

Topic: **Business planning**

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**The business planning process is designed to answer two questions:**

**Where are we now?**

**Where do we want to be in next year or two?**

The result of this process is a business plan that serves as a guide for entrepreneur to run the start-up company. Describing the most critical tasks that must be completed and the time frame for completion, a business plan allows companies to allocate resources to accomplish goals.

**Learning goal:**

To raise knowledge how to properly prepare a business plan important for making a successful business.

**Learning objectives:**

By the end of this session participants will:

- obtain necessary knowledge about planning successful project and useful tools,
- know the methods of planning,
- know how to use modern communication/gamification tools during the group work.

**Methodology:**

- lecture (illustrations, graphs, infographics, multimedia tools),
- gamification (using mostly ICT trendy tools),
- group work, discussions.

**Content:**

1. Environmental analysis
2. Market structure analysis
3. SMART goals/objectives
4. SWOT analysis
5. The Business Model Canvas
6. Investment
7. Profit-Loss statement

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**Structure:**

**1. Welcome and introduction, work rules:**

(10 minutes)

Welcome all participants in this session. If you have not done it yet, introduce yourself and share some information regarding your background.

Present shortly the subject of this session and teamwork rules.

**2. Theoretical part / individual work:**

(20 minutes)

After a short PowerPoint presentation, the groups will immediately start with a discussion on their own examples. Through examples they will start to learn about how to plan their businesses and which kind of business model can be right for a starting company. Record their main findings on a flip chart. After getting some answers, you can give each group a flip chart and ask for more examples.

Participants will also use their smartphones to find positive examples from their countries.

**3. Interactive activity / work in pairs:**

(25 minutes)

We will speak about SMART objectives and how to invest money. We will show how to use properly and prepare simple profit and loss account. Discussion on the positive and negative examples of start-ups in different countries.

**4. Conclusion:**

(5 minutes)

A few questions about the business planning.

Understanding tool do a small competition.

Tools: Kahoot! (<http://goo.gl/cbuvyC>).