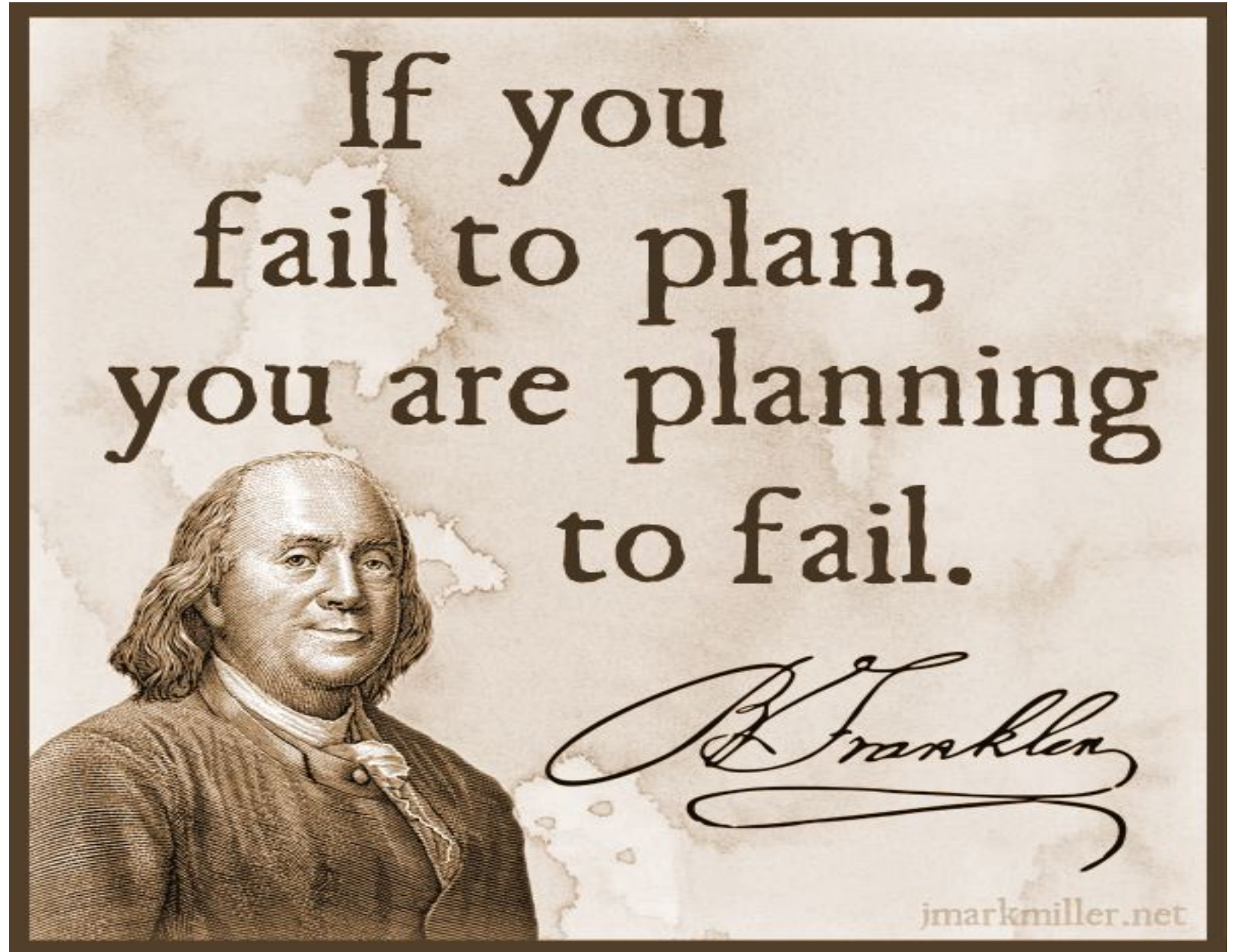
Get Ready To
Challenge Your Limits!

INITIUM 2022
BUSINESS PLAN CHALLENGE

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The French School Of Digital Leadership

