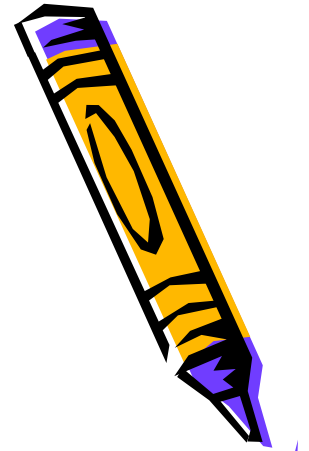


THE  
ONE PAGE  
BUSINESS PLAN

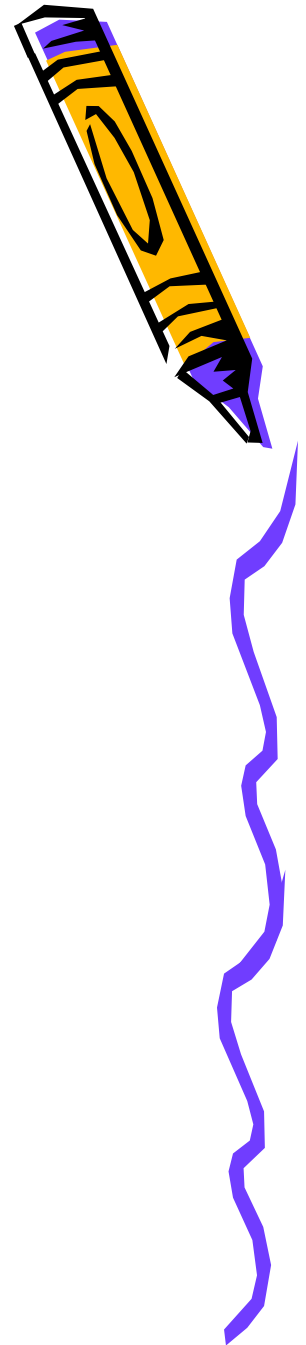
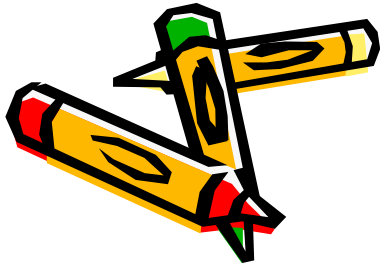
Dr S. Alireza Feyzbakhsh

Start with a vision, build a company!

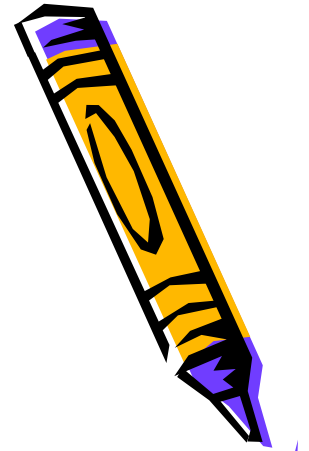


# Overview:

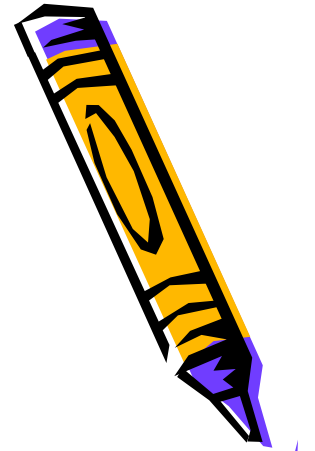
- Uses of the One Page BP
- Why the One Page BP works
- Main Ideas of One Page BP
- The Vision Statement
- The Mission Statement
- The Objectives
- The Strategies
- The Plans
- Conclusion



- The most important reason to have a business plan is to clarify your thinking regardless of the size of your company

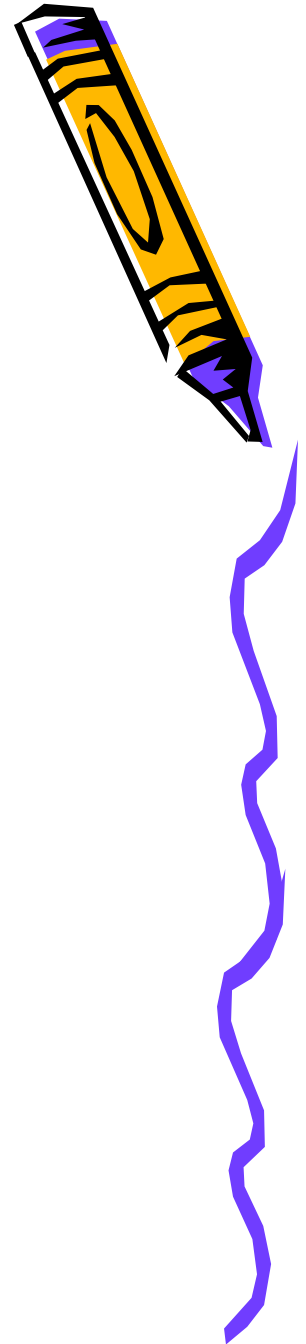


The POWER and MAGIC of  
WRITING



# Uses of the One Page BP

- External presentations
- Inspiration and motivation
- Research and development
- Internal process guide



