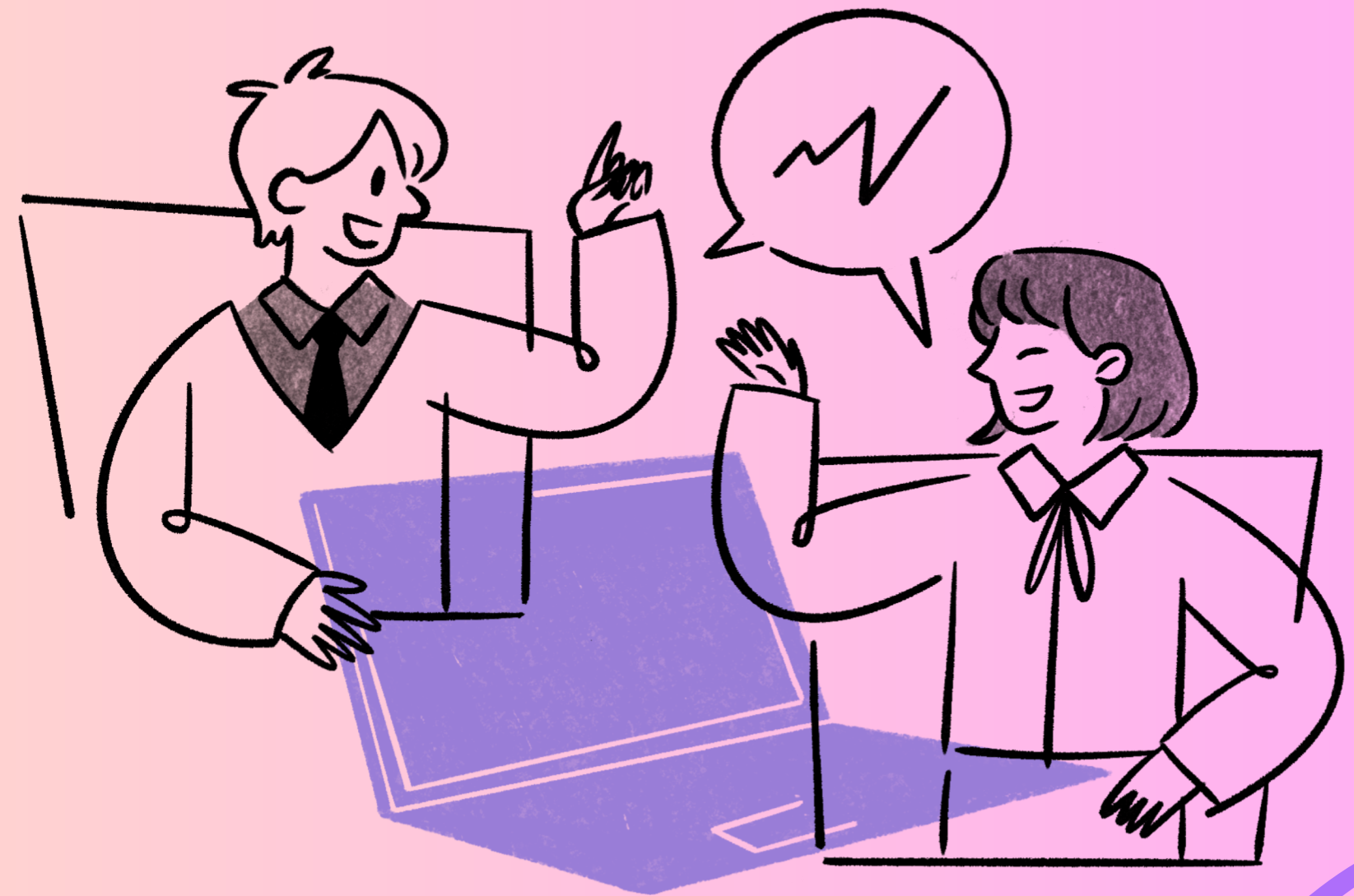
