

Writing the general plan of business (as discussed in slide 2) rather than a full business plan:

First, review and listen carefully to the PP sound slide show (zipped) labeled *Business Plans* on the course assignment page:

<http://www2.hmc.edu/~evans/s147ca.html>

This is a pretty complete document and gives instructions on how to format a full-fledged business plan. I don't want you to write a complete business plan, though. On the second slide I refer to a "general plan of business" which is a compromise between a short Executive Summary and a full-blown business plan.

For guidance, listen to the description of how to write the business plan in the sound power point show, but alter the instructions according to the points below, which are listed in the order in which this is addressed in the sound power point show.

1. Length of the extended Executive Summary should be 9-12 pages single-spaced. Unlike pitch, images allowed.
2. No detailed discussion of management team, just your name and title, and this is at the end of the document.
3. No separate executive summary (this is an executive summary)
4. If using the "Bangs" format, end with management titles and names, and exclude the last two bullet points, personnel needs and funding requirements.
5. I am still asking the CFO with help to try to do the financial section (projected income statement and balance sheet) using the **Business Plan Master** at the bottom of the assignments page, and *that will be turned in with this document* as will the **Capital Design Plan**, but neither of these will actually be integrated into the document. They are just attachments

The original due date for this was December 6, but we ran behind in pitches and preparation and coaching for the major December 8 final class pitch (the intent, in fact, was to have the plan of business fully drafted out to help you with your oral presentation - and that is still a good idea.

As it stands now, I will make the drop-dead due date on **Friday, December 16**. If you have reasons to object to this or have any other questions or comments about this assignment, bring them up in class.

Since 2010 I have asked for digital versions of this only, preferably pdf format. You can attach-email it to me and ask for confirmation that I got it.

To see a sample of a document that was nicely formatted, see the MoTravel 2008 Sample Business Plan submitted by Ben Preskill for his team and to see last year's submissions see the combined Commentary and Review for the 2010 business plans. To see my comments you have to download that pdf document in an Adobe reader.