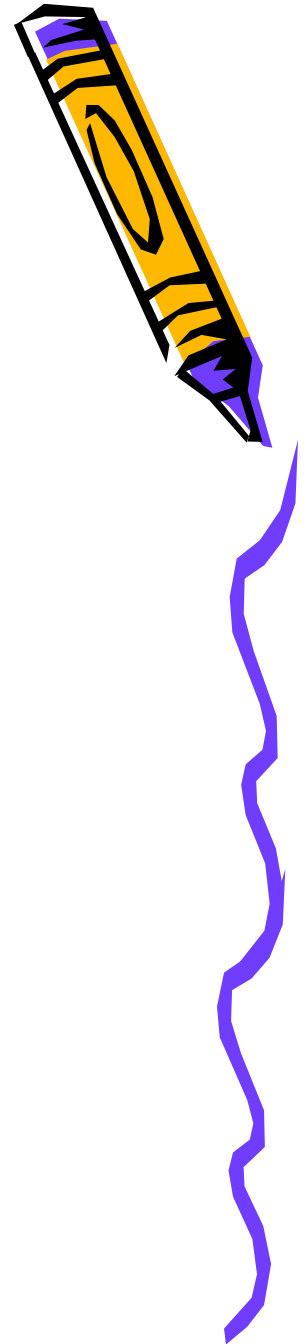
# External Presentations

- Complete BP for small to mid-size companies
- Vehicle for testing business ideas with your board of directors , partners, and employees
- Draft concept for venture capital funding BP (or SBA)
- Summarizes existing plan



# Inspiration and Motivation

- Tool to get back on track if you've lost your vision
- Career planning





# Research and Development

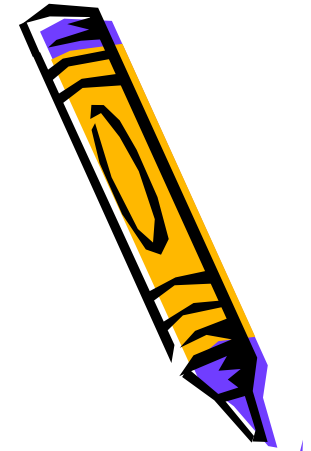


- Place to summarize ideas for new division or new Business
- Quick sketch and fleshing out of idea for new product or service
- Process for planning major projects



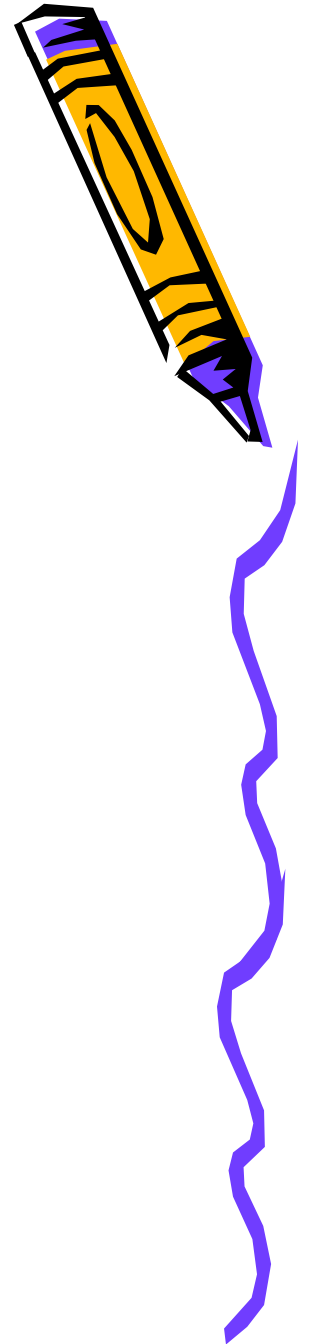
# Internal Process Guide

- Complete business plan for small to mid-size companies
- Business plan for subsidiaries or divisions of larger corporations
- Functional or departmental planning tool
- Strategic planning starting point for CEOs in larger corporations
- Methodology to quickly update annual plan for significant mid-year changes
- Summarizes existing plan