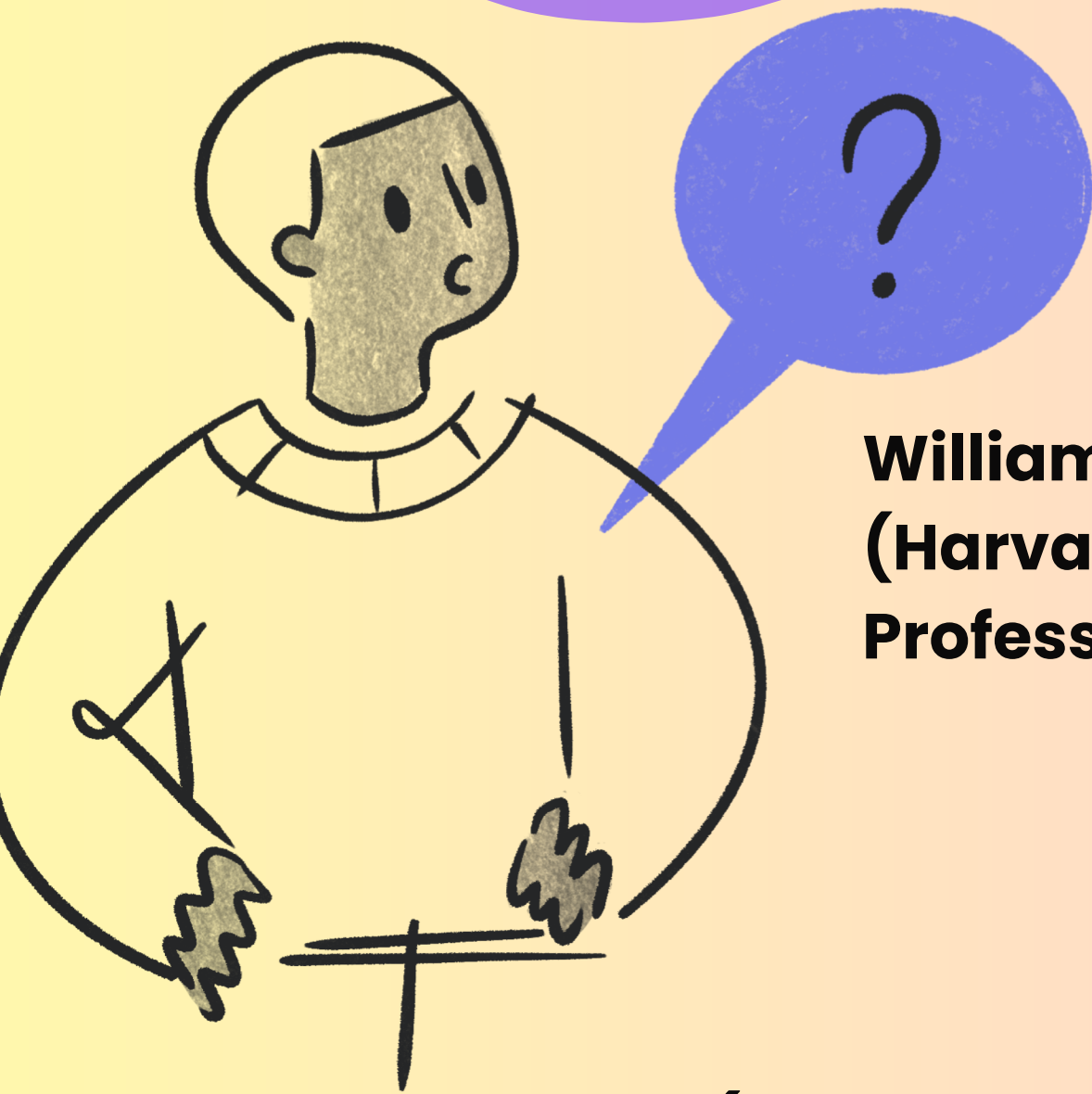


