



# Sustaining Biological Infrastructure

## 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.

Session	What You Will Learn and Do
<b>Day One:</b>	
<b>Session 1: Introduction and Overview</b> <i>(early morning)</i>	<ul style="list-style-type: none"><li>• Present your business idea to the group</li><li>• Discuss your goals and objectives for attending the course</li><li>• Learn about your fellow participants</li></ul>
<b>Session 2: Business Model</b> <i>(late morning)</i>	<ul style="list-style-type: none"><li>• Learn how to develop and assess business models</li><li>• Develop a business model for your own idea</li><li>• Discover Value Proposition Design</li></ul>
<b>Session 3: Executive Summary and Market Opportunity</b> <i>(early afternoon)</i>	<ul style="list-style-type: none"><li>• Learn how to create an attention-grabbing executive summary</li><li>• Define the market size, growth, and potential for your project</li><li>• Discover how market opportunities can shape your business plan and lead to success</li></ul>



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<b>Session 4: Product/Service &amp; Competition</b> <i>(late afternoon)</i>	<ul style="list-style-type: none"><li>• Learn how to assess competition and how that may affect the products or services you offer to your users/stakeholders</li><li>• Identify factors that set your project apart from others, as well as potential risks</li></ul>
<b>Day Two:</b>	
<b>Session 5: Marketing and Sales</b> <i>(early morning)</i>	<ul style="list-style-type: none"><li>• Create a profile for your users and how you will reach them</li><li>• Discover pricing strategies you can implement</li><li>• Plan for creating and enhancing your value to users and the scientific community</li></ul>
<b>Session 6: Operating Plan &amp; Organizational Structure</b> <i>(late morning)</i>	<ul style="list-style-type: none"><li>• Determine your project's role in the wider community</li><li>• Identify an organizational structure that will help your project succeed and meet the goals you establish in your business plan</li></ul>
<b>Session 7: Financials &amp; Planning</b> <i>(early afternoon)</i>	<ul style="list-style-type: none"><li>• Review funding options and strategies to support your business plan and sustainability goals</li><li>• Discuss partnerships, acquisitions, and exit strategies to consider in your business plan</li></ul>
<b>Session 8: Preparation Time</b> <i>(late afternoon)</i>	<ul style="list-style-type: none"><li>• You'll have some time to continue working on your draft business plan, and finalize your presentation</li></ul>
<b>Session 9: Participant Presentations</b> <i>(late afternoon)</i>	<ul style="list-style-type: none"><li>• You present the executive summary of your draft business plan to the rest of the group</li><li>• The feedback you receive will help you finalize your plan post-course and make it even stronger!</li></ul>