# Why The One Page BP Works

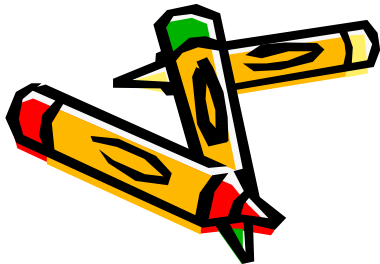
- Simplicity
- Focus
- Readily Understandable
- Versatility
- Consistency
- Flexibility



# In this book:

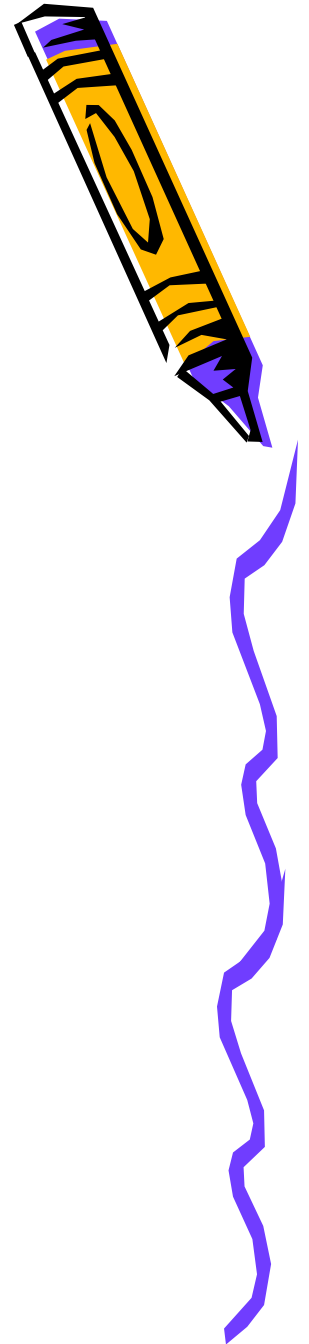
## There are five types of exercises

- Brainstorming
  - Generate new ideas by considering provocative questions
- Research
  - Gather information from external sources
- Focusing
  - Process of prioritizing ideas and concepts
- Summarizing
  - Considering, final prioritizing, editing
- Feedback
  - Solicit objectives feedback from trusted advisors



# Building a Business is a Journey...

**The business plan is your map!**



The  
One  
Page  
Business  
Plan

# Vision

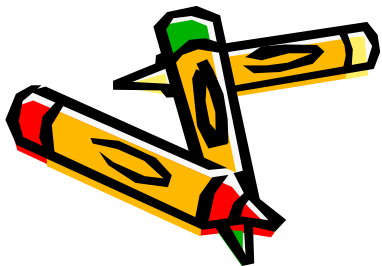
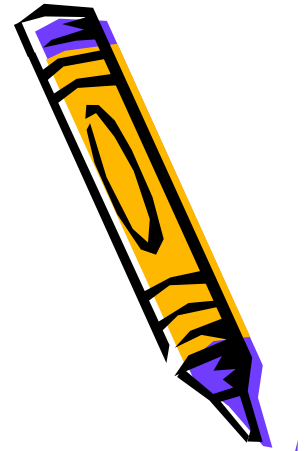
- How do you visualize your company in the future?



The  
One  
Page  
Business  
Plan

# Mission

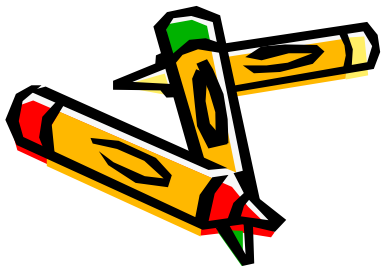
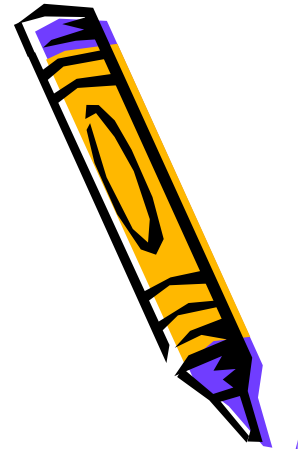
- Why does this business exist?



The  
One  
Page  
Business  
Plan

# Objectives

- what accomplishments must this business achieve within one year to be successful?

