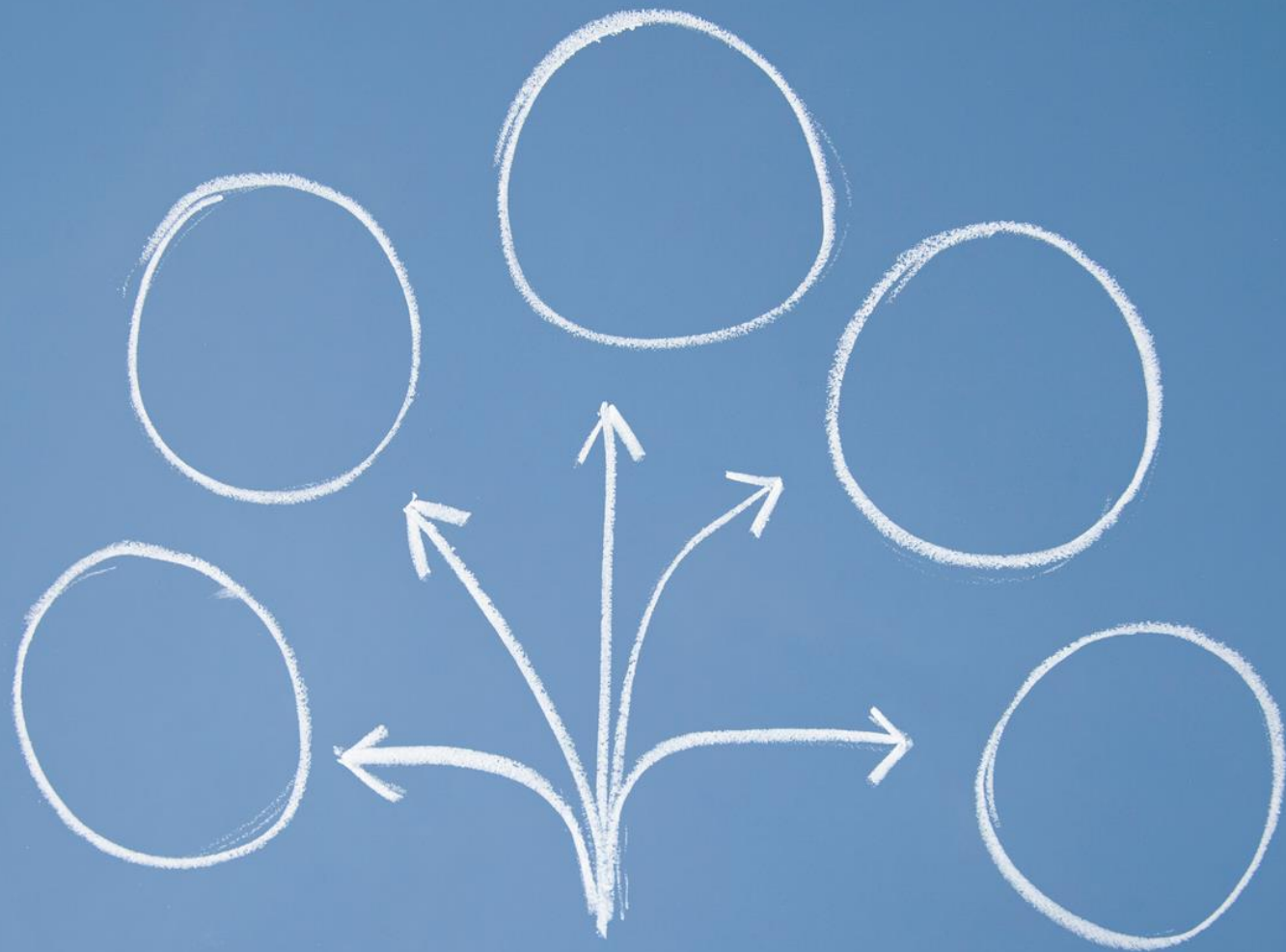


# BUSINESS BLUEPRINT

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A repeatable, practical process for entrepreneurs.





