

Course Outline

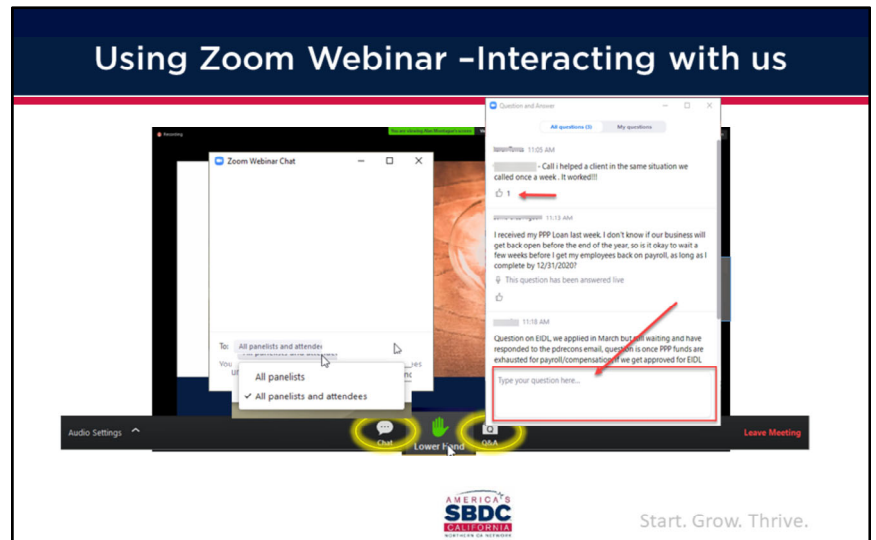
- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

If you haven't attended a zoom webinar before, we are going to spend a couple of minutes letting you know how we will be using the platform today for an interactive learning experience.[CLICK}

At the bottom of your screen you will see a bar that has a settings menu and up to 3 interaction types on it. [CLICK}

The simplest is the 'Raise hand' button. When you press that it informs the host and panelists that you have raised your hand. Lets all try that now. Please click the raise hand icon. [CLICK}

Once you click it, it turns in to 'Lower Hand' something you can do or something the hosts can do for everyone. [CLICK}

To the right of that button is the Q&A button. [CLICK} Clicking that button opens up a Q&A dialog that allows you to send questions to the hosts and panelists. If you see someone else's question already asked that will get you the answer you want, then simply click the thumbs up next to it to up-vote that question. Or add you own. [CLICK}

To the left is the chat button. This might be disabled if your meeting hosts don't want to allow chat. [CLICK}

This opens a chat dialog. In a webinar you have the option by [CLICK} clicking on the 'To' area to decide if you want your chat message to be viewable just by the panelists or also by your fellow attendees. Hosts see everything!

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

My Notes

Host Introduction	
Onna Young Is a Strategic Marketing Consultant and Trainer. In 2018, she began working with the SBDC's clients, as a Marketing Generalist for three counties. In Solano county, she is a Lead Advisor and Training Manager. She has a combined 30 years in lending, sales, marketing, sales operations, & strategic consulting. She teaches and writes about the art and science of revenue production, sales process implementation, and personal development topics.	Alan Montague Is the Training Manager for Norcal Region SBDC With over 20 years experience training everything from Financial Services to Software. He is a Certified Professional in Talent Development and has trained on 4 Continents. He has mostly worked for other people, but has also had a brief career as Entrepreneur and independent Consultant
	Start. Grow. Thrive.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Agenda

- **Day 1**
 - Introductions & Course Overview
 - Discovery
 - Making and Keeping it Legal
 - Day 1 Wrap-up
- **Day 2**
 - Day 1 Recap
 - From Idea to Reality
 - Turning an Idea into a Business Plan
 - Wrap-up



Start. Grow. Thrive.

My Notes

This course is split over 2 sessions.

Today, after we have completed the course overview and introduced ourselves we will start by looking at a four stage discovery process where you can look to see if you are the right fit for running your own business as well and doing a first pass look at how ready you are and how likely the idea is to succeed.

Then we will take a look at the steps you will need to take from the legal side to create your business.

We will close off today with a quick Q&A session.

Tomorrow starts with a recap of what we covered today and then we take a bit of a deeper dive into what you will need to do to move your idea forward before we take a quick look at why you will need a business plan and what that might look like.

Finally we will wrap up and help you select the next steps that are right for you.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Objective

- **By the end of this course you will be able to:**
 - Evaluate how well suited you are to launch and run your own business.
 - Understand the steps you will need to take to assess your business idea.
 - Make informed decisions about the legal structure of your business and the licenses & permits you will need to obtain.
 - Decide what format of business plan you will most likely need to create.



Start. Grow. Thrive.

My Notes

By spending the next couple of hours with us, this is what we plan that you will be able to do once that time is over.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Before We Begin...

- **Tell us why you are here**
 - Where are you on your journey?
 - What type of business are you thinking of?



Start. Grow. Thrive.

So before we start on this journey together let's get to know each other a bit.

We are going to launch a poll to see where folks are in their journey.

The first question asks how far along you are.

The second question gives us an idea of the type of business you are looking at.

Poll 1

Q1

Which of these best describes where you are on your Journey?

I'm looking at self-employment options as a way to replace income from a lost job

I'm thinking of starting a business and want to get an idea about what is involved

I have an idea for a business and want to get some help and guidance

I know the business I want to start and I'm looking for answers to specific questions about how to proceed

Q2

What type of business are you thinking about starting

Not really decided yet, just looking at options and ideas

A food business, like a restaurant, food truck or similar

A retail food business

A non food retail business, like a clothing store or a florist

A Professional Service business, like bookkeeping, consulting or marketing

A Technology business like a software company

A service business like a handyman, landscaping, cleaning service or contracting

A Personal care business like a hair or nail salon, massage therapy or beauty services

Something else (please put it in the chat)

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

My Notes

Disclaimer

The information provided in this presentation and any supplementary materials are provided to you with the intent that they are for educational and informational purposes only and do not constitute professional financial or legal advice. No recipient should act or fail to act on the basis of any material contained in this email without obtaining proper financial, legal or other professional advice specific to their situation.

The Northern California Small Business Development Center, and its host, the HSU Sponsored Programs Foundation disclaims any liability, loss or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of the use and application of any of the information presented.



Start. Grow. Thrive.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

The SBDC exist to help small business and potential small business in a number of ways,

Research

Marketing/Sales

Certification

Growth

Continuity

Capital

All to help them thrive.

What I love about Small Businesses is according to Huff Post, over 99 percent of employing organizations are small businesses and more than **95 percent** of these businesses have fewer than 10 employees.

(Source: May 24, 2011 – Huffington Post)

Means small businesses are driving the economy, in a more profound way then big business.

Owners are doing the same job with less resources. The SBDC is one of the best resources out there.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

How Do We Do That?

- **Free One-to-One Advising**
 - One-hour scheduled sessions for as long as there is continued progress
 - Confidentiality guaranteed
- **Low Cost & Free Workshops**
 - Tailored to the small business community needs

Start. Grow. Thrive.⁹

My Notes

We offer that one-to-one advising at not cost to the clients.

The services provided by the SBDC can vary by center but usually require from one to twelve hours. They are based on the scope of work agreed at the start. The SBDC Center Director may approve additional hours of consultation if the SBDC has adequate resources to meet the needs of all existing clients.

The main requirements are that clients:

1. Show up for their appointments
2. Show up on time
3. Complete assignments

Our contract prohibits us from consulting with non-profits.

The other way we help is with low or no-cost workshops like this.

In the Fiscal year that ended on September 30th 2020, the region and our local centers delivered more training to more attendees than any other SBDC region in the country.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

GOAL OF SBDC: ECONOMIC IMPACT

- **We help, because its in the best interest of the community at large to help businesses grow and thrive.**
- **Our measurements**
 - Business Started
 - Jobs Created & Saved
 - Sales increased
 - Capital obtained



AMERICA'S SBDC
COUNCILS OF EXPERTS

Start. Grow. Thrive.

My Notes

Why do we do this? We do this because it powers our economy.

That means it creates business that create jobs.

We are measured about how many business we create, how many jobs those business create or sometimes save, how much business grow and how much we have helped those business get access to the capital that they need to start and grow.