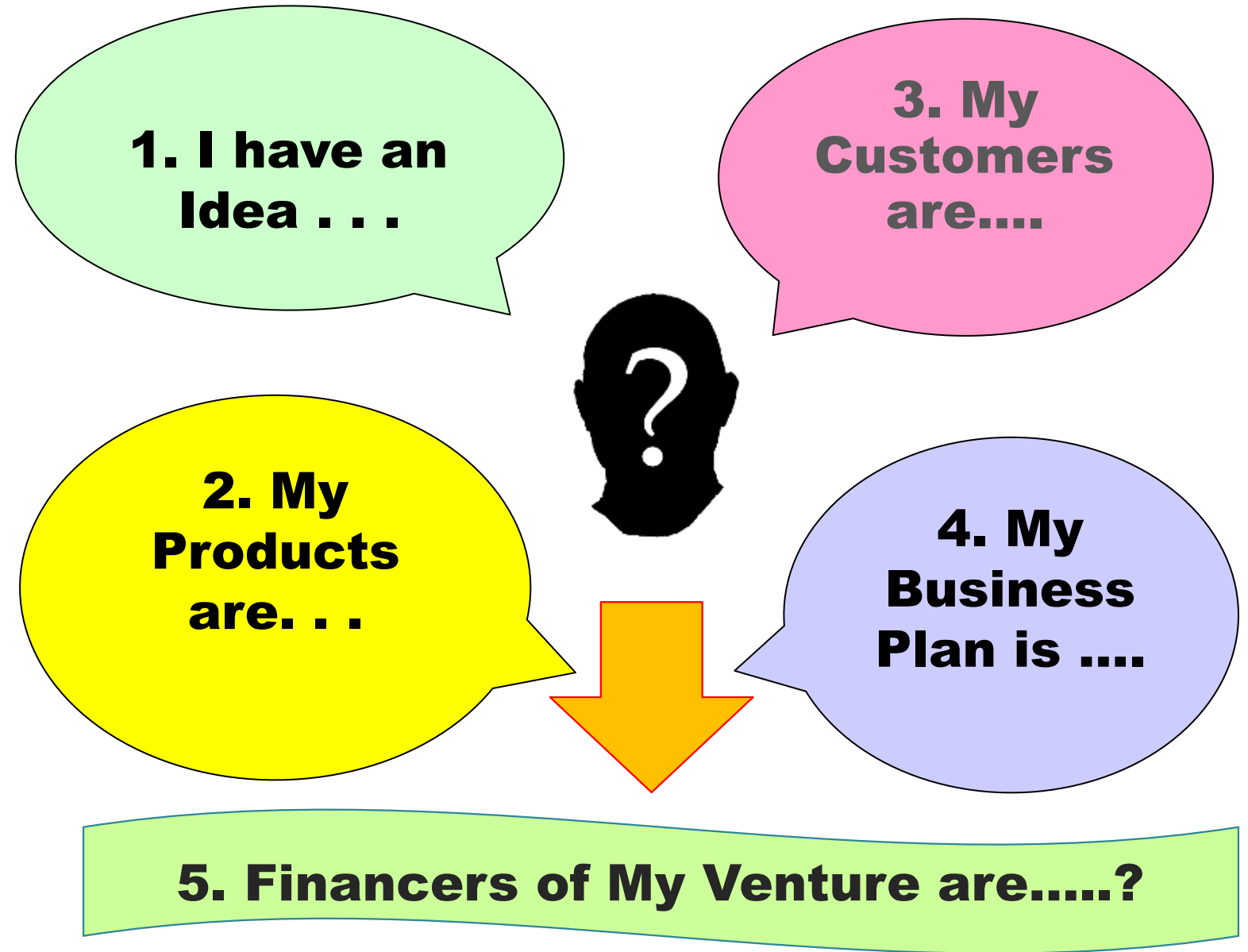
Importance of a PLAN



Business Plan

- A business plan is a **written document that describes in detail how** a business, usually a startup.
- Defines its objectives and how it is to go about achieving its goals. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints.

5 Essentials to Be An Entrepreneur?



The Components



The business plan

- The business plan admits the entrepreneur to the investment process. Without a plan furnished in advance, many investor groups won't even grant an interview. And the plan must be outstanding if it is to win investment funds.
- Marketers want to see evidence of customer interest and a viable market. Investors want to know when they can cash out and how good the financial projections are. Drawing on their own experiences and those of the Massachusetts Institute of Technology Enterprise Forum, the authors show entrepreneurs how to write convincing and winning business plans.

The Sequence

BUSINESS PLAN OUTLINE



Executive summary



Service or product line



Company description



Marketing & sales



Market analysis



Funding request



Organization & management



Financial projections



Appendix

WHY - The Business Plan?

- A comprehensive, carefully thought-out business plan is essential to the success of entrepreneurs and corporate managers. Whenever you are starting up a new business, you will never face a more challenging writing assignment than the preparation of a business plan.
- Only a well-conceived and well-packaged plan can win the necessary investment and support for your idea. It must describe the company or proposed project accurately and attractively. The plan must detail the company's or the project's present status, current needs, and expected future. You must present and justify ongoing and changing resource requirements, marketing decisions, financial projections, production demands, and personnel needs in logical and convincing fashion.