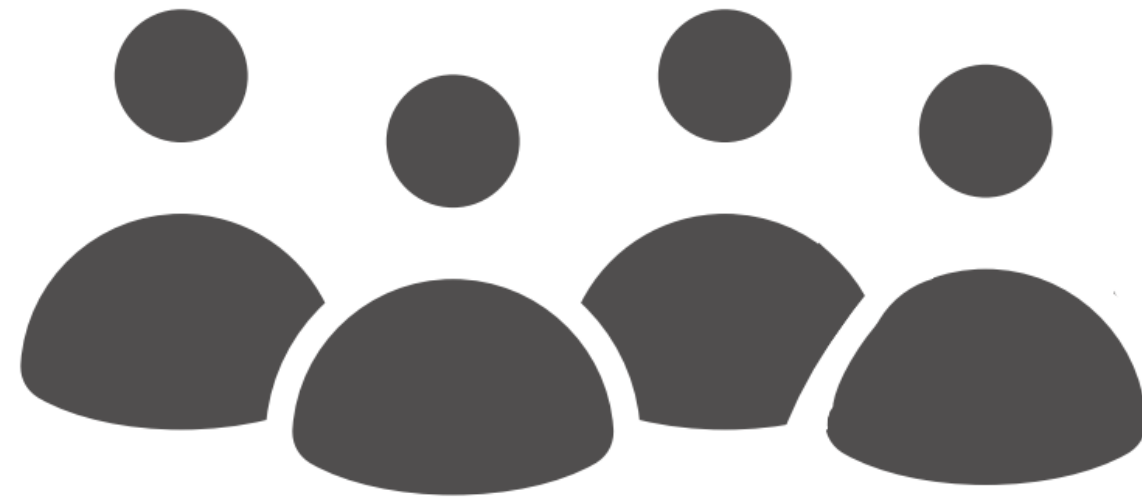
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# Your BAIL team