In the Fiscal year that finished on 30th September 2020 we contributed to over \$128 Million in Increased Sales, We helped save more than 95,000 jobs and helped local business access just under half a Billion dollars in Capital, that includes those businesses we helped with PPP & EIDL loans.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Tipping the balance in your favor



- Business plan
- Cash infusion
- Commitment
- Competition
- Employees
- Records
- Skills/experience
- Marketing
- Customers
- Budgeting
- Cash management
- No's
- Comfort zone



Start. Grow. Thrive¹¹

My Notes

Starting a business is hard. You have probably had as many people tell you why you might fail as have you that hope you succeed.

The good news is that you are in the right place. The SBDC exists to help and guide you through this journey. Every advisor has seen successes and failures and the pool of advisors we have mean that we can provide you with the advice you need to tip the scales in your favor making success a more likely outcome.

Can you create a plan and do you have the commitment to stick to it and see it through?

Do you know how much you will need to invest in the business before it starts paying you back?

Are there too many other business doing what you want to do?

Do you have all the skills and experience you need?

Will you be able to find the right people to help you in areas where you need?

Are there customers out there for your product or service and do you know how you will reach them?

Can you set a budget, manage to it and keep track of it?

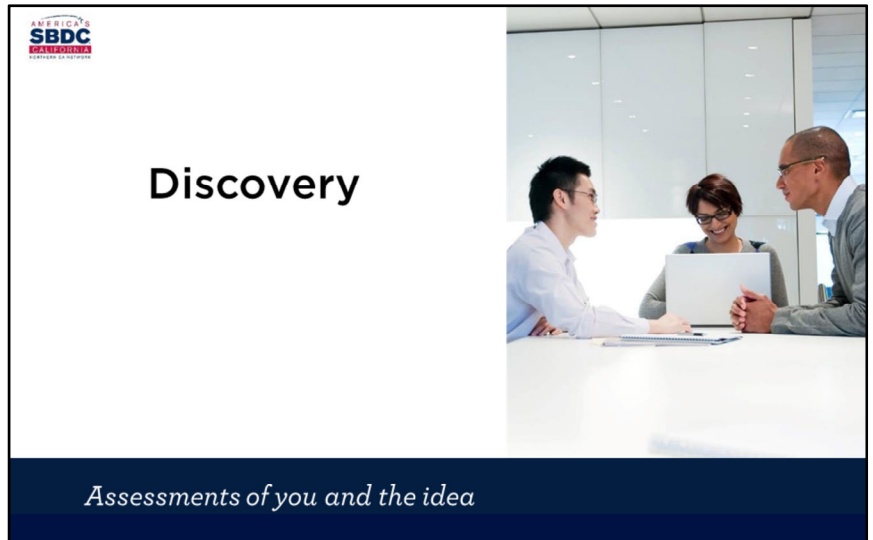
Will this venture pull you out of your comfort zone and how will deal with that?

Will you be able to say no to people when necessary, be they customers, vendors or others?

And don't worry if not all these questions get an immediate yes. You are at the start of a journey and we are here to help.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

We will start off by diving into how you can assess your suitability to be an entrepreneur and how you can make sure that the idea you have is practical.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

As you can see, we have 4 distinct assessment stages:

Self Assessment

- Not everyone has the abilities and attributes to be a successful entrepreneur
- This stage help you to assess your personal traits, abilities, and even your family's commitment to your business's success

Assessing Your Finances

This stage helps you determine if you are financially ready to start a business. You'll need to know the answers to questions like:

- How much money do you have to start a business?
- How much money will you need to carry the business until it is profitable?
- Will you continue to work and bootstrap the business on the side?

Assessing the Market

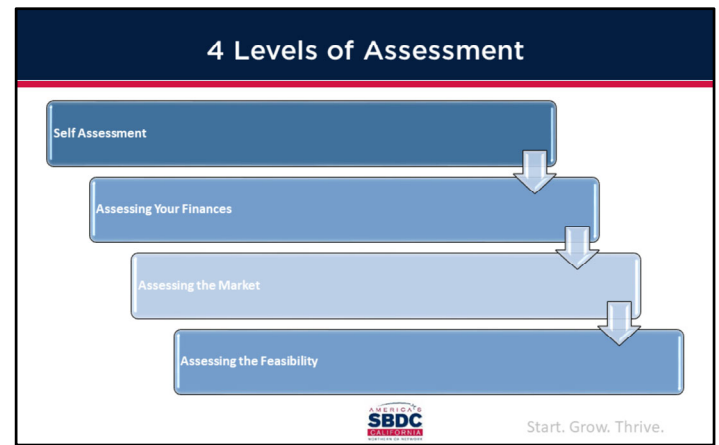
This stage will include doing comprehensive research about the industry where you plan to launch your business. It will include things like:

- Description of the Industry
- Current Market Analysis including competitors
- Anticipated Future Market Potential
- Potential Buyers and Sources of Revenues
- Sales Projections

Assessing the Feasibility

- After completing your market research you will be able to move to the feasibility stage
- A feasibility study is not a business plan.
- It provides an investigating function that should answer the question, What should my business be and will it be marketable
- The business plan provides a planning function to take the proposal from "idea" to "reality."
- The business plans comes after the feasibility study and is prepared only after you have done your due diligence and have found the venture to be feasible. Think of the business plan as a text-based tool...you will be embellishing the raw data that you collect in the feasibility study.

Again, the assessment stages are very important and all can be done before you even spend a dime...You can make your mistakes on paper instead of in real life. How many times do we get to do that?



Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

How good fit are YOU a for starting a business?

- **Personality**
- **Skills / Experience**
- **Money / Resources**
- **Employee or Entrepreneur**
 - Your core values

Start. Grow. Thrive.

My Notes

You will need to assess your fit against several criteria.

- Do you have the right personality to be an entrepreneur?
- Are the skills and experience that you have amassed so far going to help you and be enough?
- How much money will you need to start this business and where will it come from?
- And finally how well do your core values align with the journey of entrepreneurship

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Anatomy of an Entrepreneur



- **Focus**
- **Competitiveness**
- **Leadership**
- **Independence**
- **Decision Making**
- **Problem Solving**
- **Drive to Succeed**
- **Emotional strength**
- **Physical stamina**
- **Self discipline**
- **Self Objectivity**



Start. Grow. Thrive.

My Notes

Download self evaluation from <https://zoom.asksbdc.com/StartYourBus-SelfEval>

Rate how well you do in these areas

- You can stay focused
0.....5.....10
- You enjoy competition
0.....5.....10
- You are a natural leader
0.....5.....10
- You can work independently
0.....5.....10
- You make your own decisions
0.....5.....10
- You are a creative problem solver
0.....5.....10
- You have a strong need to succeed
0.....5.....10
- You have strong emotional strength
0.....5.....10
- You have strong physical stamina/strength
0.....5.....10
- You have strong self discipline/follow through
0.....5.....10
- You can “objectively” analyze your strengths & weaknesses
0.....5.....10

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Skills & Experience

Five Core Business Skills Needed:

- Sales
- Marketing
- Management
- Planning
- Adaptability



How has your experience so far brought you to this?
What areas will you need help in?
Where will you get it from?

AMERICA'S
SBDC
SUPPORTS OF BUSINESS
DEVELOPMENT

Start. Grow. Thrive.

My Notes

Sales - this one is really important

Your product or service might be the most wonderful thing in the world, but if you aren't comfortable selling then you won't sell. And no sales mean no business

Marketing – to sell more

Again even if your product or service is the most wonderful thing in the world, if the people who would benefit from having it don't know it and you exist then they will never have the chance to buy from you.

Management – so you're not alone

You might be able to start this on your own, but if you start successfully, you will almost certainly end up managing others who will be a part of the business that you will lead. We have all had managers in the past that were good or bad at this and we can learn from them. Either as shining examples or warnings!

Planning – so you can grow and be competitive.

Successful businesses don't just happen. As you will see, a business plan is your roadmap to success, one that you will have to revisit often.


Adaptability – in case the plan doesn't pan out.

There is an old quote that 'no plan survives first contact with the enemy'. Just as a map is not the actual territory, your plan is not your business. Things will change and you will need to be adaptable to whatever that new reality looks like.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Employee vs. Self Employed	
EMPLOYEE	EMPLOYER
Follows employers' instructions	Decides what instructions are to be followed
Usually works 40-hours week	Works the hours necessary to become successful
Employer sets work schedule	Sets own work schedule
Is paid by the hour or fixed salary	Is paid if the company makes money & is paid last
Usually doesn't invest in the company	Invests in the company

 Start. Grow. Thrive. 17

My Notes

Here we want to illustrate a few differences between being an “Employee” and an “Employer” or “Owner”.

