

## ExtraLife: Business Plan Development, Business Model Canvass, Strategic forms

### Introduction to Lesson 1

In this first part, we will define what a Business Plan is, who prepares it, for who and how the Business Plan is divided. We will understand the difference between the traditional Business Plan and the "Canvas Business Model". We will understand the importance of describing the entrepreneurial idea and the Start-up Mission and "what we want to achieve" with our business idea. We will analyse the "Reference Market" - the market in which we want to operate as well as what the characteristic of that market are. We will therefore focus on our target audience, that is, "Who are our customers"? We will finally analyse who are our Relevant Market Competitors.

### Lesson contents

1. Preparing a business plan (traditional and Model Canvass BP)
2. Market Analysis
  - Who is our target market?
  - What are the features of the market in which we are entering?
  - Who are our customers?
  - Who are our competitors?

### Introduction to Lesson 2

In this second part, we will define what a Business Marketing Strategy is and why it should be described in the Business Plan. We will understand what a "SWOT analysis is and we will therefore consider the management team's skills and the professional skills required for a start-up. Ultimately, we will learn what is the Start-up forecast economic and financial plan, its importance and how it is structured by starting from the "investment plan" and the "price fixing", by analysing the "Balance Sheet", the "Income Statement" and the "Break-even-point", ideally on how to reach the Break-even point with the costs and investments incurred and the revenues assumed within the first 3 years of start-up activities.

### Lesson contents

1. Preparing a projected cash flow/Financial Statement
  - SWOT Analysis
  - Where will the money come from?
  - What will our costs be?
  - How do we measure profitability?
  - How do we budget and forecast income?
  - How do we manage cash flow?
  - Break-even point analysis