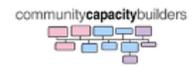


From Pitch Deck to Business Plan

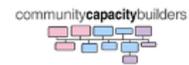


In this lecture we are going to discuss turning the pitch deck we looked at in the previous lecture into a business plan.

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



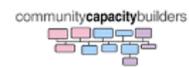
In the previous lecture we looked at this slightly amended 10 slide pitch deck recommended by Guy Kawasaki. The 10 slides were:

1. A Title
2. Problem
3. Solution
4. The Business model (which we covered in the last lecture)
5. What he calls the Underlying magic
6. Marketing and sales
7. ~~Competition~~ Solution ecosystem
8. Management team
9. Financial projections and key metrics, and
10. Current status, accomplishments to date, timeline, and the use of funds

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.



Guy Kawasaki considers a good business plan should be a detailed version of a pitch deck.

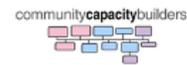
A business plan is an externally focused document that provides detailed information on the proposed development of an enterprise. They are a snapshot of the enterprise at a specific point in time.

They are a communication tool. For businesses, business plans are likely to be shared with potential investors. For social enterprises, business plans are likely to be shared with a diverse range of funding bodies.

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

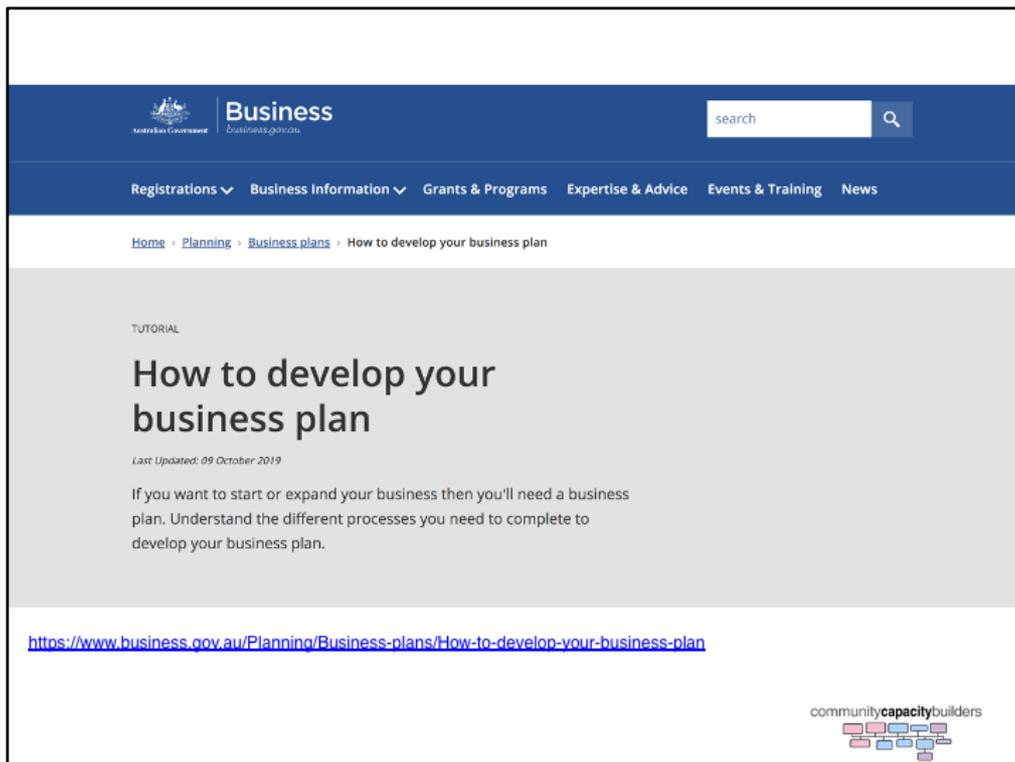
Kawasaki, 2004



Guy Kawasaki considers that the structure of a business plan should follow the same structure as a pitch deck except the content of the title slide is replaced with an executive summary.

Kawasaki considers the executive summary to be the most important part of a business plan. He suggests that a good executive summary should be a concise and clear description of the problem that the business solves, how the business solves it, the business model, and the underlying magic of the product or service. It should be approximately four paragraphs in length.

The reason why Kawasaki considers it to be the most important part of a business plan is because it will determine whether people read the rest of the document.



If you google 'how to write a business plan' or 'business plan template' you will discover many free resources on the internet to assist you with writing a business plan.

This slide shows a web page on the Australian Government's business.gov.au site that focuses on assisting people to write business plans. On this page there are links to a free template for writing a business plan as a guide for writing business plans. The business plan approach promoted on the Australian Government website is a lot more extensive than the approach that is recommended by Guy Kawasaki.

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)