Every employee is following someone's instructions. Individual contributors to senior executives, they might have some or maybe a huge amount of autonomy over how they do their jobs, but the definition of the job is not something that they can decide for themselves. Whereas the Employer or owner has to do just that. They have to decide the direction and purpose of the company and how it is to be structured. They make the decisions that other will work off. .

If you are employee you will usually work a 40 hour week, or maybe a bit longer, possibly paid for those extra hours or not depending you're your position within the company. The owner puts in whatever time they need to, to make the business a success. One new business owner made the comment, that 'Being your own boss means you get to choose which 80 hours a week you work!'

An employee gets paid to work for a company. Either for the hours they work or for doing a specific job. If they turn up, they get paid. An owner only gets paid when the company makes money. Their pay check is usually the last thing that gets paid to ensure that all other needs are met.

There are models where employees invest and become part owners in a company. But these are rare. Normally their investment in a company is the time they put in to do their jobs, and the reward they get is the salary or wages they receive. But an owner does invest money as well as time, and all the other things that they will put in to the success of the company.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Personal Values and Goals

Which Issues Matter Most to You?

- Family
- Talents
- Locations
- Income – Now or Later?



AMERICA'S SBDC
SOUTHERN BRANCH OF THE U.S. DEPARTMENT OF COMMERCE

Start. Grow. Thrive¹⁸

My Notes

So, if you are thinking about investing your time, your money and a huge amount of your emotional effort into starting a business, how well will that align with the things that are important to you.

FAMILY

If your family is the issue that matters most to you, then starting a can have a couple of impacts. One the one hand the amount of time a business owner devotes to a new venture is really high and that could well be at the cost of time you would be able to spend with your family. But on the other hand it could mean that business can be a way to keep the family together – sons, daughters & wives involved in your life while teaching & learning valuable lessons about life & money.

TALENTS

It's often difficult to express your own creativity in someone else's company. In your own company you can do as you please. You take the risks & reap the rewards. Ensure you know what your strengths and talents are and that the new venture will be built on those strengths.

LOCATIONS

Many people are tired of moving to chase new jobs only to lose them through downsizing in a year or two.

Owning your own business allows you to put down roots in your community.

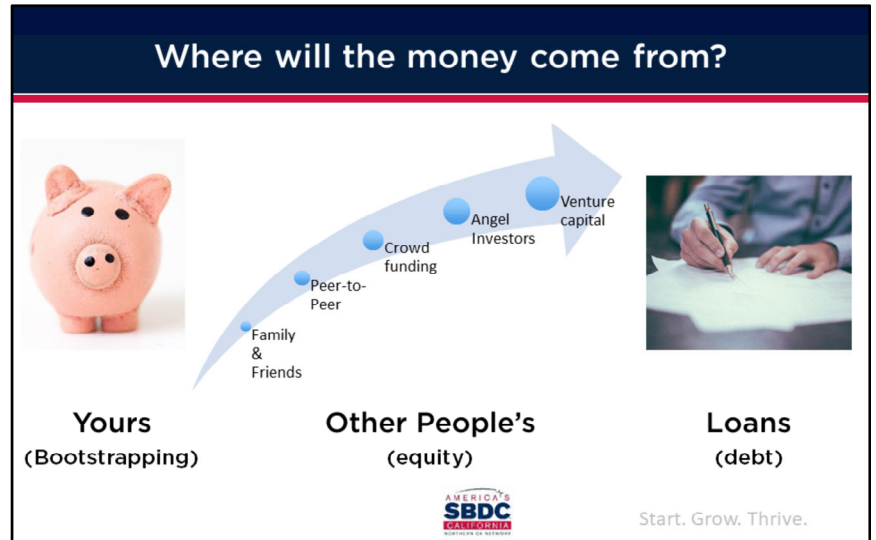
INCOME – NOW OR LATER

Many find it difficult to replace their former salary when downsized. So they buy a business or franchise to replace that income.

One needs to determine if the money is needed now or later as that may determine the type of business you start.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Now we will need to assess where to get our startup capital. Capital is the name for the money you will need to pay for all the costs of starting your business.

Assess Capital Resources

Your own money

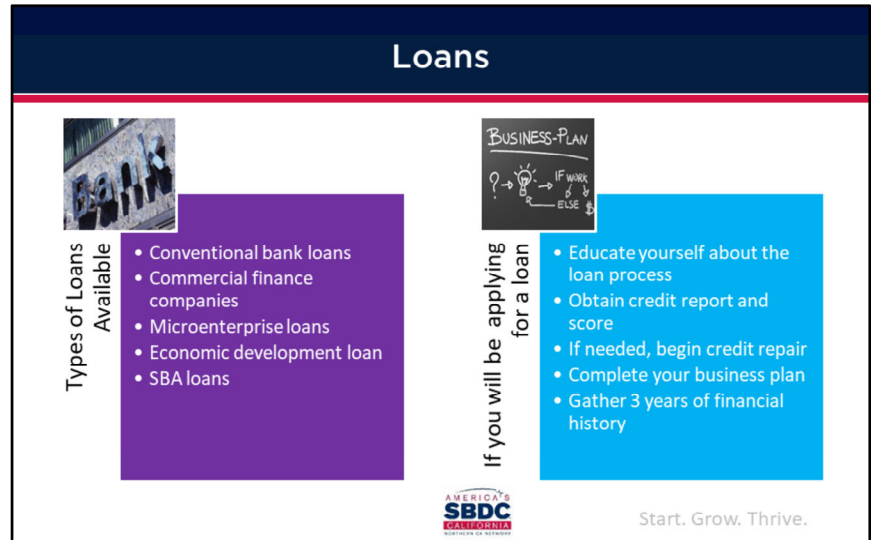
- **Bootstrapping** - which means using your personal funds whether it be your savings, credit cards, buried treasure, an arm and a leg, first born child

Investor's money

- **Family & friends** – Keep it “Business as usual” and get it in writing...for both your benefit and theirs.
- **Peer-to- Peer** - Peer-to-peer lending is typically arranged via websites that bring investors and small business owners together. Entrepreneurs create a profile and post a business plan on a peer-to-peer lending website, and lenders bid on investing in the business.
- **Crowd funding** – Crowd funding allows an individual to reach a funding goal by receiving and leveraging small contributions from many parties to finance a particular project and is typically done over the internet. option.
- **Angel Investors** – An angel investor is typically an individual with significant financial resources that invests in start-up businesses that may otherwise have a hard time attracting investors. In some cases an angel investor may only want a percentage of return on his investment, and in other cases he may ask for partial ownership in the company and a say in management decisions.
- **Venture capital** – Typically not suitable for startups. They usually look for businesses that have already shown a history of returns and are looking for several millions of dollars in funding.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Assess Loans Available

- Conventional bank loans. - Always start with a bank that you have an existing relationship with.
- Commercial finance companies
- Microenterprise loans – Typically offered by economic development organizations
- Economic Development Loans – These may be state, county or city pools of funds earmarked for business start-up and expansion
- SBA loans – Federal loan guarantee program

If applying for a loan...

- Educate yourself about the loan process. Your local SBDC has advisors who can help familiarize you with the process and if needed guide you through it.
- You should obtain your credit report and score.
<https://www.annualcreditreport.com>. Credit scores usually are fee-based or many banking apps now give you this as part of your online banking information.
- If needed, begin credit repair in order to position yourself for applying for a loan.
- You will also need to complete your business plan if applying for a loan
- Lenders also require copies of the last 3 years of Individual income tax returns for start up businesses.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Market Assessment
<ul style="list-style-type: none">• Where did your idea come from?• What will you do better?• Have you seen the idea used elsewhere?• Can you clearly articulate your idea?• Do you really understand the industry?
<div>Start. Grow. Thrive.</div>

Next we will need to assess the market for the idea.

WHERE DID YOUR IDEA COME FROM

Did you see it on TV, radio, newspaper and is it something you are vaguely familiar with? This is dangerous.

On the other hand if it's from an area you have knowledge & experience with, then you are on the right track.

WHAT WILL YOU DO BETTER

If it's something others are providing, what will you do differently (quality, service or price) to make me buy from you?

HAVE YOU SEEN THE IDEA USED ELSEWHERE

People tend to think their ideas are entirely original, however, there are very few that are. And if it is you'll have to spend a lot of time educating about what you are doing, why, and why you are charging what you are as there is no established price range.

The fact is that the best ideas are usually based on a business that is already out there in the market place.

CAN YOU CLEARLY ARTICULATE YOUR IDEA

If you can't clearly describe your idea in 50 words or less, you need to rethink it.

You'll need to do this when describing it to potential investors, banks, suppliers, employees, etc.

