

sbtcdc

Your business. Better.

2016 SOCIAL  
ENTREPRENEURSHIP  
CONFERENCE  
BUSINESS PLAN  
DEVELOPMENT

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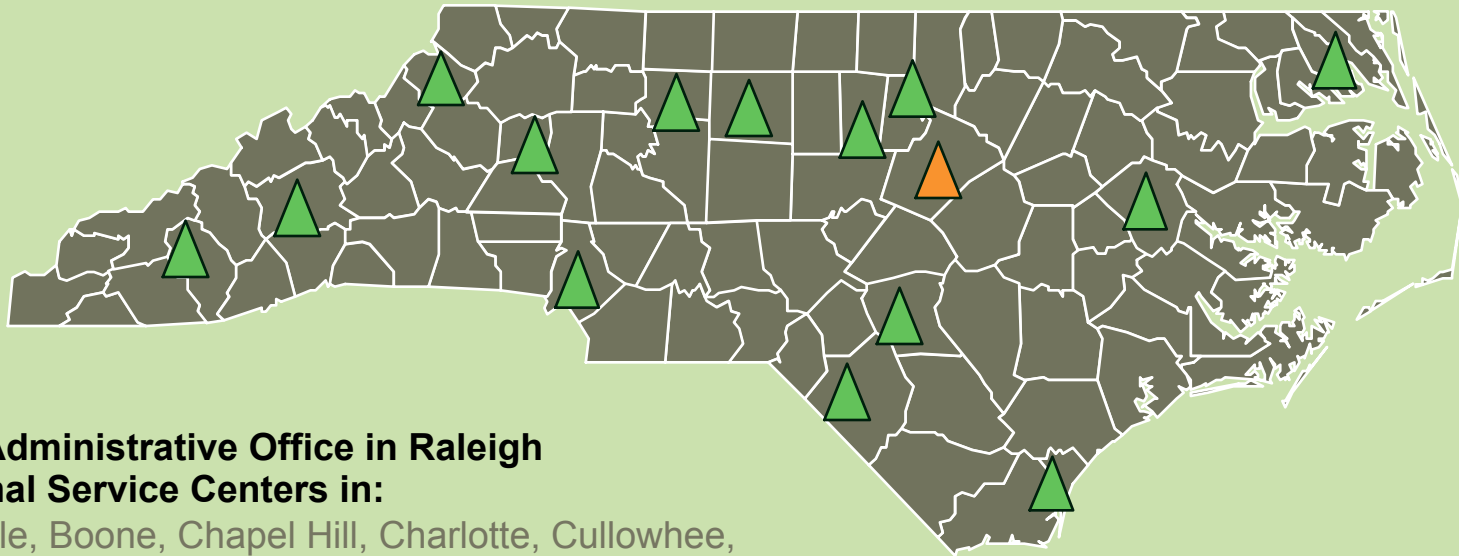
# WEBINAR LOGISTICS

- A copy of all the handouts I refer to during this webinar including the slides as well as a recording of this webinar can be found at [www.sbtdc.org/social-entrepreneurship](http://www.sbtdc.org/social-entrepreneurship)
- If you have questions submit them online at any time in the chat section on the tool bar. All attendees will be on mute to cut down on background noise.
- I will answer questions during the middle of this webinar and at the end.
- If the tool bar is blocking your view of the slides you can minimize it by clicking on the orange arrow button.

# SBTDC MISSION

- Support the growth and development of North Carolina's economy by:
  - encouraging entrepreneurship
  - assisting in the creation and expansion of small to medium-sized enterprises
  - facilitating technology development and commercialization
  - supporting economic development organizations

# SBTDC STATEWIDE OFFICES



**State Administrative Office in Raleigh**  
**Regional Service Centers in:**

Asheville, Boone, Chapel Hill, Charlotte, Cullowhee,  
Durham, Elizabeth City, Fayetteville, Greensboro, Greenville,  
Hickory, Pembroke, Raleigh, Wilmington, Winston-Salem

# BUSINESS PLAN SPECIFICS

The body of the business plan must not exceed 3 pages with appendices/financials adding up to 2 additional pages.