Key Contents

Business Plan

- 1** Executive Summary
- 2** Company Summary
- 3** Market Analysis
- 4** Industry Analysis
- 5** Product or Service Description
- 6** Strategies & Implementation
- 7** Financial Plan
- 8** Sales Forecast

Executive Summary

1 Executive Summary

- Introduction
- The Purpose
- The Company
- Products & Services To Be Offered
- Broad Target Market
- The Industry
- Techniques, Plans & Strategies
- Financial Projections
- Funding Request
 - How much capital have you invested?
 - How much capital do you still need?
 - How will you spend any capital raised?

Company & Market

2 Company Summary

- Company Structure & Ownership
- Mission or Vision Statement
- Products & Services
- Pricing Information
- Goals
- Keys to Success
- **SWOT Analysis**

3 Market Analysis

- How are you going to identify your customer?
- How are you going to find your customer?
- How big is your market?
- How will your customer find you?

The SWOT Analysis

S

STRENGTHS

Characteristics of your business that show your advantages over competitors

W

WEAKNESSES

Characteristics of your business that make it less favorable relative to competitors

O

OPPORTUNITIES

Elements in the external environment that allow your business to develop and implement strategies to increase profitability

T

THREATS

Elements in the external environment that could endanger the integrity and profitability of your business

Industry & Product

4 Industry Analysis

Research your industry's current market trends and provide a brief description of your findings.

- Online Sales
- Brick & Mortar Sales
- Year-Over-Year Trends
- Median Cost vs. Price

5 Product or Service Description

Describe product/service in detail.

- Manufacturing
- Chemicals or Materials Used
- Product/Service Benefits
- Product/Service Features
- Technology Used
- Product/Service Functionality
- Patents

Strategies & Finance

6 Strategies & Implementation

- Advertising Strategy
- Target Market Strategy
- Website Strategy
- Milestone Strategy
- Exit Strategy

7 Financial Plan

- Short-Term Financial Plan
- Intermediate-Term Financial Plan
- Financial Risk Management
- Cash Adequacy Protection Plan
- Management Succession Plan
- Long-Term Financial Plan
- Startup Summary
- General Assumptions

The Money...