DO YOU REALLY UNDERSTAND THE INDUSTRY

Most new businesses require in-depth knowledge of the business you'll be starting, otherwise you'll spend most of your time reinventing the wheel.

In today's fast paced business, you don't have time for that.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Is Your Idea Feasible?

- Who are your customers?
- Are you entering a market that has more demand than supply?
- What will you do “better” than your competitors?
- Are there unmet needs in your marketplace?
- Survey family, friends, bankers & competition.

Listen to the Answers You Get!



Start. Grow. Thrive²²

My Notes

Think about who your customer might be. Develop a customer profile of what your customer would look like (age, sex, preferences, buying habits, etc.)

Then try and think LIKE them. Look and see how they are currently getting the product or service that you would like to sell to them. Are there a lot of choices already? If so why will they come to you?

If there aren't any choices then how are they managing currently?

The first level test of feasibility is to ask people you know, your family and friends, and if possible people with some knowledge of the industry or market you are looking to start the business in.

Remember family & friends may not always be objective. Listen carefully to what they say, and also for what they may not be saying....

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Who to ask?

- **Personal Support Network**
 - Family
 - Significant Other
 - Friends /Business Owners who give good advice
- **Professional Support Network**
 - Legal
 - Financial
 - Technological
- **AND SBDC!**



AMERICA'S
SBDC
SOLUTIONS
NATIONWIDE ON VENTURE

Start. Grow. Thrive.

My Notes

TIPS for seeking advice

- Ask a variety of people
- Choose your sources wisely
- Listen without arguing
- Make it easy for them
- Write a thank-you note
- Let them know their impact

TIPS for developing support networks

Professional or business associations

List 3 people in this category you could ask:

Chamber of commerce

What is the website for your local Chamber of Commerce?

Toastmasters

Rotary or other service clubs

Your industry or trade associations

What trade association would be best for your new business?

Online associations

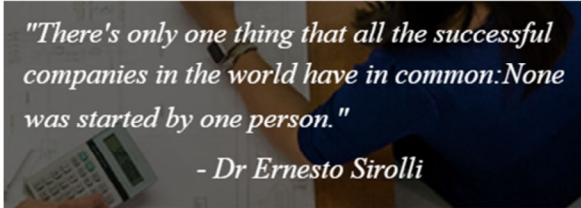
Colleagues you meet at SBDC workshops

Who at this workshop might be suitable?

Course Outline


- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

You and Your Team



"There's only one thing that all the successful companies in the world have in common: None was started by one person."
- Dr Ernesto Sirolli

Ernesto Sirolli's "Trinity of Management"

 **AMERICA'S
SBDC**
SUPPORTING SMALL BUSINESS

Start. Grow. Thrive.

My Notes

Also part of the feasibility of a business is to look and see do you have the right people involved.

There is very little you can do in this world without assistance from others.

For example: Think about how you are attending this Webinar.

I'll be you didn't build the device that you are connecting through.

Probably not, you needed someone else to do that for you.

We didn't build the platform you are connected to. We found someone else who has done that. Zoom

In business it's the same, you need other people to help out in the areas where you don't have the time, inclination, or experience to do yourself.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

The great American Myth is that an entrepreneur can do everything required to run a business, do it brilliantly well and love every aspect of what they are doing.

IT'S A LIE !!!!!!!

Ernesto Sirolli made observations about successful business growth from the time he was in the Italian Peace Corps through to becoming a valued international coach and author on the subject

Every business [IBM to sole proprietor] needs someone (maybe whole departments) who are passionate and skilled about each of three areas.

** Product: passionate and skilled about creating product

** Marketing: passionate and skilled about connecting the product to the people

** Financial: passionate and skilled about the scorekeeping

It's easy to find a person who is skilled and passionate about one or two areas, but almost impossible to find a person who is skilled and passionate in all three areas. Marketing and Financial are the least compatible areas.

Determine which of the areas exhausts you or that you avoid, and find someone else to do that as soon as your business can afford it.

Product & Marketing ok / Product & Finance ok/ Finance and Marketing?
NO hardly ever. YOU DON'T HAVE TO DO IT ALL Expect to create a team!!! Or hire people !!!!

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



Discovery

- Assess
 - You, \$, Market, Feasibility
- Your Team

My Notes

In this section we looked at how you can realistically assess your suitability for the entrepreneurial life, your ability to get the funds needed for a new venture, the market for what that business will be selling and the overall feasibility of the project.

And finally we looked at how you can make sure you build the right team around you.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Poll 2

Q1

If you are financing your new business from your existing resources what is it called?

- 1) Bootstrapping
- 2) Debt
- 3) Equity

Q2

If you get money or something else of value from someone in return for part ownership of your business what is it called?

- 1) Bootstrapping
- 2) Debt
- 3) Equity

Q3

Which of these are likely to be part of your Personal Support Network (select all that apply)

- 1) Family
- 2) Your Lawyer
- 3) Significant Other / Spouse
- 4) Friends /Business Owners who give good advice
- 5) Business Banker

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Now we will look at the steps you need to take to cover the legal side of starting your business.

We will help you answer one of the most asked questions that people ask when starting a business, what legal structure should I use.


Then we will look at all the license and permit requirement you will be need to cover.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Legal Structures		
Type	Advantages	Disadvantages
Sole Proprietorship	One owner; inexpensive to set up; few administrative duties; taxed to owner	Unlimited liability; limited tax benefits
Partnership	Two or more; inexpensive to set up; few administrative duties; taxed to owners	Unlimited liability; also liable for partners acts; no tax benefits
LLC	Limited liability; usually taxed to owners	Can be costly to form; more administrative duties; annual tax
Corporation (C or S)	Limited liability; taxed to corporation	Can be costly to form; more administrative duties; annual tax

<http://www.businessportal.ca.gov/business-assistance/choose-a-business-structure/>

 Start. Grow. Thrive. 30

My Notes

SOLE PROPRIETORSHIP

Comprise 70% of the country's 20 million businesses. Inexpensive & easy to start. Main disadvantage is potential for legal problems because you are personally liable for debts that may come up.

GENERAL PARTNERSHIP

Allows a group of partners to gain some tax benefits & flexibility of adding partners. The disadvantage is that you are legally responsible as you are in a sole proprietorship.

LIMITED PARTNERSHIP

Same a partnership except the partners are liable to the extent of their of their original contribution and as outlined in the original agreement.

LLC'S/LLP'S

It is a hybrid of the corporate & partnership forms of organization. There is some legal protection, however, you should consult a lawyer to determine which form is best for your situation.

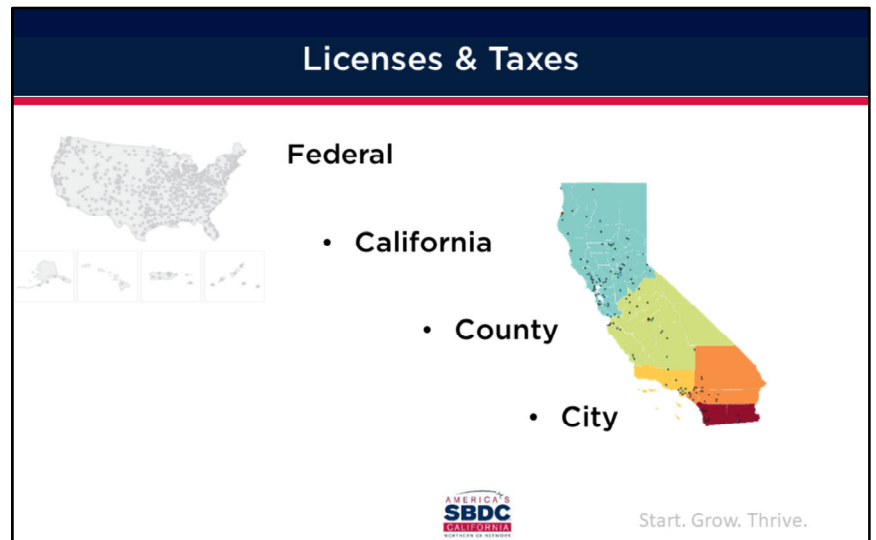
CORPORATIONS

Serves as a shield against creditors or plaintiffs, i.e., you are personally separated from the business. Main disadvantage is that it costs some additional hundreds of dollars per year to set up, plus several hundred dollars per year in corporate taxes.

<http://www.businessportal.ca.gov/business-assistance/choose-a-business-structure/>

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Creating and running a business in the US means dealing with the government at a number of levels, from your local city or county all the way up to the federal government.

