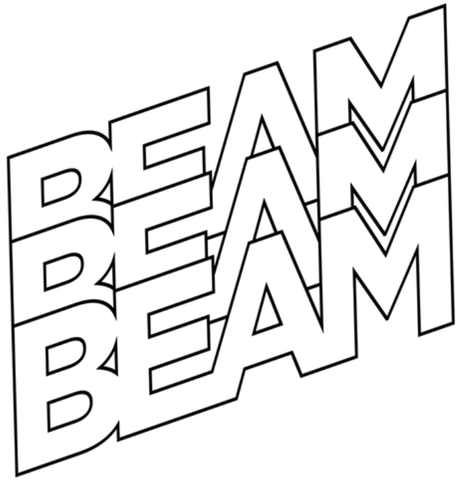
BUSINESS PLANS & PRO FORMA ASSUMPTIONS



TRIPLE BEAM ADVISORS

Covering the critical inputs & documents you will need to build a strong pro forma

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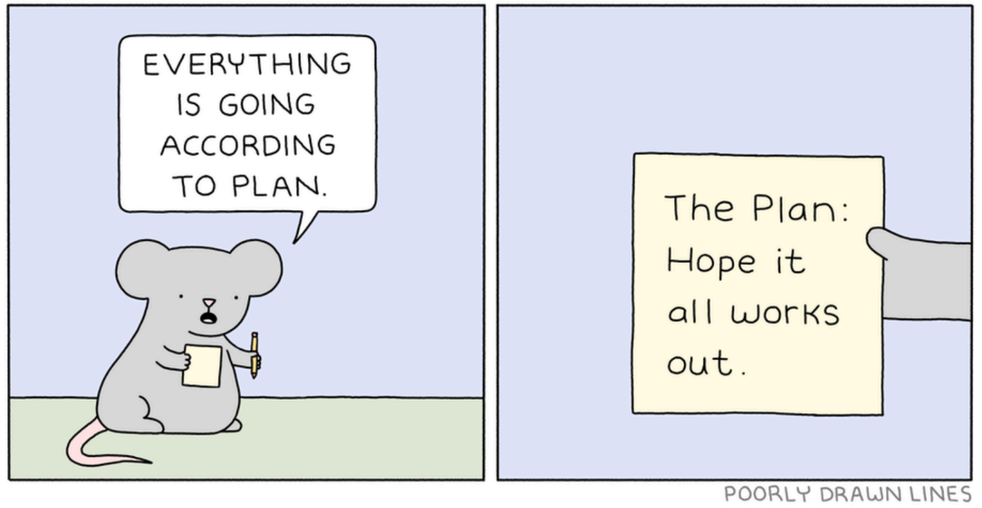
BUSINESS PLANS & ASSUMPTIONS

In this workshop, you will learn:

- What a business plan is
- What should a business plan include
- How do I use a business plan
- How to use your business plan to optimize your first six months of operating
- Key benefits of a business plan
- Other uses and function for business plans

BUSINESS PLAN ESSENTIALS

What is a business plan?



What is a business plan?

- A comprehensive document that outlines the goals, strategies, and
- It is an essential tool for articulating the entrepreneur’s vision, attracting investors, securing funding, and demonstrating the viability and potential success of the business.

Sections of a Business Plan

Section	Description
Executive Summary	Provides a concise overview of the entire plan.
Company Description	Describes the business, its mission, vision, and unique selling proposition (USP).
Market Analysis	Analyzes the target market, industry trends, and competition.
Market Challenge and Risk	SWOT analysis to address challenges and risks.
Product Offering	Details the revenue streams, features, benefits, and competitive advantage.
Marketing & Sales Strategy	Outlines the marketing, advertising, pricing, distribution, and sales plans.
Organizational Structure	Defines the team members, roles, and staffing needs.
Financial Projections	Presents sales forecasts, expenses, and profit margins.
Funding Request	States the funding requirements and potential sources.

The first six months of business and your plan

- How Much? Plan how much money you'll need to start.
- Where to Spend? Outline how the money will be used in the first 6 months.
- Changes Over Time? Show how spending will adjust after 6 months.

The first six months of business and your plan

Initial Launch Phase

- Aggressive Spending: Focus on higher expenditures to establish presence and attract customers.
- Planned Expenditures: Clearly outline where funds will be allocated.
- Key Investments: Prioritize marketing campaigns, initial inventory, and operational costs.
- Goal: Kickstart the business and build market traction.

The first six months of business and your plan

Stabilization Phase

- Shift to Conservative Spending: Adjust expenditures based on revenue streams and growth projections.
- Revenue-Based Allocation: Earmark a percentage of revenue for marketing and growth.
- Cost Optimization: Streamline operational costs and optimize resources.
- Focus: Maximize efficiency and ensure sustainable growth with a strong ROI.

