



**Start-up ventures
Entrepreneurs
Assessment of Business Idea
Converting business idea to business model**

Rationale

This programme was developed in response to an identified shortcoming in the offering to existing and new businesses who wish to develop a business plan. Whereas there are programmes that will tell you 'how' to write a business plan or a consultant can be contracted to write a business plan both these offerings miss the fundamental point of the exercise; to allow the business owner/management the ability to learn about their business, challenge their own preconceptions and develop an 'internalised' plan on how to bring their business venture forward. The aim of this programme is to lead participants through a structured process which enables them to write their own business plan during the duration of the programme.

Who is this programme aimed at?

This is therefore a programme for people who need to:

- Write a business plan for a bank/grant/funding or other application
- Who need structure and discipline to actually get the plan down on paper
- Who have never written a business plan before
- Who is having difficulty with writing up a business plan
- Who have already written a business plan but need to do it properly

Programme content

The proposed programme would be a 3-day long programme, run from 10.30am until 5.30pm daily.

Module 1: Introduction, the business idea, the business plan and basic market research tips

Module 2: Outline of management and management structures within a business

Module 3: Operational Issues, processes and the developing the business idea

Module 4: Introduction to sales and marketing

Module 5: Financial Projections 1

Module 6: Administration issues, one-to-one reviews whilst writing up

Module 7: Analysis of business model & presentation skills

Module 8: Presentation of business plan and business idea

Expected Outcomes?

- Participants will have written a business plan and assessed their business idea
- Participants will have a clearer understanding of running a business and whether it is for them at this stage
- A clearer understanding of their next steps

Methodology

The sessions will be interactive, discursive, engaging and informative. Each block of work will be followed by an interactive exercise and discussion. The objective is to allow participants to work through their business idea and business plan themselves in a supportive learning environment. One to one mentoring will be given to clients to answer any questions they might have and give direction as to the possible next steps for the individual.