Luckily as we will see in a minute there is a tool for those of us running a business in California that is the Gold Standard for providing information to business owners about ALL of these at all the levels.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Federal

Employer Identification Number

Internal Revenue Service



- **Required for:**
 - employers, partnerships, corporations
- **Recommended for:**
 - All
- **IRS.gov**
- **Form SS4**

AMERICA'S
SBDC
SUPPORTS OF BUSINESS

Start. Grow. Thrive.

My Notes

Most business will need to get a Federal Employer Identification Number or EIN
You will need to have one before hiring Employees
You may want to have one before that as the ID number for your business.
Think: "Social Security #" for your Business

As a sole proprietorship you **could** use your own personal SSN... but it will put you at higher risk for Identity theft.

If you want one, apply for it before you need to file taxes, open a business bank account, open credit with vendors, hire employees, and more.




Go to www.irs.gov web site and fill out form SS-4

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

State

- **Corporation, Company or Partnership Filings**
 - Secretary of State
 - *Unless Sole Proprietor*
- **State Income Tax**
 - Franchise Tax Board



Start. Grow. Thrive.

My Notes

The California Secretary of State's office is where you will need to file the paperwork around the creation of any form of company beyond a Sole Proprietorship.

And the State Franchise Tax board will be the ones who will be collecting the state's tax share of any business income.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

State: If you are an Employer

- **Workers' Compensation Insurance**
- **Wage/Hour Laws**
- **Occupational Safety & Health**
- **Provide employees with information on discrimination & harassment**
- **Register with Employment Development Department**



Start. Grow. Thrive.

My Notes

Also at the State level, the California Department of Industrial Relations has a few divisions that you will need to be aware of if you are an employer.

The Workers Compensation division will need to see proof that you have Workers' Compensation Insurance

The Labor commissioners office sets the laws around minimum standards for wages, hours and working conditions.

The Division of Occupational Safety and Health, better known as Cal/OSHA sets and enforces standards that ensure that all workplaces are safe.

The Department of Fair Employment and Housing ensures that employment is based on merit and that prevent discrimination or harassment as part of hiring or employment.

You will also need to register with the Employment Development Department within 15 days after paying more than \$100.00 in wages to one or more employees.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

State: If you are selling products

- **Sellers Permit (Sales & Use Permit)**
 - Department of Tax and Fee Administration



Start. Grow. Thrive.


My Notes

All businesses selling or leasing 'tangible property' must obtain a Seller's Permit and then pay Sales tax.

Examples of tangible personal property include such items as furniture, giftware, toys, antiques, clothing, and so forth.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

County & City
<ul style="list-style-type: none">• Fictitious Business Name/ Doing Business As<ul style="list-style-type: none">– Unless business name includes your surname<ul style="list-style-type: none">• <i>(i.e Smith Plumbing)</i>• Business Licenses<ul style="list-style-type: none">– Usually City level• Land Use / Zoning• Public Safety<ul style="list-style-type: none">– Safe food & beverage service <div>Start. Grow. Thrive.</div>

My Notes

A Fictitious Business Name or a DBA is needed if the company name is different than your own.

Required before you can open a business checking account.

Filed copy of statement must be published in a local newspaper.

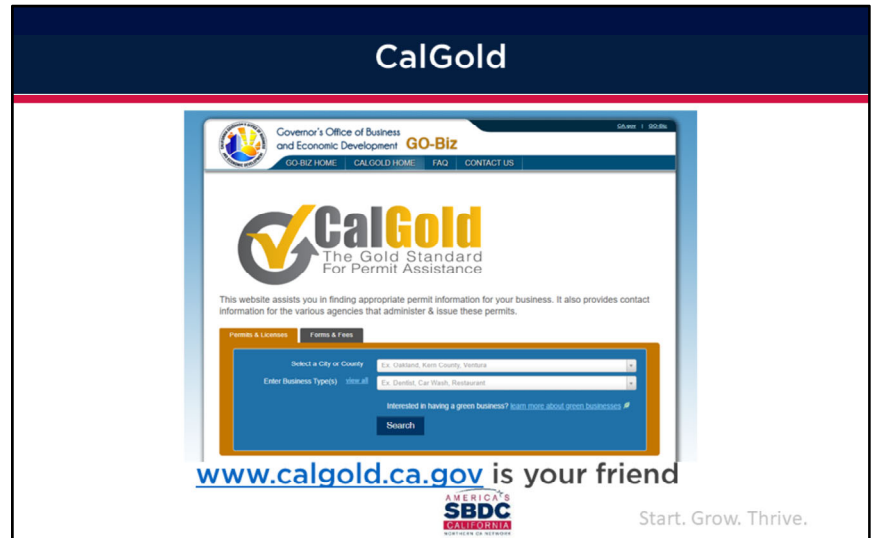
You will usually need to get a business license either from the city you will operate the business in or if you are in an unincorporated area that might come from the county.

Check with the city or county as well about the zoning laws. If there are business premises then are there local zoning regulations that might impact that? Make sure you do this BEFORE signing a lease.

Finally are there any public safety issues you might need to consider. This is especially likely if you are selling food or alcohol to people or have a business that might impact neighbors in some way.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

That is a lot of things to have to consider.

The good news is that there is a single place you can go and get ALL the information you need on all of these and that is the CalGold website from the Governor's Office of Business and Economic Development. Go-Biz as it is known.

They have a fantastic search tool that allows you to put in the area and type of business and then lists all the permits and licenses you might need and how to get them.

Lets take a look and see how easy it is to use.

Please put your city and business type in the chat and we will grab a couple of samples and see what CalGold has to share!

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



Making and Keeping it Legal

- Legal Structures
- Licenses & Permits
 - Federal, State, County, City
- CalGold

My Notes

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Poll 3

Q1

Based on what you have heard so far, which legal structure do you think will be most suitable for your business?

- 1) Sole Proprietorship
- 2) Partnership
- 3) LLC
- 4) Corporation (C or S)

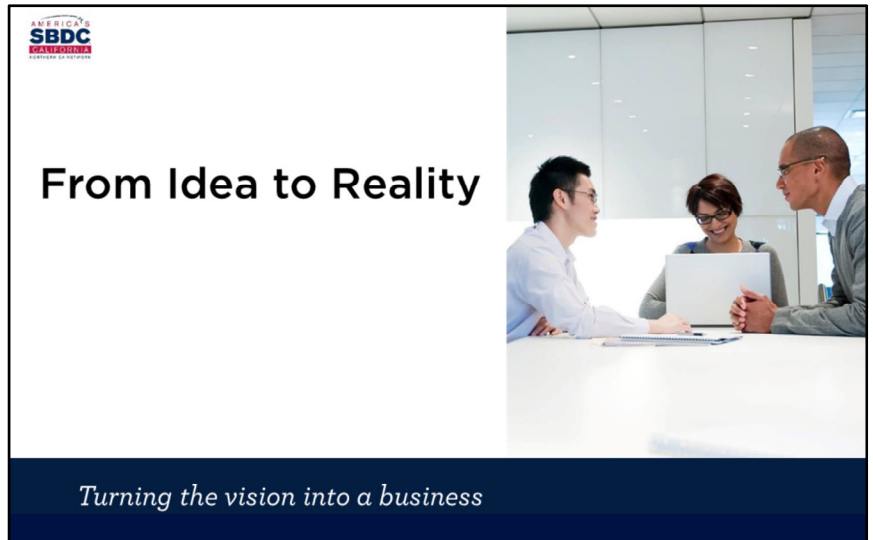
Q2

What is the name of the Go-Biz site where you can get all the information you need about permits and licenses?

- 1) CalBiz
- 2) CalGold
- 3) CalLicense

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

So now we have an idea of what our business might be and might need to stay legal. Lets see how we might go about turning an idea into a real business.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Lets start to take a look at what it takes to plan out what you want your business to look like:

What do you want your business experience to look like in 5 years

Think in big chunks .

Sales volume _____, Profit _____

Number of Customers _____, Owner compensation _____

Number employees _____, Time commitment _____,

Assets _____

What geographic area will you sell your product?. _____

What does your business look like now? Describe it using the same chunks of data. Eg: sales \$\$ # of Employees etc.

What steps do you need to take year by year to get from here to there? If it is more comfortable work backwards from year 5 back to now.

Do the same type of 5 year planning with your personal life.

What do you want your personal life to look like in five years etc.

The goals and the reality of your personal life and business life will not always be compatible. There will be many moments where you will need to prioritize one over the other and modify your subsequent goals.