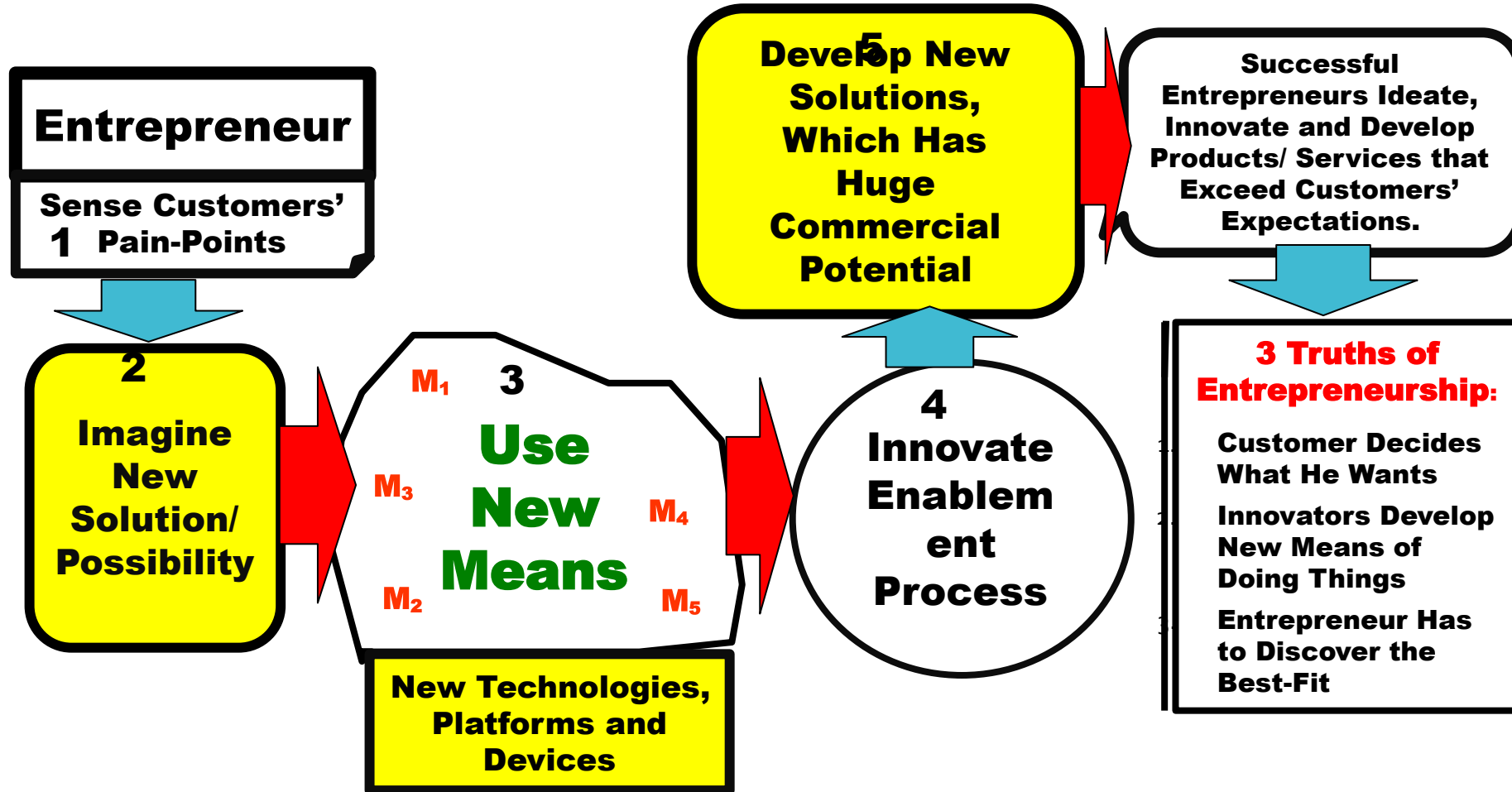
8 Sales Forecast

- Sales Forecast
- Personnel Plan
- Projected Profit & Loss
- Projected Cash Flow
- Projected Balance Sheet
- Break-Even Analysis
- Business Ratio Analysis