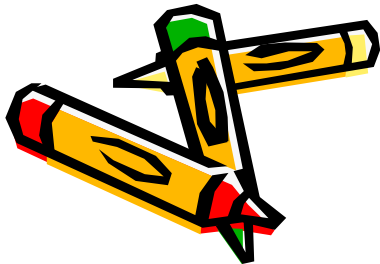
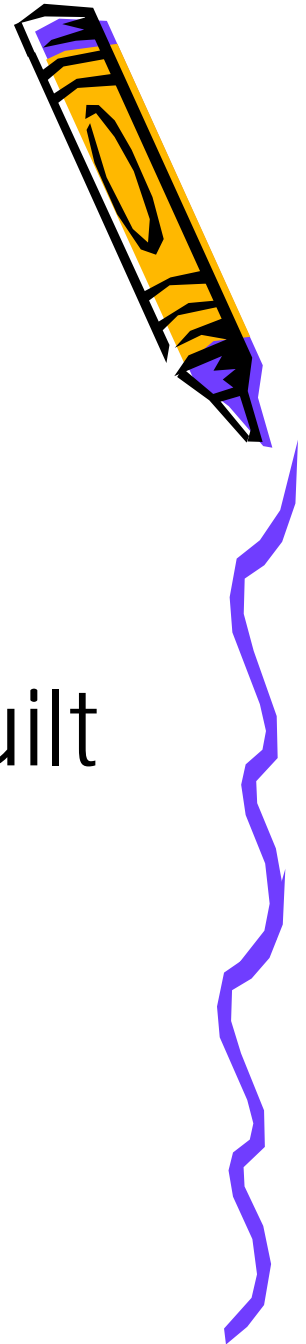




The  
One  
Page  
Business  
Plan

# Strategies

- How will this business be built and managed over time?



The  
One  
Page  
Business  
Plan

# Plans

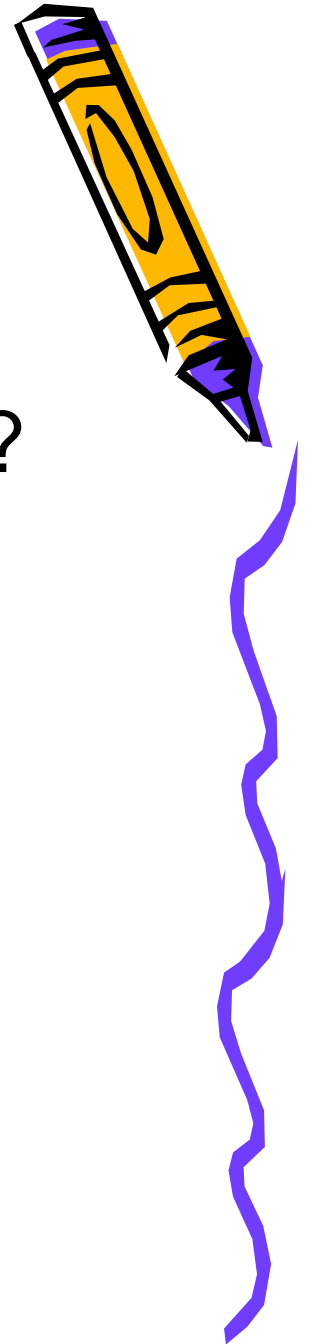
- What specific projects and actions will be taken this year to achieve the objectives



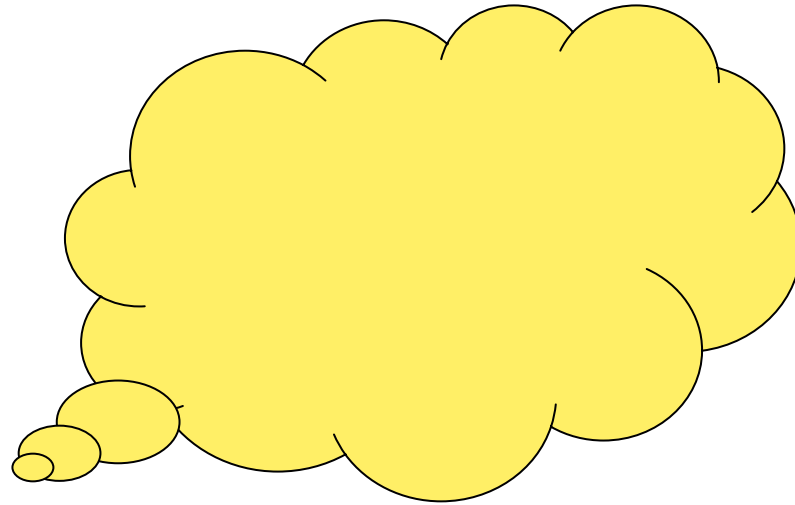
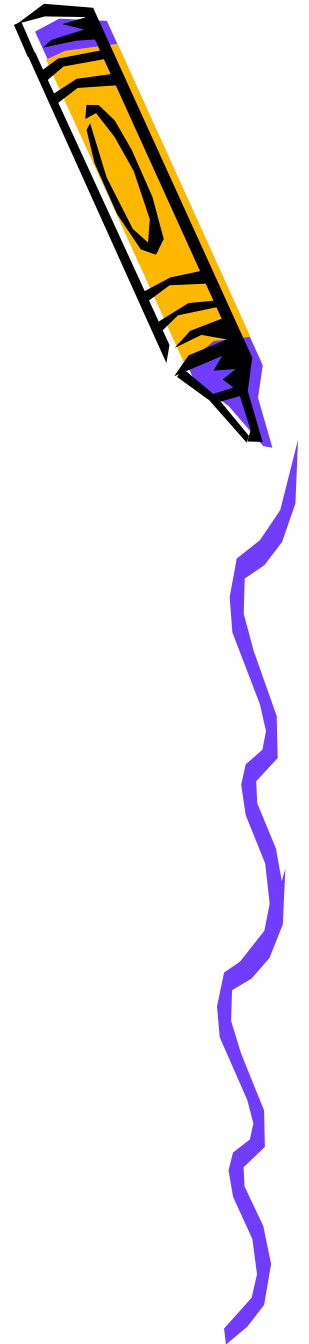
# The Vision Statement