Introduction to Business Plan

Dr/ BOUROUROU DJAZIA



what is a business plan



William A. Sahlman
(Harvard Business School
Professor)

A business plan is a document that addresses a series of 'how' questions. How will the business make money? How will the idea become a sustainable venture? How will the team execute? How will the venture deal with the unexpected?

**. Eric Ries (Author of "The
Lean Startup")**

A business plan is a framework for hypotheses to be tested, not a rigid blueprint to be followed. Its value is not in predicting the future, but in accelerating learning about what works.

✓ **Steve Blank (Serial Entrepreneur & Academic, Father of Modern Entrepreneurship)**

A business plan is essentially a research paper that summarizes the hypotheses about a new venture. In the past, it was treated as the final output. Today, it's the starting point for customer discovery and validation."

✓ **Joseph Mancuso (Founder of the Center for Entrepreneurial Management)**

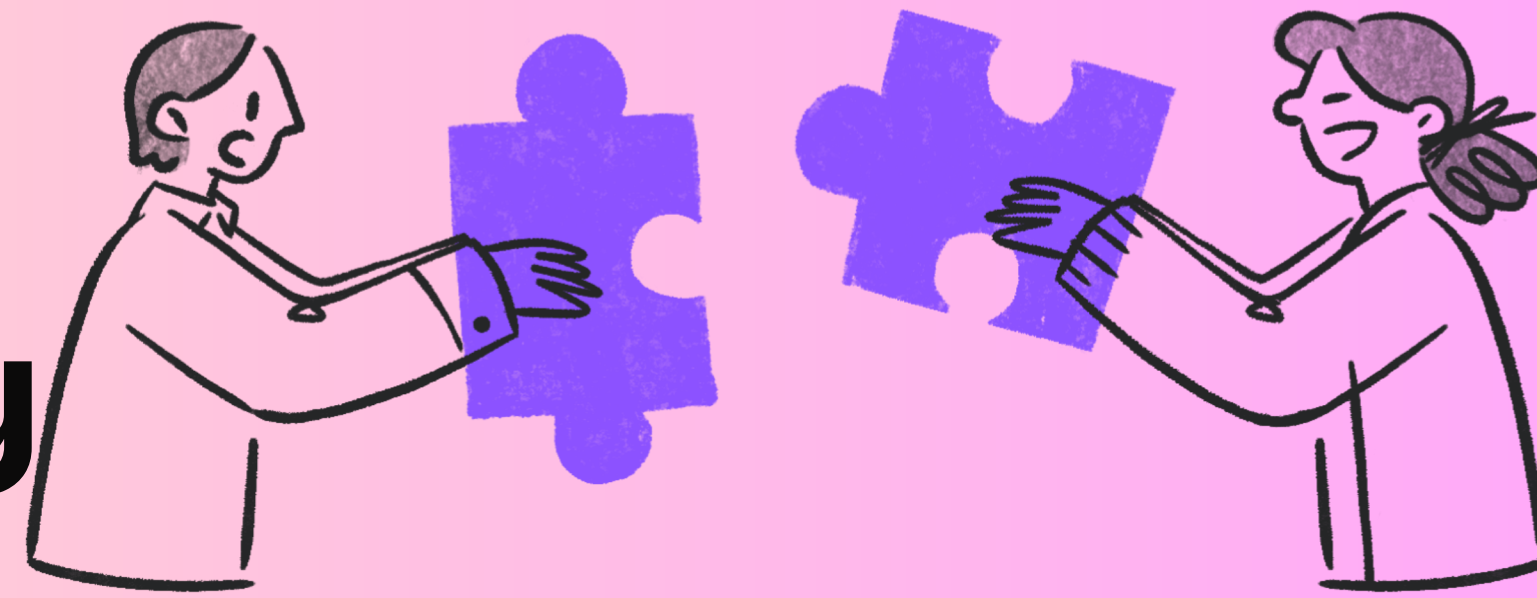
A business plan is a document that convincingly demonstrates that your business can sell enough of its product or service to make a satisfactory profit and be attractive to potential backers.

✓ **Guy Kawasaki (Venture Capitalist, Author)**

. It's a tool for convincing yourself that the business makes sense before you try to convince others. It should be short, clear, and focus on the key points: the problem, your solution, the business model, the underlying magic, and the marketing/sales strategy."



Comparative Summary Table



Author / Expert	Core Emphasis	Key Metaphor
William Sahlman	Critical Factors & Interconnections	A dynamic framework for testing "how"
Eric Ries	Hypothesis Testing & Learning	A starting point for a scientific experiment
Steve Blank	Customer Discovery & Validation	A research paper of hypotheses to be tested
Guy Kawasaki	Conciseness & Persuasion	A short, sharp tool for communication
Joseph Mancuso	Profitability & Fundraising	A persuasive document for potential backers