*** The reason we set goals now is so that you will better recognize when your goals clash with one another and you are making a CHOICE.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Vision: Start With the End in Mind

- **Vision** – your ideal long term end-state
- **Goals** – medium term, broad, personal & business
 - should be: Specific, Measurable, Achievable, Relevant, Time-bound
 - S M A R T
- **Objectives or Activities** – short term steps to achieve goals
- **Targets** – how will you measure success?



Start. Grow. Thrive.

My Notes

Lets be clear about the difference between a Goal and an Objective

Goals are medium to long term. They might be 2-5 years out.

Objectives are short term. They might be anything from a month to 2 years,

Some examples:

Goal = sell biz in 5 years

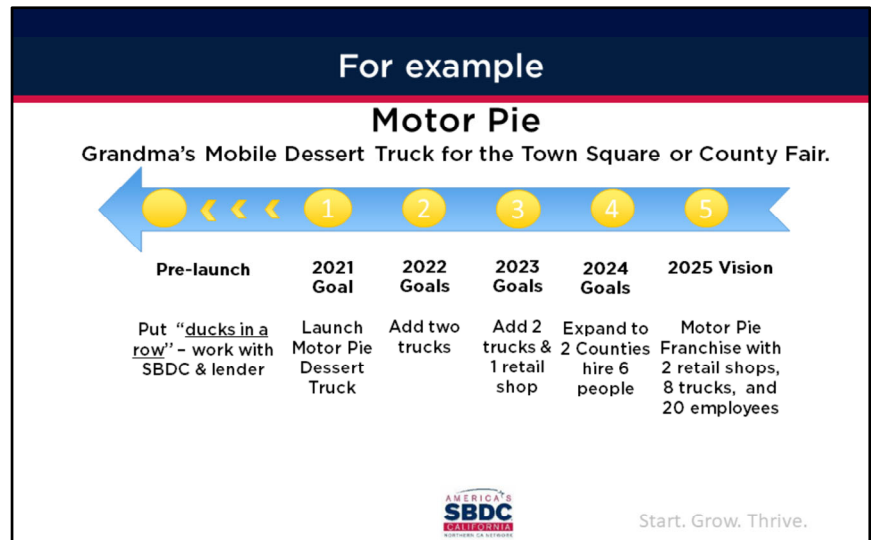
Objective = pay myself \$3000 per month, starting in 6 months

Goals & Objectives should be S.M.A.R.T.

Specific, Measurable, Achievable, Relevant, Time-bound

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

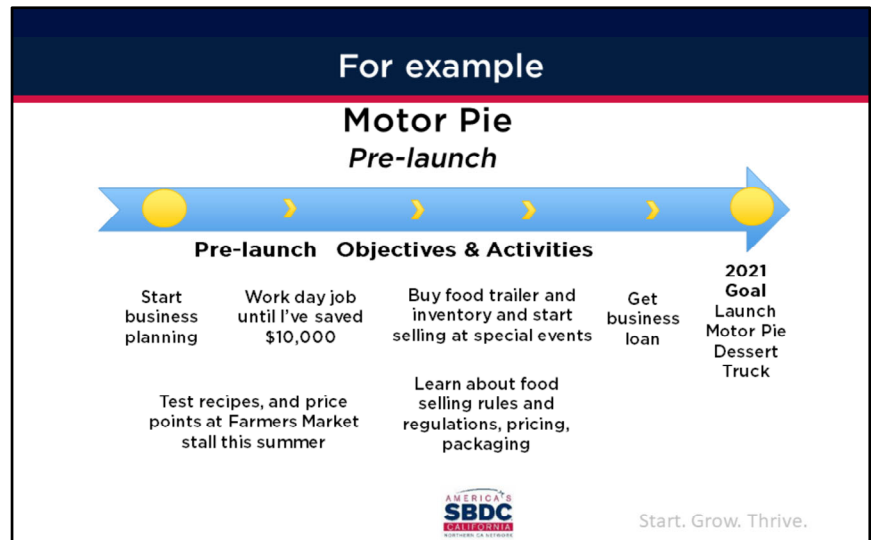


My Notes

GOALS between start up and next 5 years. Start with year 5 and work backwards.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



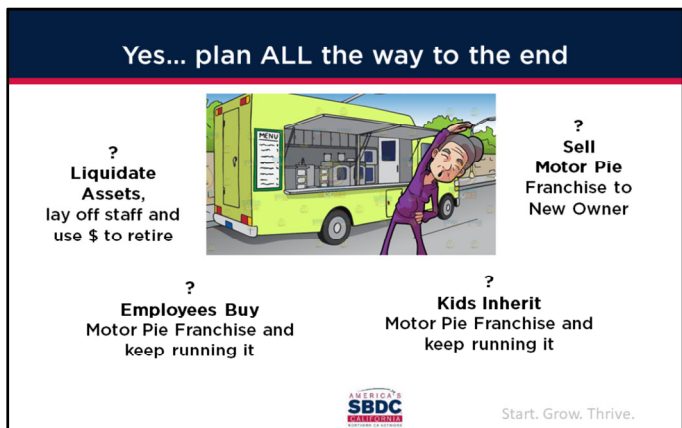
My Notes

ACTIVITIES are how you achieve your objectives and move you towards your Goals

In startup mode you need to think about what are all the things you need to research, plan, do etc., before you are ready to start your business

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



Plan w/ the end in mind – what could it look like?

Do you want to stop being in business by selling, merging, giving it to your kids, or just closing the doors?

My Notes

How large have you grown? How many employees? How many Years – or whatever other trigger fits your life.

Each of those decisions will affect the way you make decisions about your business all along the way until the end. Decisions like cash flow management, rate of growth,

- Finished with this Business when/how?
- Downside and upside [bankruptcy vs planned exit]
- Personal/business boundaries [how many resources is too much?]
- Write down expectations
- Six month re-evaluation
- Exit Strategy => guides your large decisions
- What will you do if the business doesn't work out?
- Should you be prepared for this possibility?
- How do you prepare, in order to give yourself the best chance of success?

**** take time now to determine how much of your resources you are willing to invest in this business: money, time, being away from family, important relationships? Imagine what the trigger signs will be when you have reached “too much”?

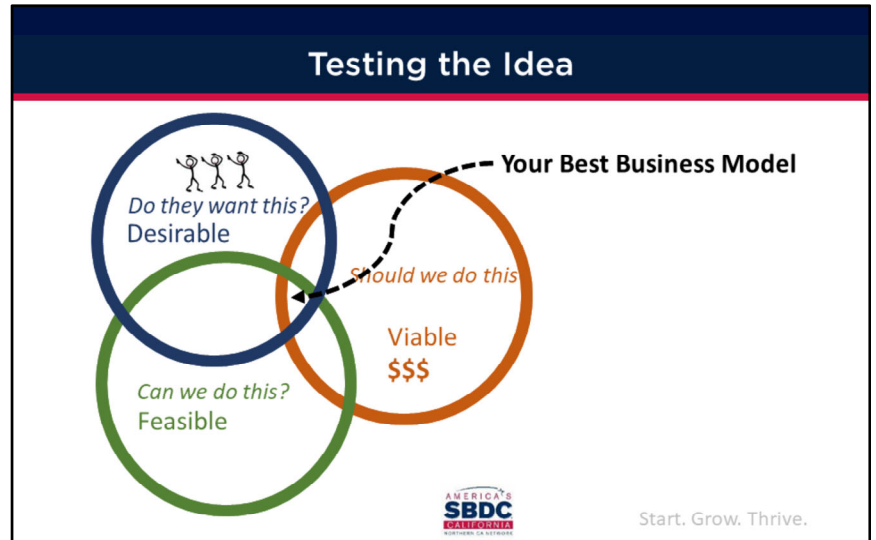
Doing this now will help you to recognize sooner when you are creeping up on that threshold of TOO MUCH so there will still be time for you to make different decisions

**** WRITE IT DOWN ***

When you take the business planning workshop you'll learn that good exit planning starts before you even launch the business.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

You may wish to use this way of thinking about your product, customers and internal team. One of the popular tools for business planning is the Lean Canvass and these questions thought about here will help you when you start to work on that canvass.

You are starting with a lot of assumptions. All your assumptions need to be tested.

Do we know how to provide this product or service?

Who wants to buy it?

Will I be able to charge enough to earn a profit?

You might want to use this design thinking / “balanced breakthrough” model to research your business idea and adapt it when your reality-check says you must.

Be honest in assessing your current condition and what steps you could take to bring all three elements into the center where your business has the best chance to thrive?