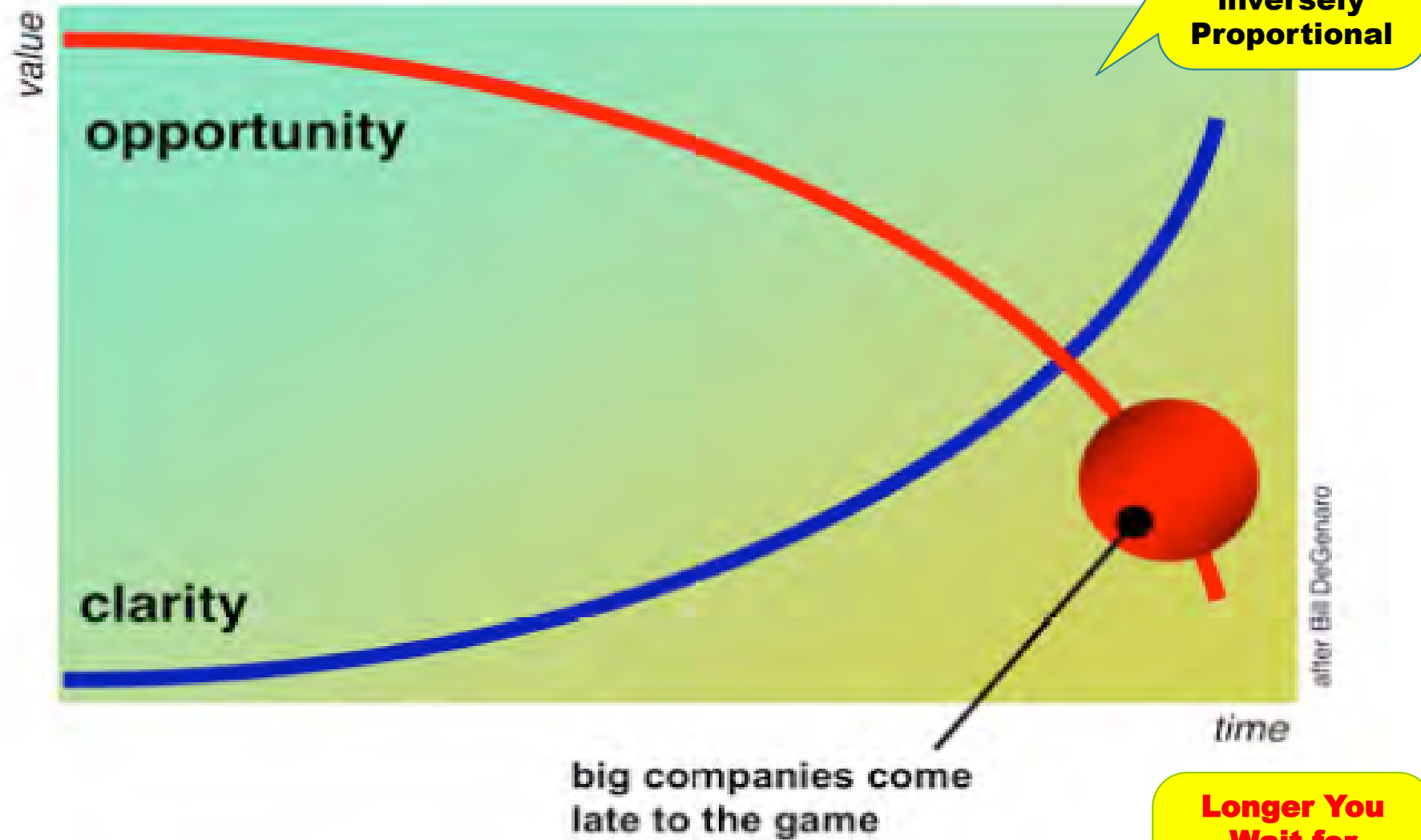
Designing the Business

Business Model Canvas				
Description		Revenue streams		
Basic introduction to your business model		The goals and how you measure them		
Customer targets	Customer challenges	Our solution	Our value	Our pricing
The top three customer challenges	Pain points of your customers	Primary way that you solve your customer's challenges	Core elements of your solution that make it unique and differentiated	How you package your solution and what it will cost
Our messaging		Go-to-Market		
Clear and compelling message that explains why your solution is worth buying		Channels used to market and sell to your customers		
Investment required		Growth opportunity		
Costs required to make the solution a success		Ways that you will grow the business		

