

# WHY DO I NEED A BUSINESS PLAN?

At one time in the past you probably asked,  
“why do I need to eat my veggies”...

WHAT ARE YOUR THOUGHTS ON  
WHY YOU MIGHT NEED A PLAN?

# TWO PERSPECTIVES ON BUSINESS PLANS

1. Write it for yourself to keep yourself on track.

1. Write it for others to provide necessary data for

Bank loan

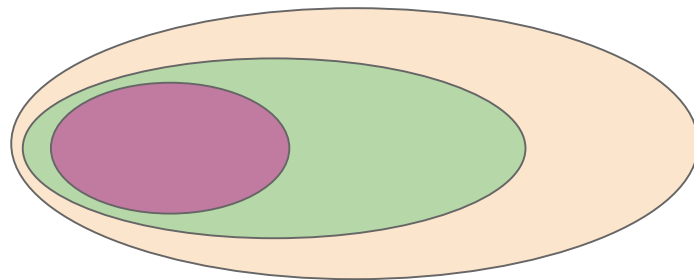
Investment

??

# WRITING A BUSINESS PLAN FOR YOURSELF

# WHAT WILL MAKE YOUR BUSINESS UNDISPLACEABLE?

Learn to Think in Nested Systems:



- The uniqueness of you and your business
- The network of others you affect and whom affect you (customers, supply network, community)
- The region or field you are impacting and the story of this place (Skagit Valley?).

# The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



Revenue Streams



# THINGS TO CONSIDER WHEN CREATING SOMETHING

## MOTIVATION

Your Foundation: What is the highest potential of this business if I am in my essence?



Your Intention: What outcome do I want to see?

## MEANS

What instrument am I using to get there?



How do I know if I am on the right track?

# WRITING A PLAN FOR SOMEONE ELSE



# WSU EXTENSION BUSINESS PLAN - WHEN IN ROME....

Executive Summary

Mission Vision Goals

Background Info

Competition & Opportunity

Market Plan

Market Strategy

Management Plan

Financial Plan

- Cost
- Profit
- Breakeven
- Projections

# PUTTING IT ALL TOGETHER - GROWING A FIELD



[HTTPS://APP.LIVEPLAN.COM](https://app.liveplan.com)

CINDY.BROOKS@WSBDC.ORG

