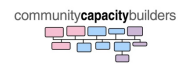


From Pitch Deck to Business Plan



1

Pitch Deck

1. Title
2. Problem
3. Solution
4. Business model
5. Underlying magic
6. Marketing and sales
7. ~~Competition~~ Solution Ecosystem
8. Management team
9. Financial projections and key metrics
10. Current status, accomplishments to date, timeline, and use of funds

Kawasaki, 2004



2

Business Plan

- An externally focused document that provides detailed information on the proposed development of an enterprise
- It is likely to be shared with potential investors
 - funding bodies for the voluntary and community sector

University of Surrey, n.d.



3

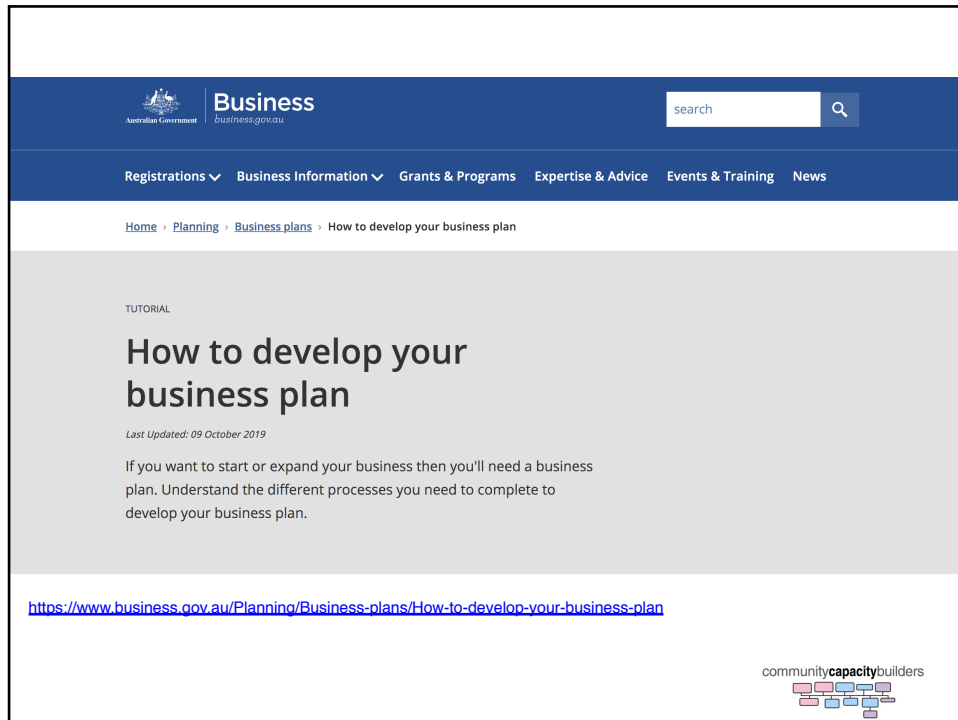
Business Plan Structure

1. Executive Summary
2. Problem
3. Solution
4. Business model
5. Underlying magic
6. Marketing and sales
7. ~~Competition~~ Solution ecosystem
8. Management team
9. Financial projections and key metrics
10. Current status, accomplishments to date, timeline, and use of funds

Kawasaki, 2004



4



The screenshot shows the top navigation bar of the Australian Government Business website. The header includes the Australian Government logo, the word 'Business', and the URL 'business.gov.au'. A search bar is located on the right. Below the header is a menu with options: Registrations, Business Information, Grants & Programs, Expertise & Advice, Events & Training, and News. The breadcrumb trail reads: Home > Planning > Business plans > How to develop your business plan. The main content area is titled 'TUTORIAL' and 'How to develop your business plan', with a sub-header 'Last Updated: 09 October 2019'. The text states: 'If you want to start or expand your business then you'll need a business plan. Understand the different processes you need to complete to develop your business plan.' A URL is provided: <https://www.business.gov.au/Planning/Business-plans/How-to-develop-your-business-plan>. The footer features the 'communitycapacitybuilders' logo.

5



The screenshot shows a 'References' page with a list of two references. The first reference is by Kawasaki, G. (2004). The second reference is from the University of Surrey, n.d. The footer features the 'communitycapacitybuilders' logo.

References

- Kawasaki, G. (2004). The art of the start: The time-tested, battle-hardened guide for anyone starting anything. Penguin
- University of Surrey, n.d, Unit 4 Strategic planning or business planning, viewed 4 February 2018, [http://libweb.surrey.ac.uk/library/skills/Strategic%20Planning%20\(not%20for%20profit\)%20Leicester/page_15.htm](http://libweb.surrey.ac.uk/library/skills/Strategic%20Planning%20(not%20for%20profit)%20Leicester/page_15.htm)

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