Sections of a Business Plan

Section	Key Items to Include
Market Challenges & SWOT	• Industry analysis • Customer segments (target market) • Evaluate competition • Market entry and growth strategies • Market trends and opportunities • Market challenges or risks (SWOT) • Market research & data

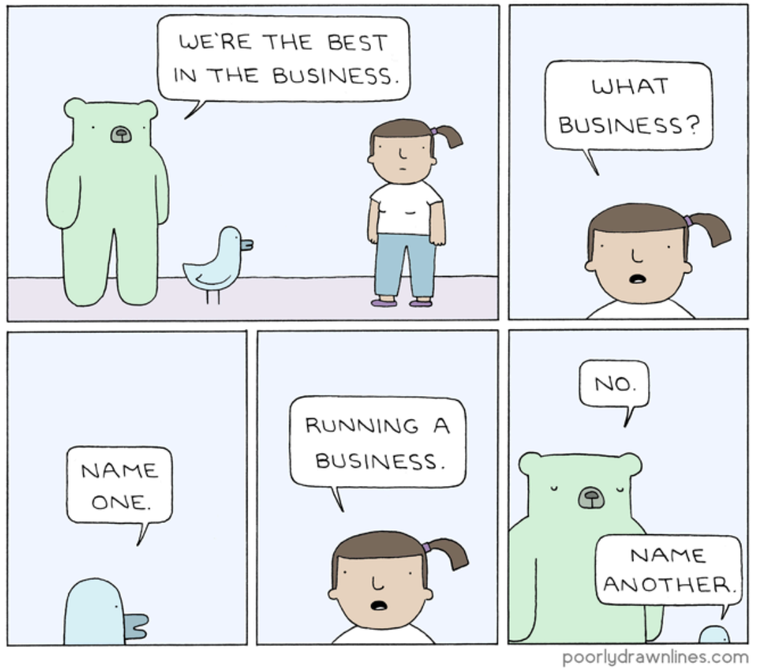
Sections of a Business Plan

SWOT EXAMPLE USING APPLE

Strengths	Weaknesses	Opportunities	Threats
• Innovative product design and technology (e.g., iPhone, Mac, iPad).	• High product prices limit accessibility for some customer segments.	• Expansion in emerging markets with more affordable product lines.	• Intense competition from rivals like Samsung, Google, and Huawei.

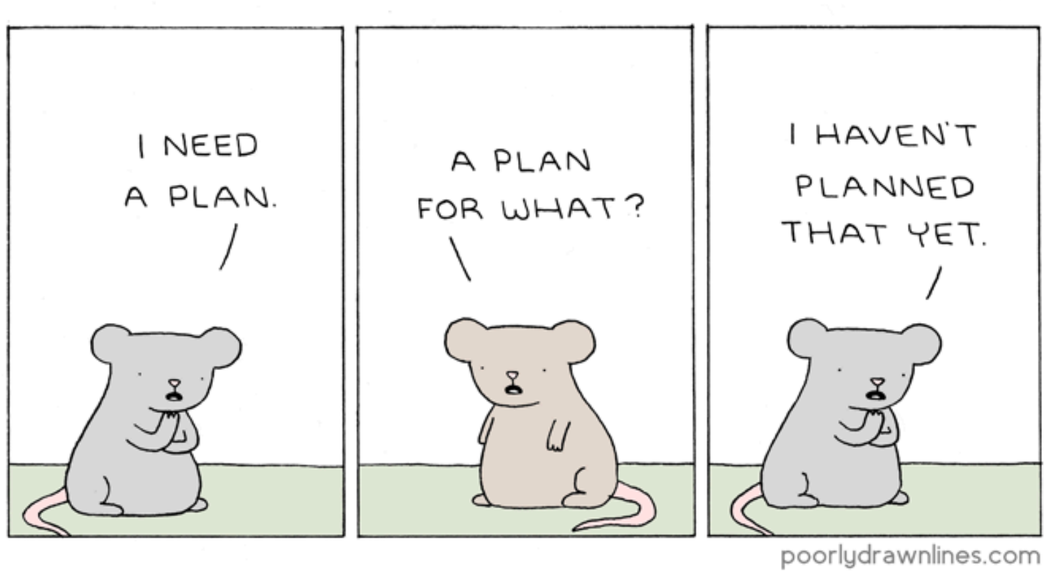
Sections of a Business Plan

Section	Key Items to Include
Marketing & Sales Strategy	• Positioning & branding • Pricing & Sales Strategy • Customer relationship management • Marketing budget • Key Performance Indicators (KPIs)



Benefits of a business plan

- **Provides clarity & direction**
- **Mitigates risks & challenges**
- **Higher likelihood of raising capital**
- **Facilitates communication**
- **Forms a foundation for pro forma**



Benefits of a business plan

Pro Forma

- Financial Projections: Show detailed financial outputs.
- Quantitative Clarity: Translate strategies into numbers.
- Integration: Add projections to the business plan.
- Build Confidence: Prove financial viability

Contact Us

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