Best Definition

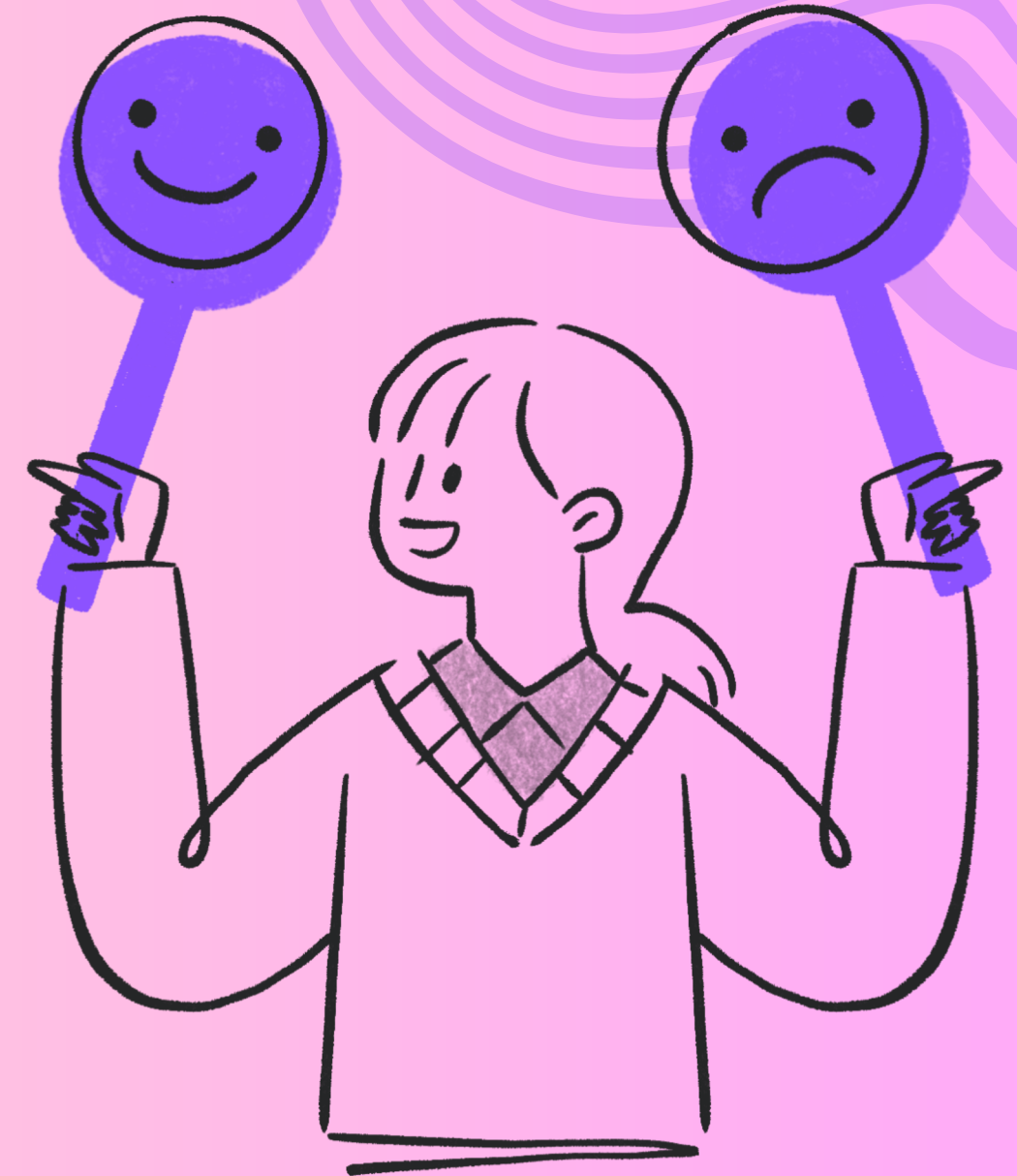


a business plan is fundamentally a tool for thinking, communication, and validation.

business plan is a formal written document that describes the goals of a business, the methods for achieving those goals, and the timeframe for their achievement. It serves as a roadmap for a company's journey, outlining where it is now, where it wants to go, and how it plans to get there.

Why is it crucial for success?

Saying a business plan is "crucial for success" isn't just a cliché; it's based on the concrete advantages it provides. The crucial nature of a business plan can be broken down into two main categories: Internal Clarity and External Validation.





1. For Internal Success: The Roadmap & Management Tool

Why It's Crucial

Forces You to Face Reality: It requires you to research, validate assumptions, and answer tough questions *before* spending money. Is there a real market? Who are the competitors?

Provides Clarity and Focus: It defines your goals, strategies, and target audience. This aligns the entire team toward the same objectives.


Helps Anticipate Challenges: By thinking through operations, logistics, and finances, you

What Happens Without It

You operate on gut feeling. You might build a product nobody wants to buy (a common startup killer).

The team is scattered. Marketing targets one demographic, while sales chase another. Efforts are wasted.