- How do you visualize your business?

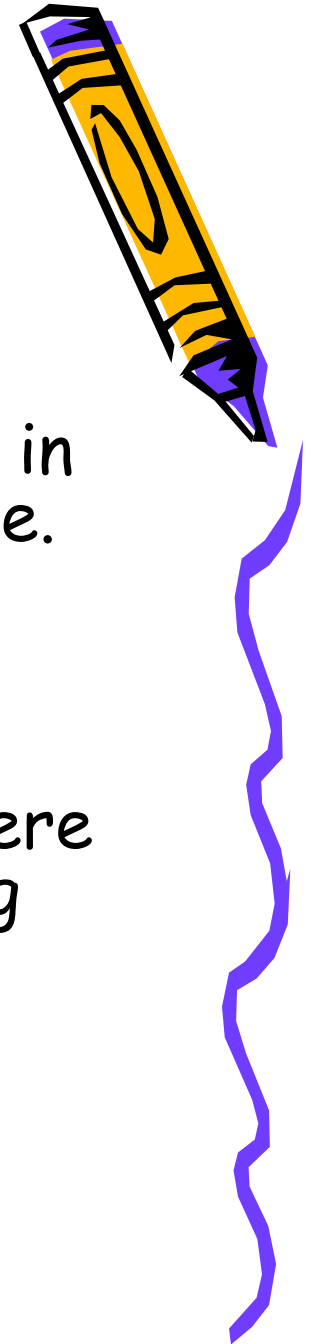
**“The Vision Statement should describe your idea in a manner that captures the passion of the idea”**



Your Vision...



# Examples of Vision Statement...



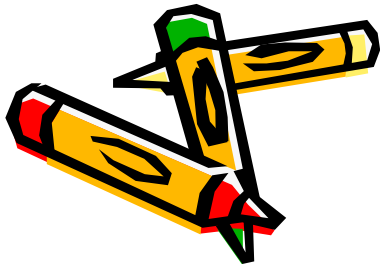
- To become recognized as the world leader in toys and games that entertain and educate.

DeMert Company

*Short and powerful.  
Makes you want to know more.*

- In Northern California, become the premiere full home services company and the leading industrial and municipal sewer/pipeline maintenance company.

Sanat Inc.