5 Steps of Entrepreneurial Innovation Process



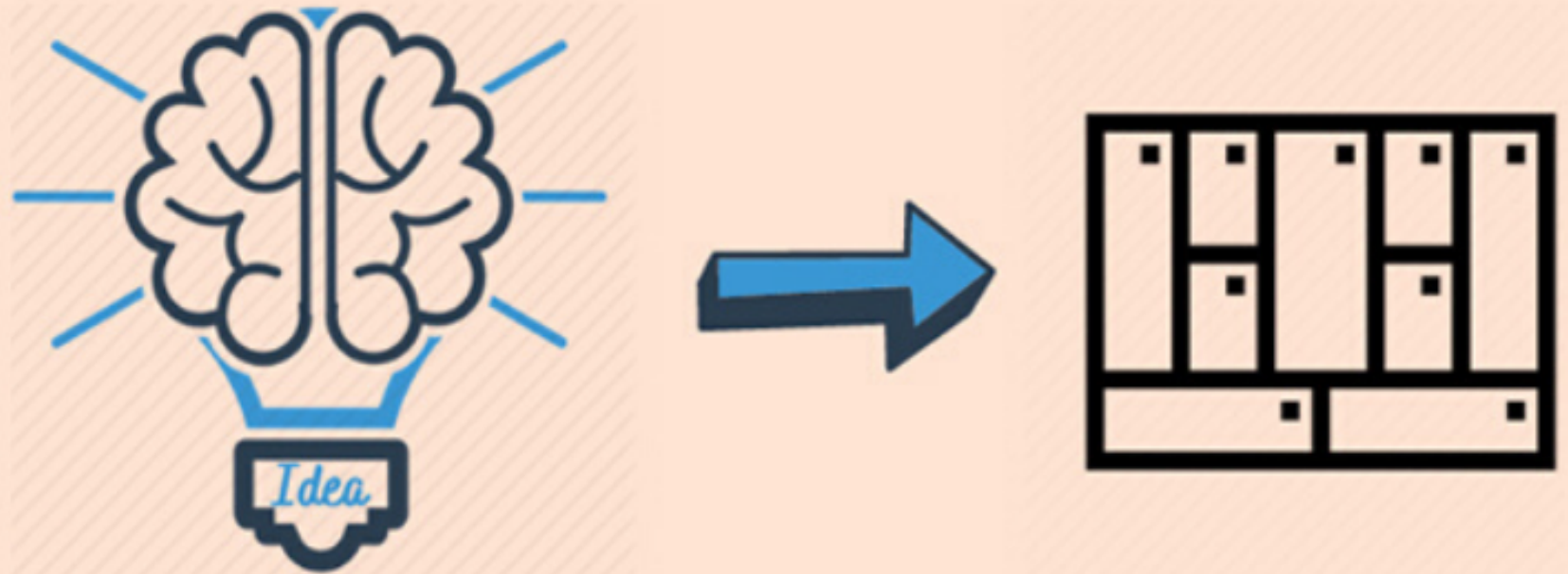
Opportunity Vs. Clarity



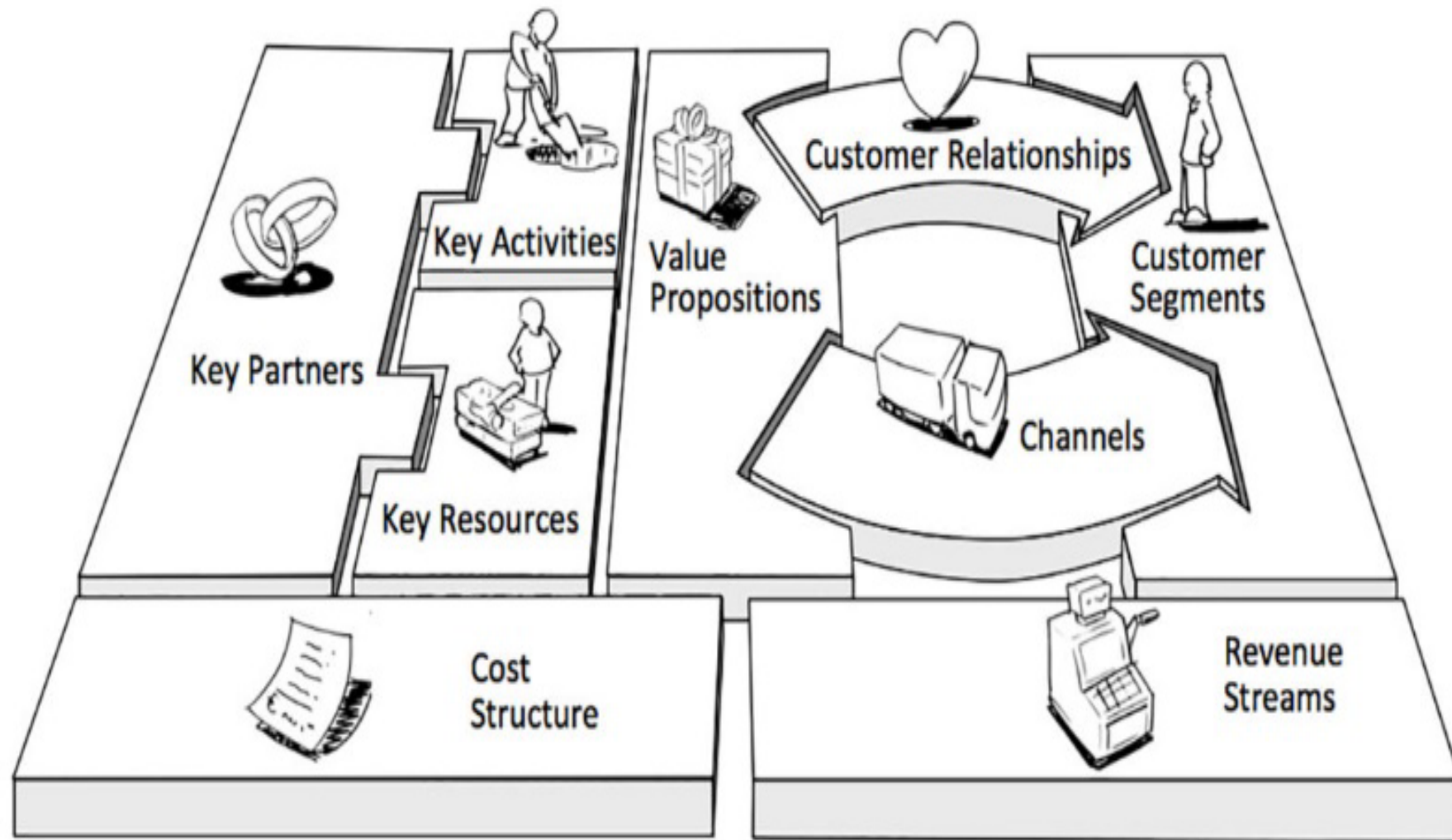
Presentable
Logic...

The **Business Model Canvas** is a strategic management template used for developing new business models and documenting existing ones.

BUSINESS MODEL CANVAS



Business Model Canvas



Adapted from 'Business Model Generation', Alexander Osterwalder, Wiley 2012.
www.businessmodelgeneration.com
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TESLA

BUSINESS MODEL CANVAS (TESLA)

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HETIC

KEY PARTNERS 🤝

- OEM Alliances
- Governments
- Leasing companies
- Panasonic (battery development)
- Manufacturing and purchasing
- Insurance companies
- Charge point partners

KEY ACTIVITIES 🛠️

- Research and development
- Design
- Electric power technologies
- Car manufacturing
- Charge point infrastructure

KEY RESOURCES 🧰

- Electric vehicle technology
- Battery production
- Employees/skills/knowledge
- Engineering and design
- Elon Musk/Brand

VALUE PROPOSITIONS 💎

- Long-range recharging flexibility
- High-performance and modern design
- Energy efficiency and cost of ownership
- Autonomous driving capabilities
- Charge anywhere

CUSTOMER RELATIONSHIPS ❤️

- Customer service
- Customer intimacy
- Direct to customer
- Customer relationship management
- Personal assistance