You are constantly in "fire-fighting" mode. Challenges become crises because you were not prepared.



can identify potential problems (e.g., cash flow gaps, seasonal slumps) in advance.	
Serves as a Measuring Stick: It sets milestones and financial targets. You can regularly compare your actual performance to the plan to see if you're on track.	You have no objective way to measure progress. You might feel busy but not know if you're actually moving toward profitability.
Manages Resources Efficiently: The financial plan forces you to budget carefully, ensuring that limited capital is allocated to the most critical areas.	You run out of money quickly by overspending on non-essential items and underestimating true costs.



2. For External Success: The Communication & Fundraising Tool

A business plan is the universal language of business for outsiders. You cannot secure support without one.

Why It's Crucial	What Happens Without It
Secures Funding (Loans & Investment): Banks and investors will not give you money based on an idea alone. They need to see a professional plan that demonstrates viability, potential for return, and a capable team.	You cannot access the capital needed to start or grow the business. Your idea remains just an idea.
Attracts Key Partners and Talent: A solid plan can help you secure partnerships with suppliers or distributors and attract high-quality employees who want to join a venture with a clear future.	Talented people will be hesitant to join a seemingly disorganized venture. Partners will see you as a risk.
Builds Credibility: A well-researched plan shows that you are serious, professional, and have done your homework. It builds trust with all external stakeholders.	You are perceived as an amateur. People are less likely to take a chance on you or your business.

Who uses it

A business plan is not a document that gets written and then sits in a drawer. It's a dynamic tool used by a variety of key audiences, each with a different purpose.

We can group these users into two main categories: Internal Users (inside the company) and External Users (outside the company).

Internal Users (The Roadmap)

These are the people directly involved in running the business. For them, the business plan is an operational guide.

User	How They Use It
The Founder(s) / Entrepreneur	<p>This is the primary internal user. They use it to:</p> <ul style="list-style-type: none">• Validate the idea: Force themselves to think through every aspect of the business.• Set clear goals and milestones: "Where do we want to be in one year? In three years?"• Make strategic decisions: When faced with a choice, they can refer back to the plan to stay aligned with the core strategy.
Management Team & Key Employees	<p>The plan helps them:</p> <ul style="list-style-type: none">• Understand the big picture: See how their role (e.g., Head of Marketing, Operations Manager) contributes to the overall mission.• Stay aligned: Ensure all departments are working towards the same objectives.• Understand their responsibilities clearly.
Board of Directors (if applicable)	<p>They use the plan to:</p> <ul style="list-style-type: none">• Monitor performance: Compare actual results against the plan's projections and milestones.

External Users (The Passport)

These are individuals or organizations outside the company that need to be convinced of the business's viability. For them, the plan is a proof-of-concept and a tool for decision-making.

Investors (Venture Capitalists, Angel Investors)	<p>They are looking for a high return on investment (ROI). They scrutinize the plan to assess:</p> <ul style="list-style-type: none"> • The Scalability & Growth Potential: Is this a huge market opportunity? • The Strength of the Management Team: Can this team execute the vision? • The Financial Projections: Are the revenue forecasts realistic? How and when will they get their money back (exit strategy)?
Banks & Lenders	<p>They are looking for security and low risk. They focus on:</p> <ul style="list-style-type: none"> • Cash Flow & Financial Health: Can the business generate enough cash to repay the loan with interest? • Collateral: What assets can be used to secure the loan? • The Owner's Investment: Has the entrepreneur also invested their own money? (This shows commitment).
Potential Partners (Suppliers, Distributors, Joint Ventures)	<p>They are looking for reliability and mutual benefit. They use the plan to:</p> <ul style="list-style-type: none"> • Assess Stability: Is this company well-managed and likely to be around for the long term? • Understand Synergies: How can a partnership be profitable for both parties?

Key Potential Employees

Top talent often wants to see the business plan before joining a startup or small company. They use it to:

- **Believe in the Vision:** Understand the company's goals and culture.
- **Assess Job Security & Growth Potential:** Is the company's future bright? Will their career grow with it?

Advisors & Consultants

They use the plan to:

- **Quickly understand the business** and provide targeted, relevant advice.

Summary Table

User Category	Primary Interest in the Business Plan
Founder / Management	Roadmap & Validation: "Is this a good idea, and how do we make it work?"
Investors	Return & Growth: "How will I make 10x my money back?"
Banks / Lenders	Risk & Security: "How will I get my loan repaid, with interest?"
Partners	Reliability & Synergy: "Is this a stable and beneficial company to work with?"

In short, a well-crafted business plan is a versatile document that speaks differently to each audience but consistently answers one core question: "Does this business have a credible path to success?"



**Thank You
Very Much**