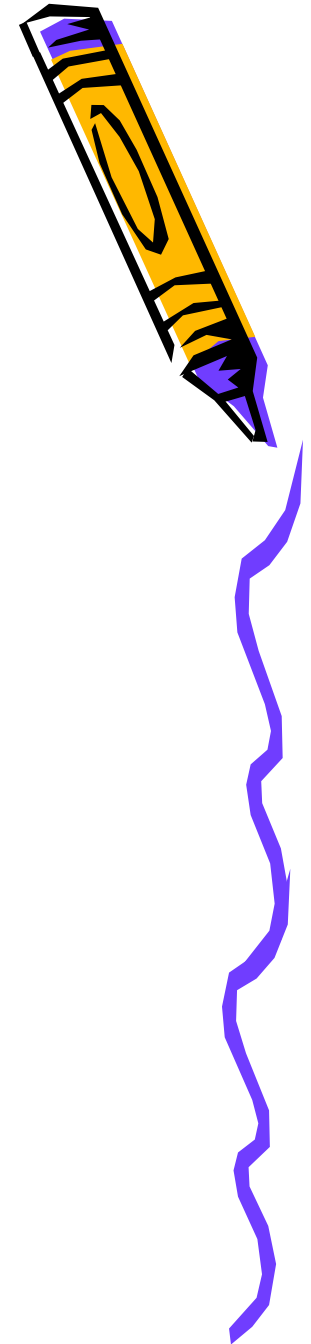


*Concise.  
Solid definition of business.*

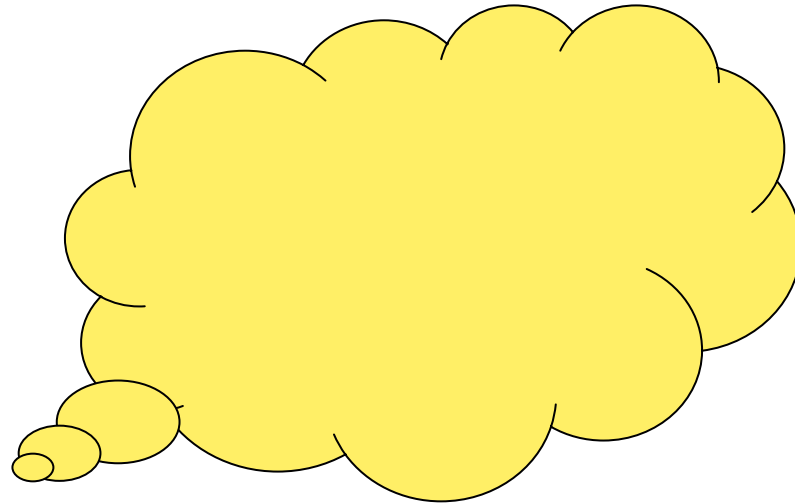
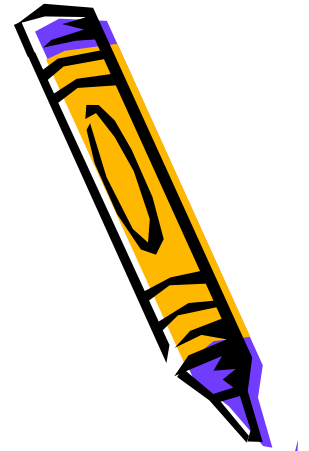
# The Mission Statement

- Why does this business exist?

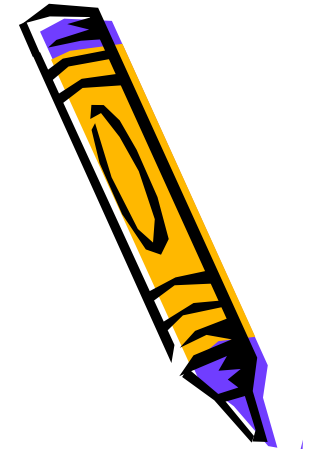
**Mission Statements always answer the question, 'Why will customers buy this product or service:'**



Your Mission...



# Examples of Mission Statement

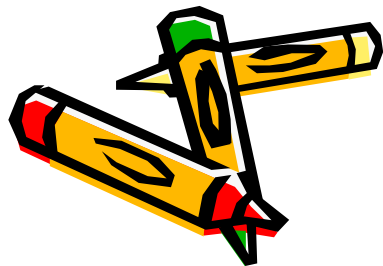


- What works!

We are on a mission to help rescue people from heavy kitchen duty.

The ShortCut Cooks

*Short, fun, and right to the point.*



- What doesn't!

to exceed the expectation of our customers through the delivery of superior service and continuous quality improvement that rewards our employees and enhances the value of our shareholders' investment.

Total System Service. Inc.

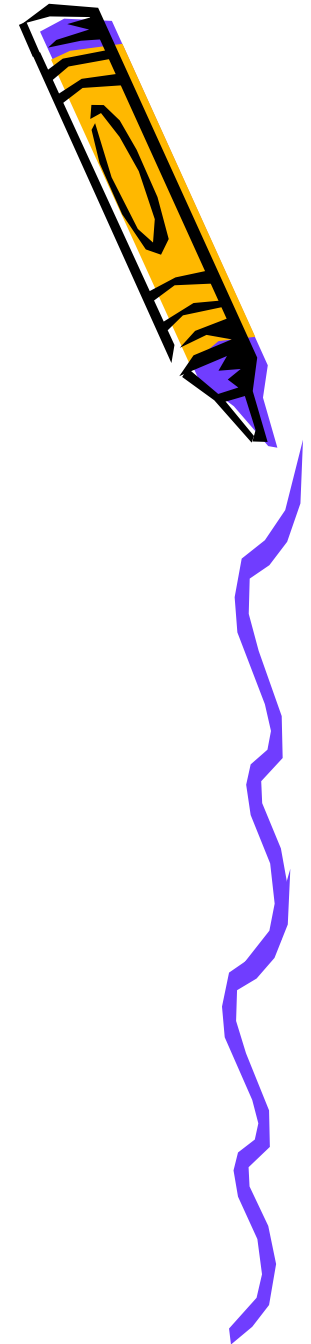
*Not memorable.  
Could be any company.*





# The Objectives

- What are the goals?
  - How does the business define success?
- Meaningful specifics are those individuals who know what they want to achieve in very specific terms and have targets and time frames written down to help them get there."



