

BUSINESS PLANNING FOR STARTUPS

EXPERT

MR. ANTOINE EL HAGE

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In charge of planning, teaching and grading Business Planning and International Business Development courses for graduate programs at: Novancia and HEC Business Schools (CCIP); ESC Reims and ESC Troyes.

Business Associate at INFONATION/MDI: International consulting company, in charge of International Business Development Strategies for French companies in different industries.

Business planning for startups is an integrative workshop; one that combines principles and theories in finance, managerial economics, marketing, operations management and organization behavior introduced to participants in core courses and applies it to the evaluation and design of new business ideas or projects in an international context.

We will be concerned with content and process questions as well as with formulation and implementation issues that relate to conceptualizing, developing and managing successful new businesses.

AUDIENCE

Individuals who have a strong desire to become managers/entrepreneurs, as well as to those who consider joining start-up companies to work as a project manager

DURATION

3 days (9 AM – 5 PM)

DATE

27th-28th-29th of May 2013

LANGUAGE

English

OBJECTIVES

- "Experience the process": identify and pursue a business opportunity in either an independent or corporate setting with a team of motivated classmates.
- "Analyze the problems": ponder some fundamental issues related to venturing and learn to assess the risks, challenges and rewards involved in the venturing process.
- "Bridge the gap between theory and practice": learn to transform ideas into action, learn from your peers and role models on how to be both thoughtful and effective.
- "Write a plan": develop a business plan for a new venture.

PROGRAM

The first task is to select a new venture concept; it should require careful examination and definition of, among other things, customer needs, product and service offering, markets and financials. In addition, it should have the potential for wealth creation beyond the prospect of providing a "normal" salary for its founders.

The content and organization of the Business Plan (BP) will be discussed in class. The following presentations and submissions are expected:

1. Venturing ideas: Informal 5-minute presentation, class participants will be given an opportunity to introduce themselves and share with other students their venture ideas.
2. Venture concept submission: A brief explanation of the unfulfilled need that will be satisfied, the product/service concept, the business and revenue models and the rundown of the key concerns or risks.
3. Company, products and services: including estimated size of market targeted by the product/service; an overview of how the entrepreneur will create and deliver value (e.g., features, benefits, technologies, current stage of development, proprietary position, distribution channels); and a brief rundown of the key obstacles to success (and how to address them).
4. Markets and strategy: Description of market opportunities: detailed descriptions of the business and revenue models, customer and competitor analyses, industry and competitive analysis. State and justify the overall business strategy and the competitive advantage.
5. Marketing and operations: Plans for production/delivery of product or services, product costs, operating complexity, required resources, and a marketing/sales strategy.
6. Management and organization: Backgrounds of key individuals, ability to execute strategy, personnel needs, Type of business, summaries of staffing requirements; organizational chart.
7. Financial section: Complete analyses of financial plan, financing plan and evaluation.
8. Milestone events and key risks: Present realistic schedule of events, their anticipated timing and interrelationships between the major events necessary to launch and grow the venture. Identify and discuss critical events and their impact on your plan.

BIBLIOGRAPHY

- Anatomy of a Business Plan: A Step-By-Step Guide to Starting Smart, Building the Business, and Securing Your Company's Future. Authors: Linda Pinson and Jerry Jinnett.
- www.bplans.com: Get inspired with our gallery of 500+ business plans.
- www.startupoverseas.com: Your resource for starting or expanding a business overseas.