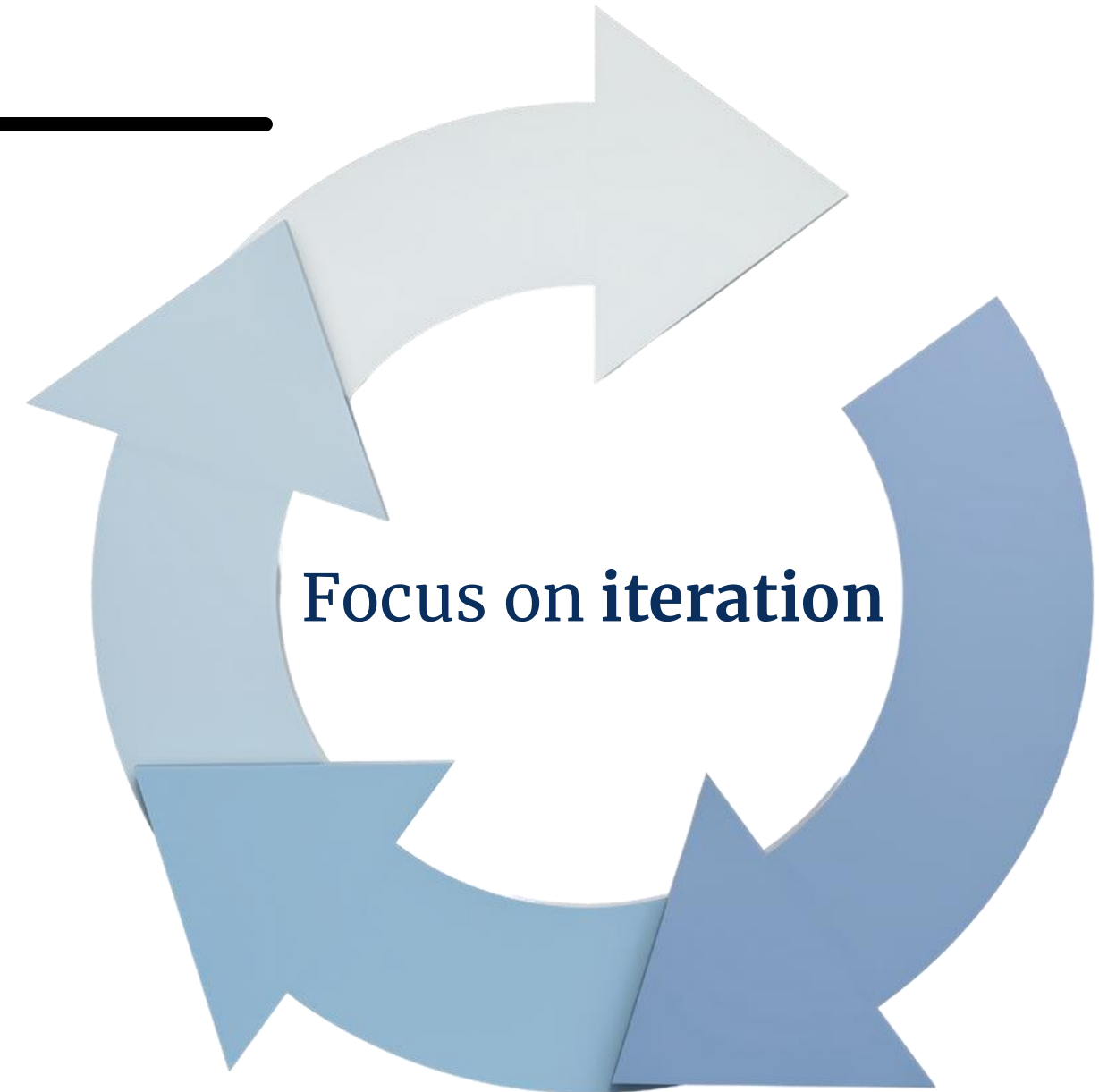
**Banker**

**Accountant**

**Insurance  
Agent**

**Lawyer**

# THE 6-STEP ENTREPRENEURIAL CYCLE



- 01** Scan & Recognize Opportunities
- 02** Develop the Concept
- 03** Determine Necessary Resources
- 04** Develop the Business Plan (Plan to Acquire Resources)
- 05** Implement & Manage
- 06** Harvest, Pivot, or Exit

## Common Myths

- “I just need one business plan”
- “I only do this once”
- “Nobody creates business plans anymore”

## Reality

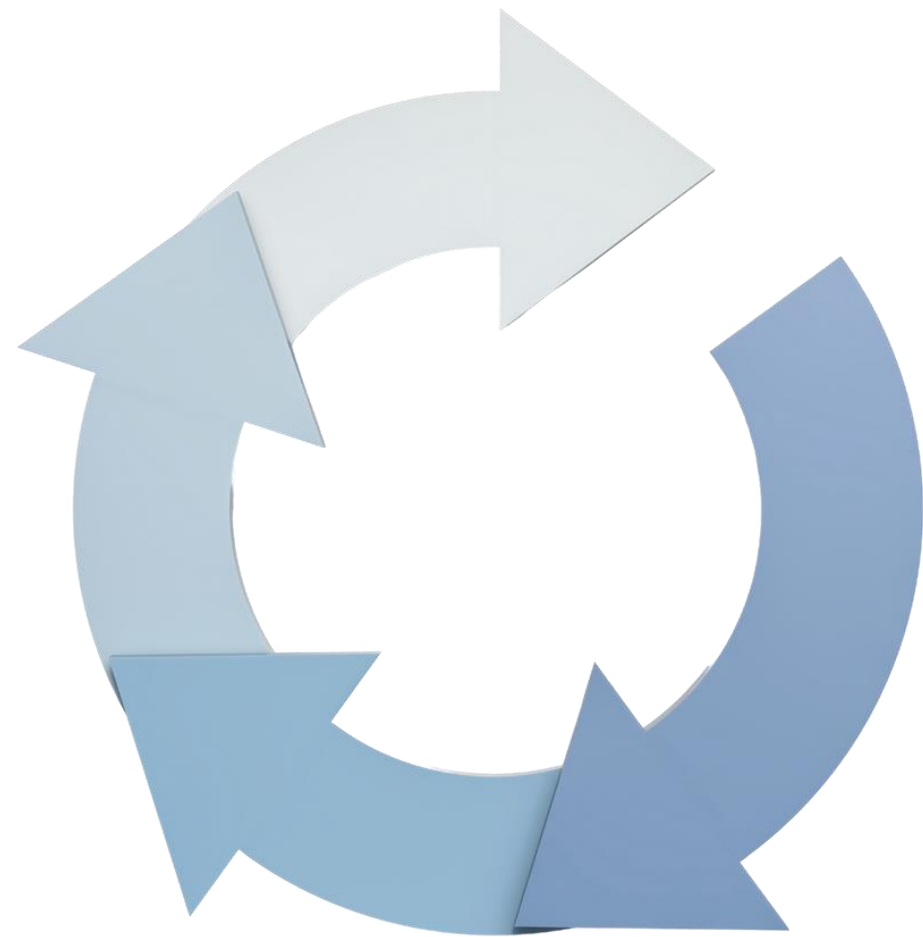
- Entrepreneurship is cyclical
- Markets, costs, policies, and customers change
- Every business would benefit from good business planning

# WHY A PROCESS MATTERS

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# THE MULTI-TIER FRAMEWORK



- Each tier feeds the next
- Why tiers prevent skipping critical thinking
- Big questions → detailed analysis → tools



01

# SCAN & RECOGNIZE OPPORTUNITIES

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Opportunity = Problem + Solution

