Creating a Successful Business Plan:  
A Short Course for Project Directors

This two-day course will provide the tools and information you need to construct a business plan for your program or project. You’ll use templates to draft your business plan as you go, and at the end of two days you will emerge with a working business model, a draft business plan, feedback on your presented ideas, and an opportunity to have a follow-up phone or Skype consultation with the course instructor on your final business plan.

Our Training Approach

We believe in learning by doing. This course is designed to be highly interactive; you’ll have a chance to build the initial framework of a usable business plan and get feedback on it from the instructor and your fellow participants.

Who Should Attend

This course is perfect for people who have already attended our 3-day Strategies for Success course, or project directors who already have a good understanding of financial and strategic planning, stakeholder analysis, and implementing effective communication plans.

What to Expect

Come prepared to do some writing and work throughout the course, and be ready to engage with other participants. You’ll be asked to prepare a business idea to present on the first day, and to bring along your project or program’s recent financial statements and annual report.

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<tr>
<th>Session</th>
<th>What You Will Learn and Do</th>
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<tbody>
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<td><strong>Day One:</strong></td>
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| Session 1: Introduction and Overview *(early morning)* | • Present your business idea to the group  
• Discuss your goals and objectives for attending the course  
• Learn about your fellow participants |
| Session 2: Business Model *(late morning)* | • Learn how to develop and assess business models  
• Develop a business model for your own idea  
• Discover Value Proposition Design |
| Session 3: Executive Summary and Market Opportunity *(early afternoon)* | • Learn how to create an attention-grabbing executive summary  
• Define the market size, growth, and potential for your project  
• Discover how market opportunities can shape your business plan and lead to success |
| Session 4: Product/Service & Competition (late afternoon) | • Learn how to assess competition and how that may affect the products or services you offer to your users/stakeholders  
• Identify factors that set your project apart from others, as well as potential risks |
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<td>Day Two:</td>
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| Session 5: Marketing and Sales (early morning) | • Create a profile for your users and how you will reach them  
• Discover pricing strategies you can implement  
• Plan for creating and enhancing your value to users and the scientific community |
| Session 6: Operating Plan & Organizational Structure (late morning) | • Determine your project’s role in the wider community  
• Identify an organizational structure that will help your project succeed and meet the goals you establish in your business plan |
| Session 7: Financials & Planning (early afternoon) | • Review funding options and strategies to support your business plan and sustainability goals  
• Discuss partnerships, acquisitions, and exit strategies to consider in your business plan |
| Session 8: Preparation Time (late afternoon) | • You’ll have some time to continue working on your draft business plan, and finalize your presentation |
| Session 9: Participant Presentations (late afternoon) | • You present the executive summary of your draft business plan to the rest of the group  
• The feedback you receive will help you finalize your plan post-course and make it even stronger! |