# Examples of Objectives

- What works!

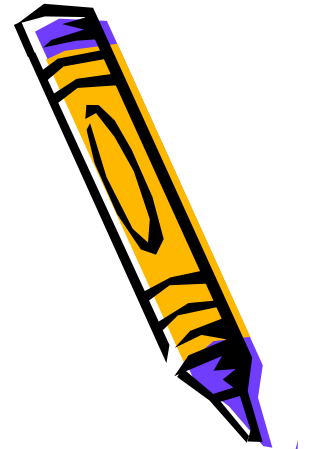
Increase sales 25% to \$4 million in 1997; \$5 million in 1998, & \$6.3 million in 1999.

*Specific, measurable.*

- What doesn't!

Improve profitability and cash flow to support business growth.

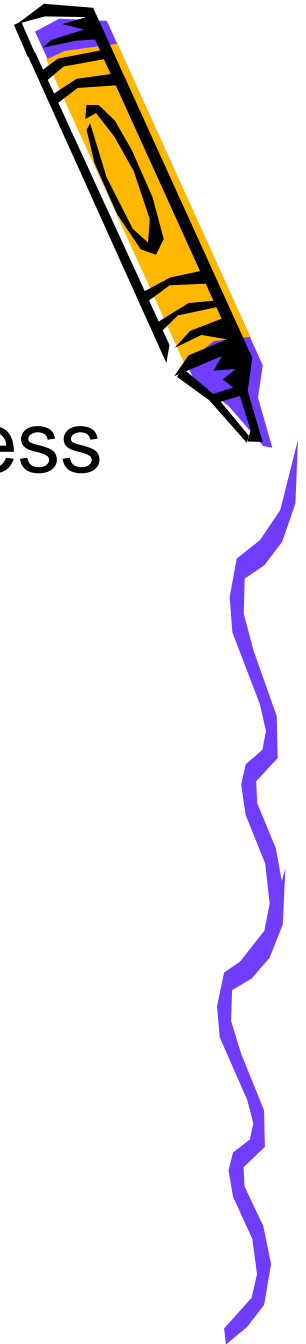
*Needed to be quantified.*



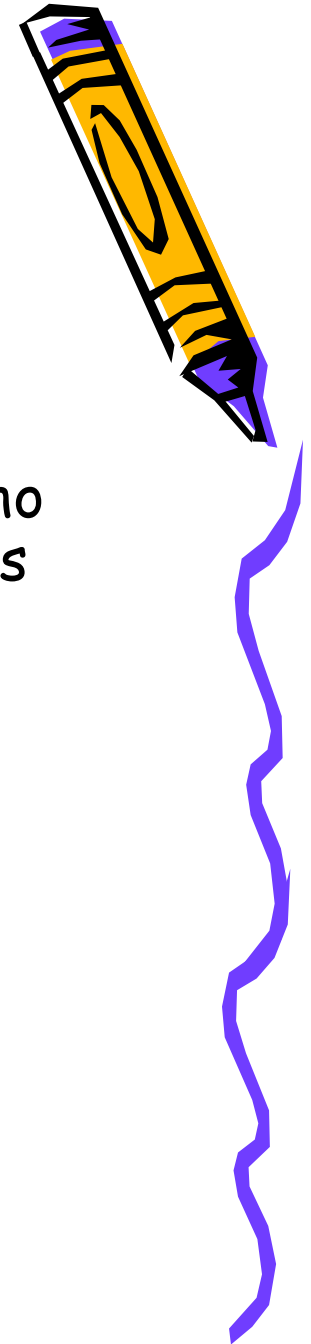
# The Strategies

- How to grow and manage the business

**“Following a predefined set of strategies is critical to keeping a business on track.”**



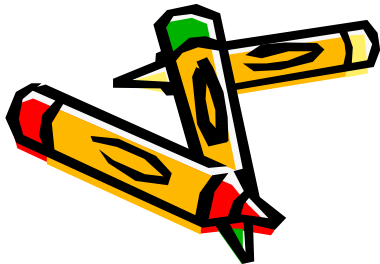
# Examples of Strategies



- What works!