- Is it sustainable?
- Is the risk worth the reward?
- Do the numbers work for you?

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Desirable?

- A good idea might not be enough. You know what you (think you) are selling... but do you know what customers think they are buying? (M.V.P.)
- What problem, wants or needs are you solving for your customers?
- How many customers are there for this solution at this price?
- Why will they buy from you?



Desirability: are there customers who want/need your product or service? Are there enough of them? Can you describe them? Create a Profile for each of your primary target markets? Understand where/how to reach them?

MVP: you can test out your product or idea with potential customers by creating a Minimum Viable Product . Do they like it? Do they LIKE IT? What do they want to be different?

** change your product or change your target customer. **

Take a marketing class from the SBDC to help you with these things

- Researching your target markets
- Creating 'personas' for top customer groups

Demographics & Psychographics

- What age, education, gender, income, likes, dislikes, needs, wants, usage of product,
- Where they hang out, personality, language they use etc.

How are you going to make \$\$? Will it be enough to support you?

Can you describe your ideal customer in detail?

What is your unique selling proposition?

Do they NEED your product, or WANT it? The approach for each is somewhat different - - - go to the Marketing workshop - - -

This is about describing your customers. . Can you?

If there are not enough customers who want to purchase your current product offerings at the current prices, then then **PIVOT your model!**

Change your marketing approach to increase your customer's desire for your product

Tweak the product you are offering until it has enough appeal and at the price point.

Alter how you create your product/service so that it hits a different price point

Market research helps you understand how you will make money!

What? You need to understand your customer's needs and how your product or service meets those needs.

Why? Assessing your market helps you maximize your chance of success and minimize losing money and relationships

See: www.data.gov for government resources

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Viable?



- What will it cost to run this business?
- What price will people pay for your product or service?
- Can you sell enough to earn a profit?
- Do your projections cash-flow?

AMERICA'S
SBDC
SUPPORTING SMALL BUSINESS

Start. Grow. Thrive.

My Notes

Viable is all about the money and the financial end of the business.

Have you set product price at a level where enough customers will purchase it?

Is there enough of a gap between product cost and selling prices to also pay for the other expenses of the business and provide a profit?

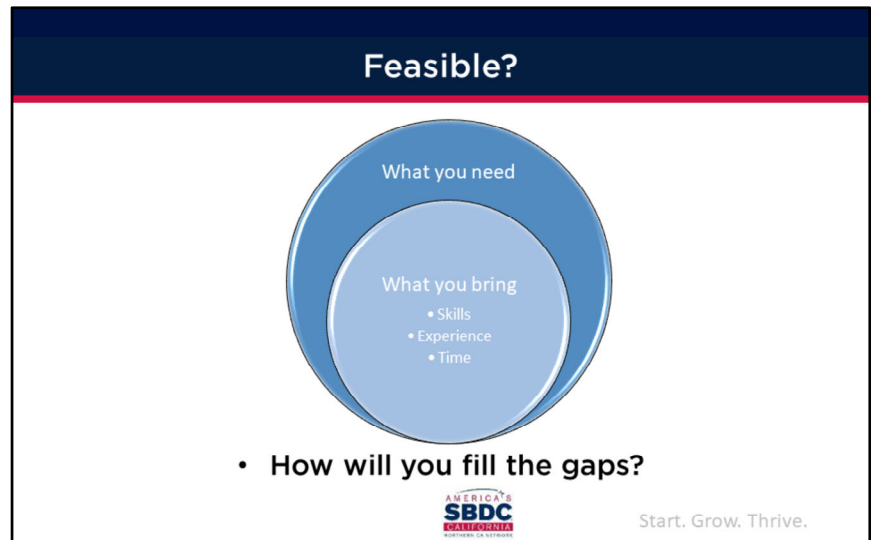
Will this selling price carry it's full share of the overhead burden?

Double & Triple check that there are still enough customers who will purchase the product to be able to sustain your business.

If too many of these answers look 'iffy' then **PIVOT your model** to bring it into alignment with financials that prove profitable

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Feasibility: Do YOU and your TEAM have the skills and experience to run the company from the beginning?

If you are missing some areas of skill and experience, create a plan to fill in the gaps.

More education for yourself?

Hire employees who will bring the skills and experience?

Invite investors who bring the skills and experience?

PIVOT your model to bring it into alignment with your Team's skills and experience

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Testing Your Business Idea

- **Go**
 - Go ahead with this idea ???
- **No go**
 - No, this business model isn't the right balance of desirable, viable, feasible
- **Pivot!**
 - Change the business model and try again.



AMERICA'S
SBDC
SOUTHERN BUSINESS DEVELOPMENT CENTER

Start. Grow. Thrive.

My Notes

Once you've looked at your plan through the lenses of Desirable / Viable / Feasible.

Is your decision a GO ?

or NO-GO ?

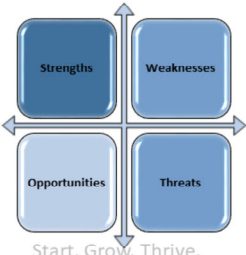
or Maybe GO with a rework of the model ?

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Advice BEFORE you spend money...

- Do your trusted 'people' believe?
- Test it on potential customers
- Be objective and realistic
- It's OK to Pivot & modify the plan!
- Learn about
 - Minimum Viable Product
 - Pivoting
 - SWOT



Start. Grow. Thrive.

AMERICA'S
SBDC
SUPPORTING SMALL BUSINESS

The diagram is a SWOT analysis matrix. It consists of four blue rounded squares arranged in a 2x2 grid. The top-left square is labeled 'Strengths', the top-right 'Weaknesses', the bottom-left 'Opportunities', and the bottom-right 'Threats'. A vertical double-headed arrow is positioned between the left and right squares, and a horizontal double-headed arrow is positioned between the top and bottom squares. Below the grid, the text 'Start. Grow. Thrive.' is written in a light blue font. In the bottom right corner of the slide, there is a logo for 'AMERICA'S SBDC' with the tagline 'SUPPORTING SMALL BUSINESS' underneath it.

My Notes

BEFORE YOU SPEND MUCH MONEY, do some practical research to determine if you and your team have a plan, the customers and the pricing that will work.

** Determine what might be the **Minimum Viable Product** you can create to test market your idea.

**** Test the MVP with actual customers before going into full productions

Maybe it's a weekend Pop-up Store to test consumer interest and price point

Something you spend \$300 dollars to create to save yourself loosing \$10,000 in starting up in the wrong direction

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

What are you selling?	
Product	Service
<ul style="list-style-type: none">• Cost of Goods<ul style="list-style-type: none">– In / Out• Supply Chain• Production	<ul style="list-style-type: none">• Value of Service• Growth

 Start. Grow. Thrive.

My Notes

If you are a product business then now is the time to get really clear about the product or products you will be selling.

How much will it cost you to get the product so you can sell it?

How much will you be charging for the product?

Where will it come from? Is it something that you are making from scratch or will you need parts or components and if so where are they coming from?

If your business is to be a service business then how will you set the value of the services you are offering?

If your business is as successful as you hope how will you scale? If you get more work than you alone can handle, how will you deal with that extra workload?

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Your customers

- **B2B or B2C?**
- **Early Adopters**
 - People waiting for your product/service
- **Target Customers**
 - People who would like/could use your product/service.



AMERICA'S SBDC
SOUTHERN BRANCH OF DISTRICT COUNCIL

Start. Grow. Thrive.

My Notes

Is what you are selling something that other companies will buy or will you be selling to consumers?

Early adopters are the people who are just waiting for the thing you will be offering. These are the folks who's lives will be made immediately better by being able to buy from you.

These are the people you will be reaching out to first to clarify the desirability of the offering and for them the Minimum Viable Product that you will have identified will be enough for them to make a purchase decision.

Target Customers are the wider group that you expect to be able to sell to in the short and medium term.

Watch your enthusiasm here, its easy to believe that 'Everyone' will want to buy from you, but the reality is that the more specific your target customers are the more you will be able to refine your offering with what they will buy.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Your competitors

- **Who is already in this market?**
 - What do they do well?
 - *Can you do the same?*
 - What do they badly
 - *How will you be different?*
 - What do they charge?
 - *Do they set a price expectation?*

Start. Grow. Thrive.

My Notes

Where are your customers currently getting what you will be offering?

You might think you know who your competitors are but your early adopters and target customers are currently using them, so your research will need to ask them.

If one of those competitors is particularly strong in a specific area, ask yourself if you can really compete against them in that way. Are they setting a baseline for quality or service that you will be able to match or at least get close to?

