



BUSINESS PLAN BASICS IN TEACHING



SELL
THE PROBLEM
YOU SOLVE,
NOT
THE
PRODUCT.

What is a Social Enterprise?



ourgoodbrands

The future of ethical business is here!

What Are The Difference Between These Three?

CHARITY

Non profit,
not generating
revenue or profit.

SOCIAL ENTERPRISE

A combination of
business and social
goals, but with
emphasis in the
latter.

Profit is reinvested
in community or
company.

FOR PROFIT COMPANY

Profit maximizing
company. CSR and
social impact
considered an
add-on to the core
business agenda.



Chance Philippines



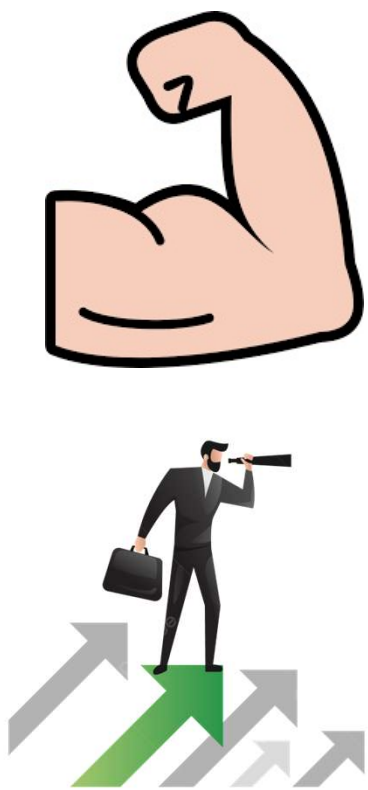
@chanceph_

LET'S SEE A BUSINESS MODEL CANVAS



MISSION STATEMENT What is your goal and purpose? This should be rooted and connected with your personal mission. Measure all your decisions to make sure they are supporting this mission.					EXTERNALITIES Who else benefits from what you are doing and how? Whom are you helping? Looking at this can highlight potential additional revenue streams by trying to capture some of this value.
PROBLEM What are the critical problems of the target group? (From their perspective? Give some research ideas!)	KEY ACTIVITIES What are the key activities that we perform?	VALUE PROPOSITION What value do we deliver to our target group? (From their perspective?)	BENEFICIARY RELATIONSHIPS What benefits would we gain? Is it a personal relationship?	BENEFICIARIES For whom are we creating value? Who are 'early adaptors'? (People who need are solution most and are most likely to adapt it.)	EXTERNALITIES What unintended effects are you having on the target group, stakeholders, other people or institutions? Try to minimize them, and make sure to have a positive balance.
SOLUTION How to solve these problems?	KEY METRICS What are the numbers we measure to know if we are successful or not? Consider both social impact and financial metrics.		CHANNELS How do we gain access to the target group? How do we deliver the goods or the service?	KEY PARTNERS Who are our key partners? Which key activities are they performing?	
COST STRUCTURE What are the key elements of our costs?		FINANCIAL SUSTAINABILITY What are the different sources that we generate income from?			

SWOT ANALYSIS



SWOT Analysis Template

SWOT Analysis

S

Strengths

- Capabilities
- Competitive advantages
- Resources, assets and people
- Experience, knowledge and data
- Financial reserves, returns
- Marketing, reach
- Innovative aspects
- Location, geographical
- Price, value and quality
- Processes, systems, it, communications
- Advantages of proposition

W

Weaknesses

- Lack of capabilities
- Gap in competitive strengths
- Reputation, presence and reach
- Timescales, deadlines and pressures
- Financials
- Cash flow, cash drain
- Continuity, supply chain
- Effects on core activities
- Reliability of data, plan and project
- Management cover & succession

O

Opportunities

- Market developments
- Industry or life style trends
- Innovation and technology development
- Global influences
- Market dimensions, horizontal, vertical
- Target markets
- Geographical import, export
- Major contracts, tactics and surprises
- Business/product development

T

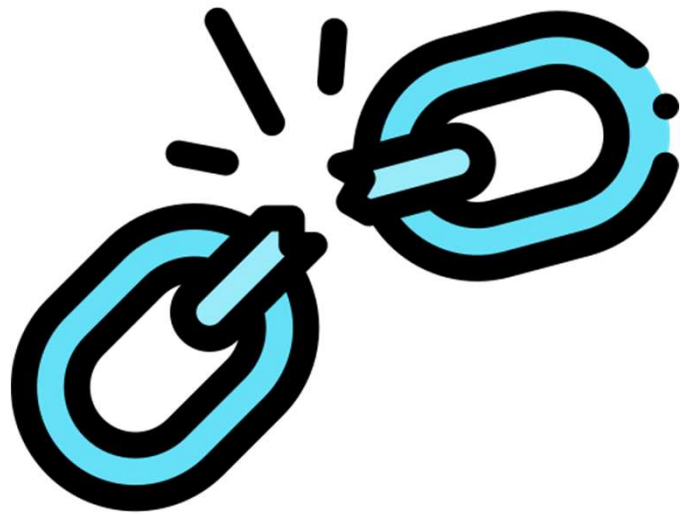
Threats

- Political and economical effects
- legislative effects
- environmental effects
- Competitive intentions
- Market demand
- Innovation in technologies, services and ideas
- New contracts and partners
- Loss of resources
- Obstacles to be faced
- Poor management strategies
- Economic condition home, abroad