CHANNELS 🌐

- Retail stores
- Website
- Conferences and events
- PR/Media

CUSTOMER SEGMENTS 🎯

- High-net worth individuals
- Green buyers
- Commercial fleet buyers
- Sports car enthusiasts
- Elon Musk fans
- Corporate executives
- Mid-tier management

COST STRUCTURE 💰

- Manufacturing infrastructure
- General admin/sales
- R&D costs
- Employees
- Distribution
- Cost of materials

REVENUE STREAMS 💵

- Automotive sales
- Automotive leasing
- Energy generation and storage
- Services

BUSINESS MODEL CANVAS



Key Partners



- Restaurants and shops
- Groceries
- Delivery providers

Key Activities



- Partnerships with eateries and retail shops
- Hiring delivery providers and suppliers
- Managing delivery and payment process

Key Resources



- local restaurant and shops
- delivery providers
- Technology

Value Propositions



- Food delivery with no-restriction order policy
- efficient online payment system
- no minimum order requirement
- different payment methods

Customer Relationships



- 24/7 active customer support
- Customer Support Chat
- social media pages

Channels



- mobile app
- websites
- digital marketing

Customer Segments



- People who do not wish to go out to restaurants
- People who want to order food online and want to get it delivered
- people who want to buy and get other products delivered from nearby shops and stores

Cost Structure



- Payroll expenses for its employees and delivery partners.
- Costs of application and website development
- Running costs and maintenance charges
- Administrative, advertising, and marketing costs