Answer ALL of the questions in each of the 4 sections outlined below.

I. Business Overview

II. The Market

III. Financial Analysis

IV. Social/Environmental Impact Analysis

# I. BUSINESS OVERVIEW

- Describe your idea and business model
  - What problem are you solving?
  - What are the benefits to your community?
  - How are you solving that problem? Staff needed and role?
  - Does it make financial sense for all involved?
  - Vision: where do you see this going?
- Write this section last.

## II. THE MARKET

- Customer identification: demographic / psychographic profile
- Market size and future outlook
- Why does the need exist?
- The industry and competitive advantage
  - Who else is doing this in your target market?
  - What makes you unique?
  - Future outlook?

# III. FINANCIAL ANALYSIS

- Funding sources?
- How much have you raised thus far?
- How much is needed to reach sustainability?
- When do you reach breakeven?
- How will your organization be sustained over time financially?
- Itemize startup costs. (attachment to plan)
- Budget with detailed projections through Year 3. (attachment to plan)



# FINANCIAL PROJECTIONS

At a minimum provide the following information.

	Year 1	Year 2	Year 3
Revenue			
Expenses			
Profit/(Loss)			
Assets acquired			
Funding needed			

This information can be inserted in your 3 page business plan.

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## IV. SOCIAL / ENVIRONMENTAL IMPACT ANALYSIS

- What is the social impact of your business?
- How many people will you impact?

# Questions

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# BUSINESS PLAN TO JUDGING RUBRIC

- Your business plan explains:
  - what you are doing
  - how you are going deliver your product/service
  - revenues and costs
  - the magnitude of the impact your concept will have on society.
- The judging rubric rates:
  - the feasibility of your concept
  - the need
  - the likelihood your idea will become reality
  - impact on society over time
  - ability to get your message across to others.

# JUDGING RUBRIC

## Four Areas of Grading:

- 1) Market Analysis and Sustainability (35%)
- 2) Social Impact Potential (30%)
- 3) Likelihood of Success (10%)
- 4) Presentation (25%)

# 1. MARKET ANALYSIS AND SUSTAINABILITY

- Market & Competition (15%)
  - Soundness of research – clearly defined social need
  - Competitive advantage – unique concept
  - Quantified market size – quantity/quality
- Financial Sustainability (10%)
  - Model is financially feasible, sustainable and value is created
  - Model is attractive to investors and donors
- Creativity of Solution (10%)
  - Demonstrates a creative, appealing, and entrepreneurial solution to the identified challenge

## 2. SOCIAL IMPACT POTENTIAL

- Social Value Proposition (20%)
  - A clear social value proposition that directly addresses the problem
  - Relates closely to community need
  - Increases social value beyond current situation and/or next best option
- Quantified Social Impact (10%)
  - Reasonable assumptions and projections with measureable data
  - Operational metrics relating to desired social outcomes

# 3. LIKELIHOOD OF SUCCESS

- Implementation (10%)
  - Clearly defined vision and growth objectives
  - Roadmap for implementation and strategy



## 4. PRESENTATION

- Formal presentation (20%)
  - Quality of presentation
  - Adherence to time limits
  - Good use of props
- Q&A (15%)
  - Satisfactorily answers judges questions

# PRESENTATION SUGGESTIONS

- Don't stop refining your concept after you turn in your business plan.
- The judges have read your business plan. Focus on “selling” your concept. You only have 4 minutes to convince the judges you have the best concept.
- If two people are presenting make sure the transition is smooth and makes sense.
- Reading your presentation is not impressive.
- Use a display board to support your presentation.
- Practice the presentation and Q&A discussion.

PRACTICE, PRACTICE, PRACTICE, PRACTICE, PRACTICE

# SECRETS FOR SUCCESS

- Do not wait until the last minute. Many have tried. All have failed.
- Use the SBTDC and university resources early in the process.
- Do the research. Do not rely on the internet for all your data. Talk to people.
- Engage the community. Add advisors from the community to your team.
- Practice your presentation in front of an “audience”. Then practice again.

**Think VALUE and SUSTAINABILITY**

# Questions

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