Employees: hire the best, have them just before we need them, retain them thru job satisfaction and equity participation.

*Always need good people.  
Have a people strategy.*



- What doesn't!

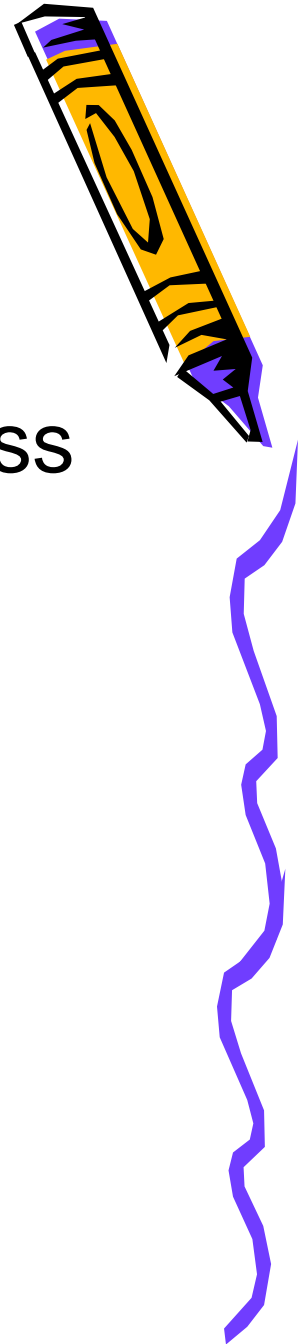
Ideal client: anyone who will buy our products and services.

*It's impossible to be  
everything to everyone.  
Specialize.*

# The Plans

- What specific actions will the business implement to achieve its goals?

**“It’s not  
enough to  
talk about it...  
you must  
say how  
and why!”**



# Examples of Plans

- What works!

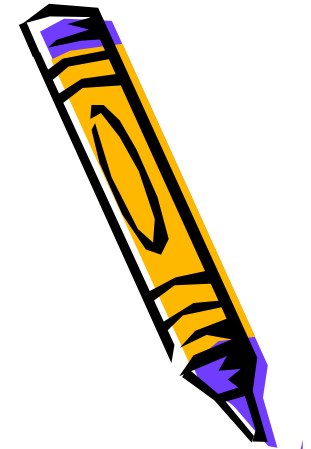
Attend NY trade show in June; LA in September; and in October.

*Identifies specific activity with dates.*

- What doesn't!

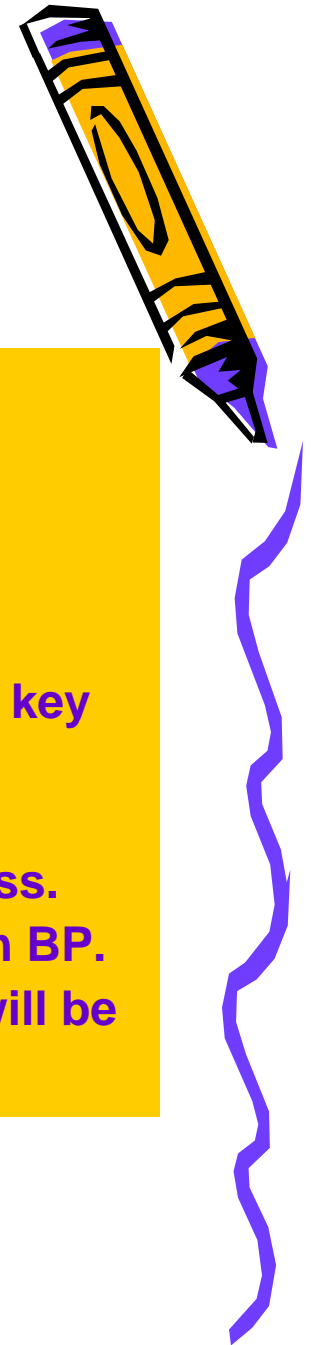
Increase all prices during this year.

*Not specific; should identify specific products. Percent increase should agree with budget assumptions.*



# Business Plan Myths

- All business plans are in writing.
- They must be long to be good.
- Their primary purpose is to obtain financing.
- It's easier for others to do business plan.
- You can and should do it all by yourself.
- It takes six months, a significant amount of the owner's and key staff members' time, and expensive consultants.
- If completed, it will sit unused on bookshelf.
- My business is too small; business plans are for big business.
- I know where I'm taking my business, I do not need a written BP.
- I can just pay to have a consultant write it for me, and that will be good enough



*Let's dispel the myths.*