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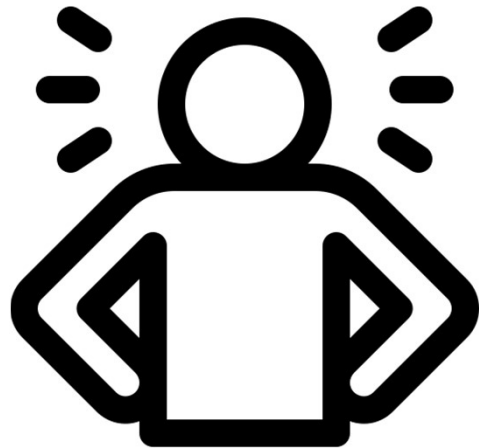
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LET'S DO A PITCH!





ONE MINUTE PITCH

① My company, _____, is developing
NAME OF COMPANY
_____ to help
A DEFINED OFFERING
_____ SOLVE A PROBLEM
A DEFINED AUDIENCE
with _____
SECRET SAUCE


② We compete in the growing _____ market,
DEFINED MARKET
which last year was a _____ value market.
DEFINED VALUE

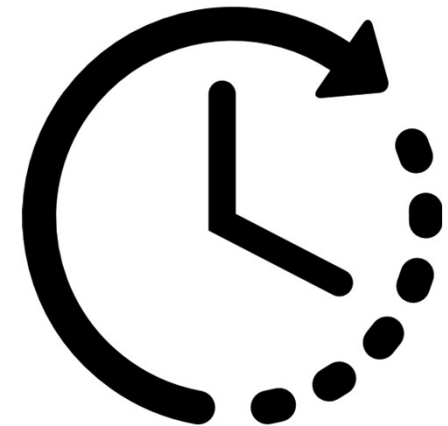
③ We are similar to _____ and _____,
COMPETITOR 1 COMPETITOR 2
but we _____
ONE KEY DIFFERENTIATOR

④ Currently we have _____
CURRENT STATE OF PRODUCT, TEAM, OR COMPANY

⑤ We are looking for _____ to help us
THE ASK

WHAT YOU WOULD DO WITH THE ASK

 Get more pitching tips at: <http://fi.co/madlibs>



MINDSET OF AN
ENTREPRENEUR



7 MINDSET SHIFTS *for entrepreneurs*

INSTEAD OF...

TRY THIS...

i can't figure this out

every problem has many solutions

if i work harder, i'll get better results

success happens when i have fun

i'm so far behind

i'm thriving in my own way

i'm too scared to take action

fear means i'm onto something big

what if i mess up?

failure is success in progress

what if they say no?

the right people will say yes

selling is hard

i trust my clients to choose

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REFRAMING A NEGATIVE

Mindset

From:

To:

I can't.



How do I learn?

I don't know.



I'll find out.

It's too hard.



It's a challenge.

I'm worried that I'll fail.



I'm curious about what will happen.

I'm not good at it.



I can get better.

I'm not ready (I need to know more first).



There's no better time than now.

I'm too old.



It's never too late.

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People do not buy
goods and services.
They buy relations,
stories and magic.

BUILD A BRAND

CLARITY

Your brand exists to explain your business to your audience. Be clear about what you do, for who and how, so that everything sends this very message.

THE PERFECT OFFER

Wanna stand out on the market? You need a message that grabs the attention, and an offer that gives the solution your clients dream of.

CUSTOMER EXPERIENCE

Your visuals are finally nice and pretty. Now craft the journey your clients will take. Make the experience true to your values.

BRAND IDENTITY

Think about what you want people to think and feel about your brand. The personality of your brand will make sure that people connect to your offers.

VISUALS

Once you have your purpose and personality clear, pick the visuals that represent that business. Every little thing has its own message. You wanna pick the ones that match yours.

THE IMPORTANCE OF VISUALS

THE COLORS OF BUSINESS

RED
Appetite



Best for restaurants

Sense of Urgency

Best for liquidations/ clearances or Shop Now CTAs

YELLOW
Communication

Best for service industries

Warmth, very inviting

Best for retail window displays

BLUE

Trustworthy, increases productivity

Best for corporate business

Calm, tranquility

Best for airlines and medical practices

PURPLE
Wealth, wisdom and respect

Best for beauty and anti-aging products

Creative and imaginative minds

Best for "outside the box" brands and for the Tween market

ORANGE
Enthusiasm

Happiest color of the wheel

Best for impulse buying platforms & good for CTAs

Great for creative industries

GREEN

Health, nature and peace

Best for environmentally-friendly companies

Calming effect

Best for retail and service outlets

PINK

Femininity and youth

General good health

Best for youthful and fashion brands

Good for teen brands

BLACK

Authoritative and powerful

Luxurious

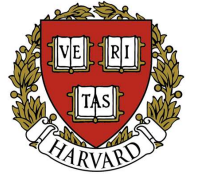
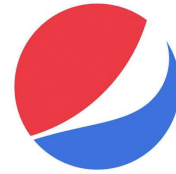
Best for art, music and fashion brands

Good for upscale brands

NASA



Google



DESIGN A LOGO!
WRITE A MOTTO!