Of course if a competitor does something badly, you need to be clear how you will avoid making the same mistakes that they do.

In terms of price, its really those competitors who set the market price for what you are selling.

If you want charge far more than them, will your customers understand the difference in value between the cheaper offering and yours?

If you plan to charge less than your competitors, will your customers think of your offering as being 'cheap' and maybe inferior?

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Where will you operate?



- Physical Space/Location
- Territory
- Online Presence

AMERICA'S SBDC
SOUTHERN BRANCH OF BUSINESS DEVELOPMENT CENTER

Start. Grow. Thrive.

My Notes

Will you be operating out of a physical space?

If you are selling products as a retail store or a food establishment like a restaurant then making sure that your customers can find you and get to your location is vital to the success of your business. How much space will you need? What else will be around where you locate?

If you are a service based business where will you provide that service? Will it require a physical location or will you provide this service at your clients locations or maybe somewhere else?

Will you be only be looking for customers in a specific geography? Will your product ship? Will you export?

Maybe you will only have an online presence, offering your product or service only through the web. Do you have the technological ability to build and maintain your web presence? What type of online presence will that need to be? Will you need to build a fully functioning e-commerce web site? Might you want to simply sell via a platform like Amazon or Etsy?

There are over 200 million **active** websites today (over 1.7 Billion in total!!) How will you ensure that you get found on the web?

Maybe you will want to combine both. Think about how will you handle things like inventory control across multiple channels?

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



From idea to reality

- Vision, Goals, Objectives & Activities
- Testing the idea
- Getting clarity
 - Product/Service, Customers, Competitors, Location

My Notes

So we looked at the pre planning that will help you move your idea towards being a real business.

We discussed setting a vision for the businesses and the goals, objectives and activities to help deliver that vision.

We looked at ways to test your idea out

And finally we looked at the areas where you will need to get clarity around your product or service, who your customers and your competitors are, and where you will operate.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Poll 4

Q1

One of the things you should do when evaluating your business idea is to look at the internal and external factors that will help or hinder you in being successful. What is that called?

- 1) SWOT Analysis
- 2) PREATO Analysis
- 3) SCORE Analysis

Course Outline

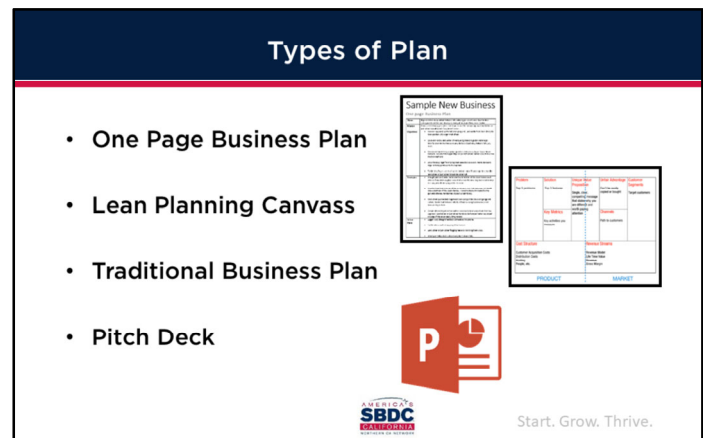
- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



There are several formats for a business plan from a single page to something that can reach 30-40 pages or more.

There are online tools and templates that you can use to help you structure the plan you want to create.

Much of what will go into any business plan is the topics we discussed before when we looked at testing the idea, but now they get pulled into a structured document that will be used to plan and then run your new business.

A one-page business plan should provide concise answers to the basic questions about your business.

- What is the need for your product or service?
- What is your competition and how will you differentiate yourself in the marketplace?
- How will you make money, for example, in terms of sales versus expenses?
- How will you market your business?
- How will you get started? What are your capital requirements?

The Lean Planning Canvass is a version of the Business Model Canvas adapted by Ash Maurya in 2010 specifically for new businesses starting up. It prompts you to define your product and market by identifying 10 areas such as the problem you are addressing and the solution you are proposing, what your revenue streams will be and who your customer segments are.

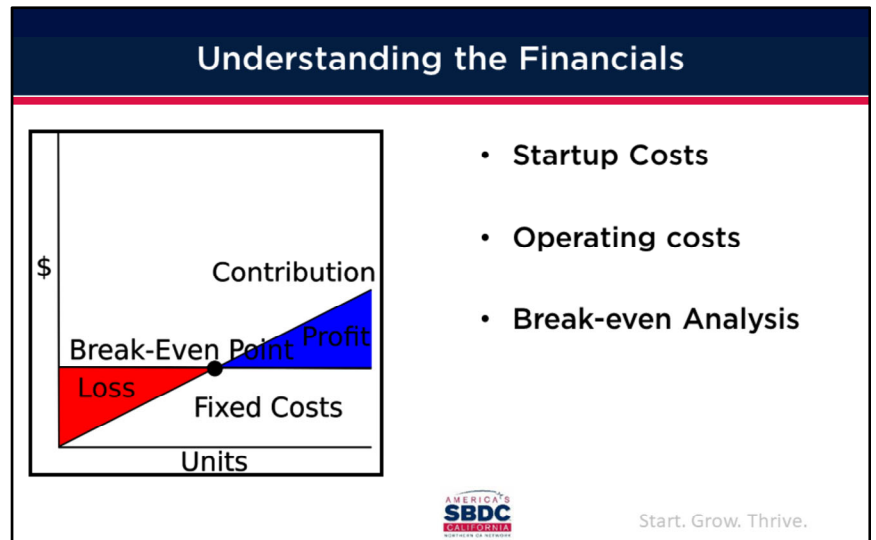
A traditional business plan will include a business description, the marketing plan for the business, the financials including startup costs and revenue and cash flow projections as well as detailing the team that you will be building to run and staff the business.

If you are looking for investors, then you should consider a Pitch Deck as a way to gather the information you pulled together. A pitch deck is a brief presentation (usually under 15 slides) that provides a quick overview of your business plan.

Writing your business plan will take some time and we recommend first taking the business planning course at your locals SBDC then working with your advisor to craft a solid plan in whatever format you choose that meets the needs of your new business.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



Startup costs

Every business has costs to start up, even if it's only the incorporation fees and getting some business cards printed.

You may need to buy equipment, lease a space, build an inventory. Before you can start selling anything, your start up costs can range from a few hundred to tens of thousands of dollars depending on what type of business you are starting. Your business plan will need to identify all of these.

Operating Costs

Once the business is going you will have some fixed costs and some variable costs that will change based on the volume of your sales. Each individual sale should be profitable and contribute something to paying your fixed costs and paying back the startup costs.

Understanding how much you will need to sell how long it will take you to recover those initial costs will help you determine your break-even point.

By doing the math on these numbers as part of developing your business plan you will have a clear idea of what your financial journey will look like.

Be prepared in case this work shows you that the math on your idea doesn't add up. If that happens then you have the opportunity to pivot and make changes to the original idea and see how that impacts the numbers. And if it turns out that the new numbers show something viable then you have saved yourself from the challenge of changing things once the business is up and struggling. Or even more dramatically from trying to launch something that won't work and will cost you a lot of time and money.

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



Turning an idea into a Business Plan

- Different types of plan
- Understand the financials

My Notes

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Poll 5

Q1

Based on what we have just covered, which of the types of plan do you think you might need? (select all that apply)

- 1) One Page Business Plan
- 2) Lean Planning Canvass
- 3) Traditional Business Plan
- 4) Pitch Deck

Q2

Which costs are part of your operating costs? (select all that apply)

- 1) Fixed Costs
- 2) Startup Costs
- 3) Variable Costs

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up



My Notes

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

What We Covered

- **Discovery**
 - Assess
 - *You, \$, Market, Feasibility*
 - Your Team
- **Making and keeping it Legal**
 - Legal Structures
 - Licenses & Permits
 - *Federal, State, County, City*
 - CalGold
- **From idea into reality**
 - Vision, Goals, Objectives & Activities
 - Testing the idea
 - Getting clarity
 - *Product/Service, Customers, Competitors, Location*
- **Turning an idea into a Business Plan**
 - Different types of plan
 - Understand the financials



Start. Grow. Thrive.

My Notes

Course Outline

- Introductions & Course Overview
- Discovery
- Making and Keeping it Legal
- From Idea to Reality
- Turning an Idea into a Business Plan
- Wrap-up

Next Steps

- Sign up for 1-1 advising with your local SBDC

APPLY TODAY

- Check center calendar for Business Planning & Marketing workshops



Start. Grow. Thrive.

My Notes