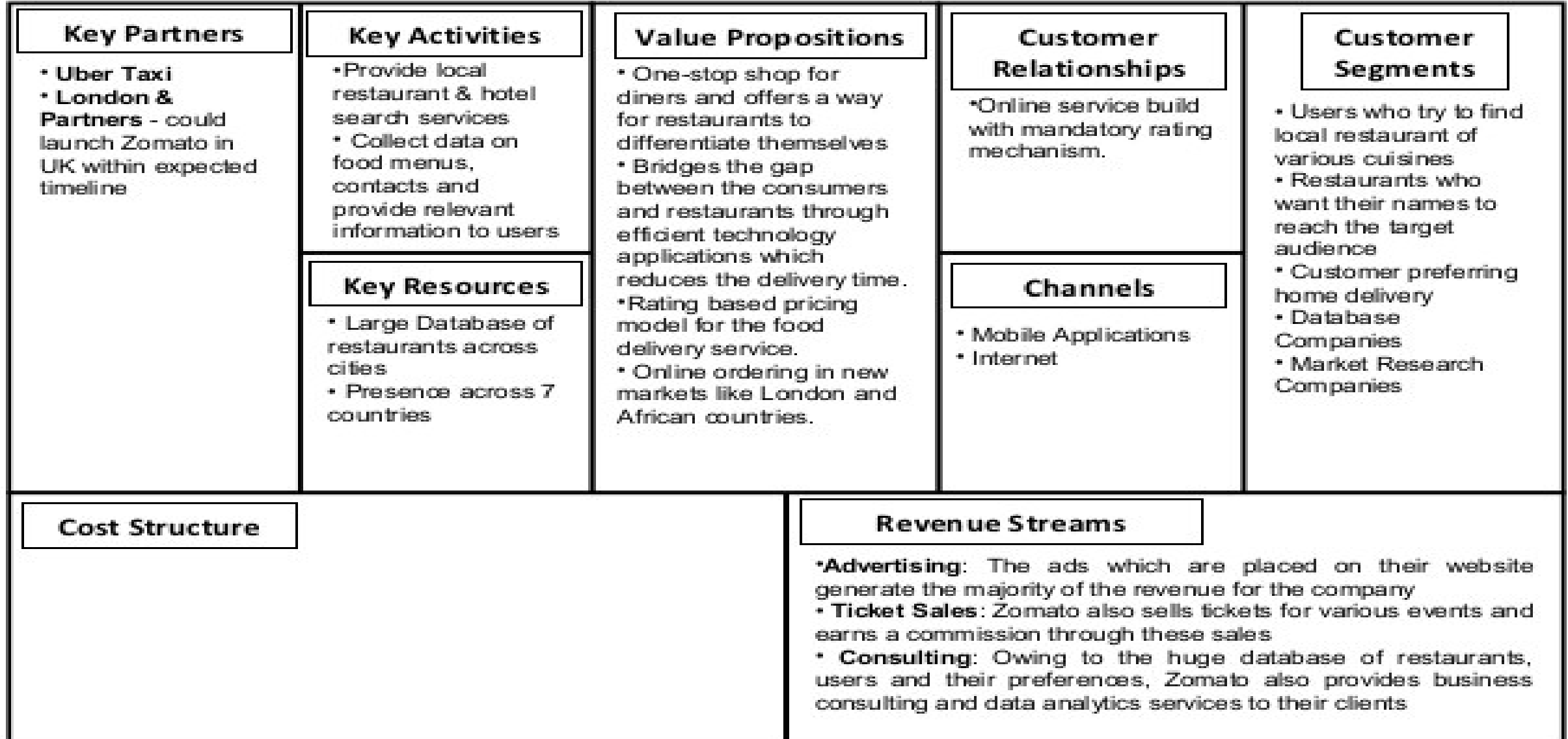
Revenue Streams



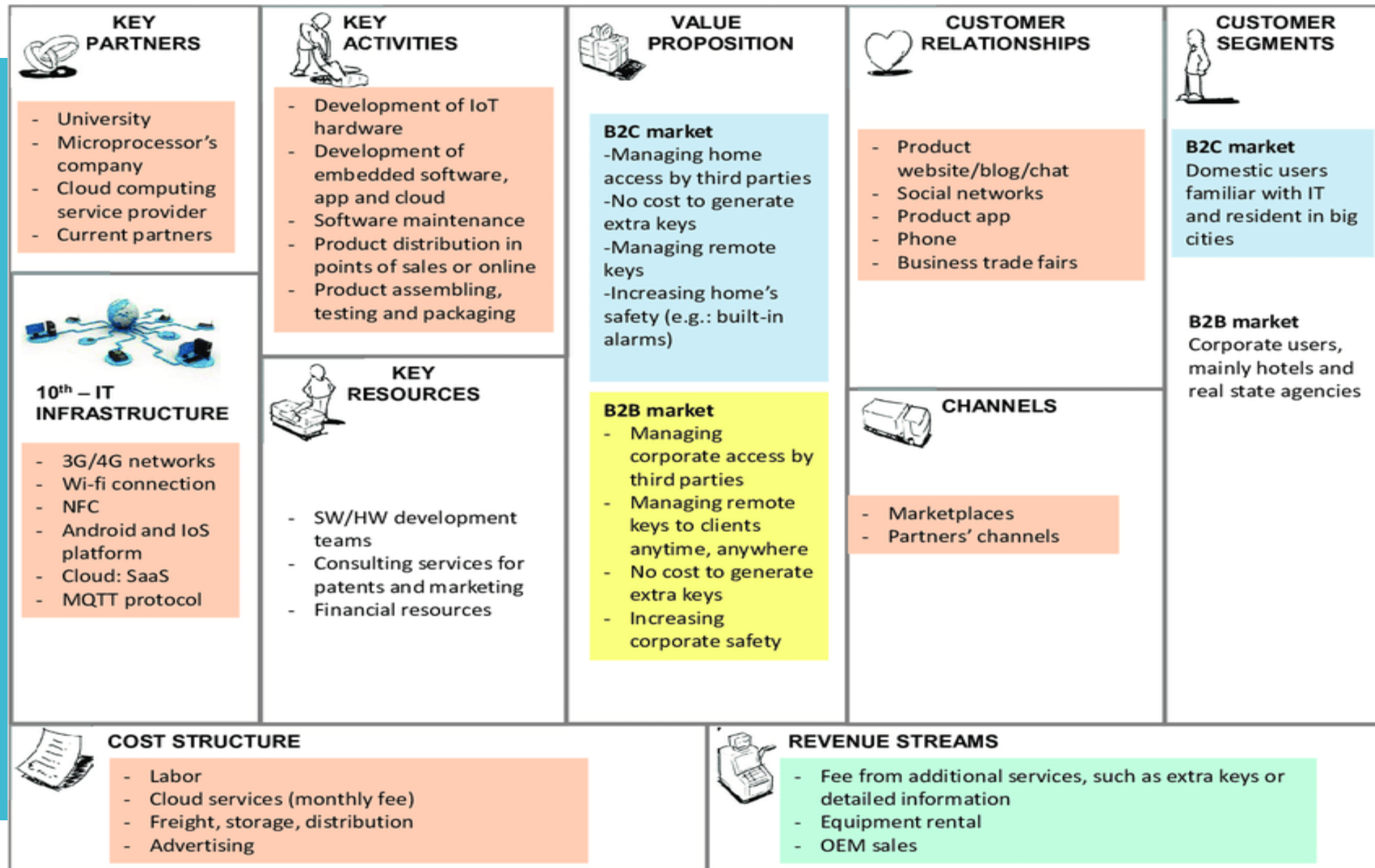
- Delivery charges
- Commissions
- Advertising
- Affiliate Income, Swiggy Access/Super



Business Model - Zomato



BMC Smart Doors





All the Best