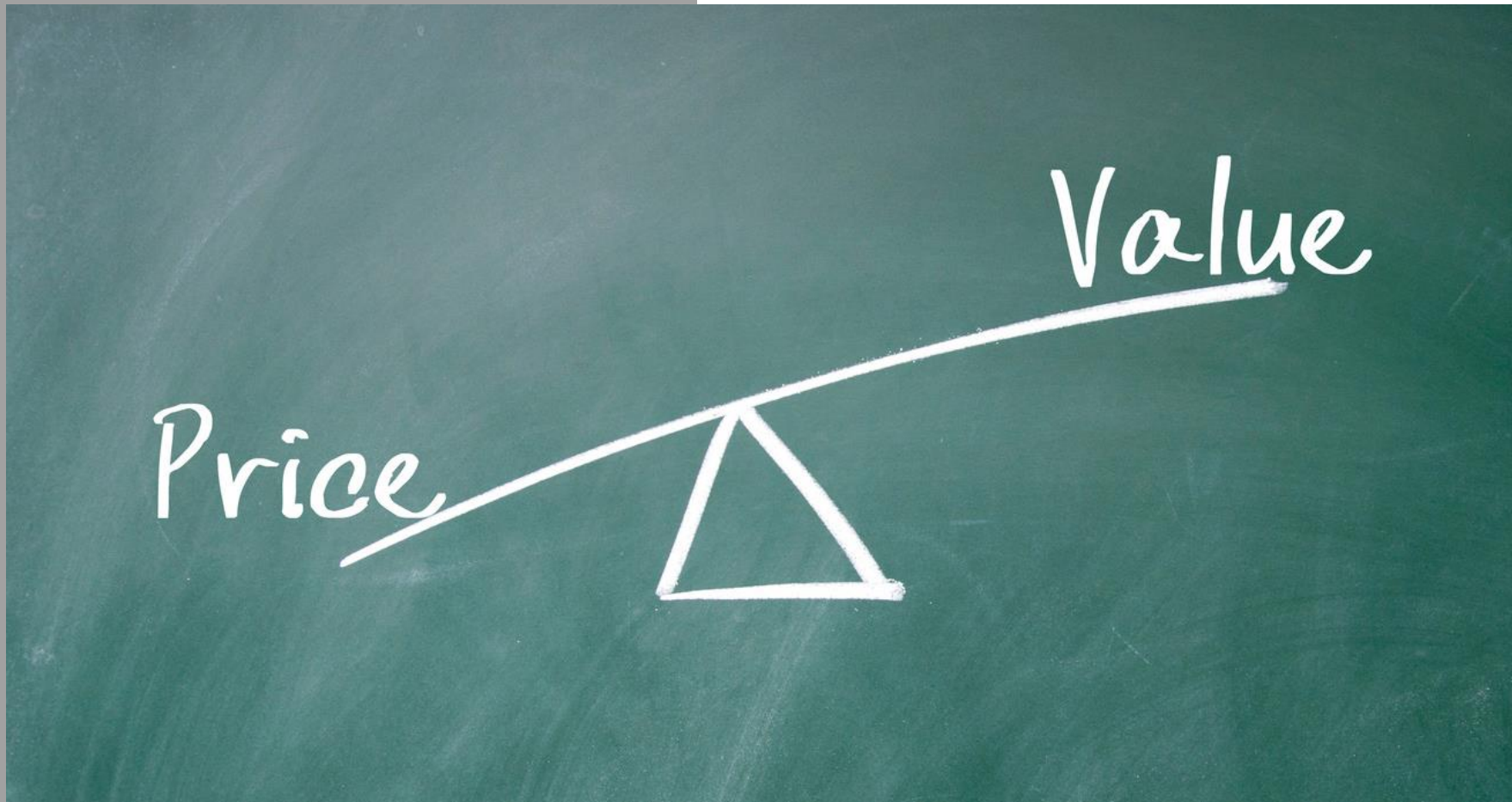
Equal weight to both sides

# WHO HAS THE PROBLEM



- Customer segmentation
- Early adopters
- Buying-personas
- Avoid “everyone”

# GENERATING VALUE



- How customers experience the problem
- What value actually matters
- What motivates adoption
- Features vs benefits

# EXISTING ALTERNATIVES

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- Current solutions
- Direct & indirect competitors
- Workarounds and substitutes
- Jobs to be done theory

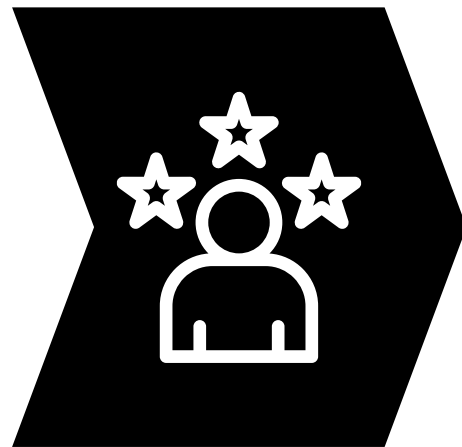


# GAPS & BARRIERS



- What's missing
- Barriers to switching
- Why this solution could win

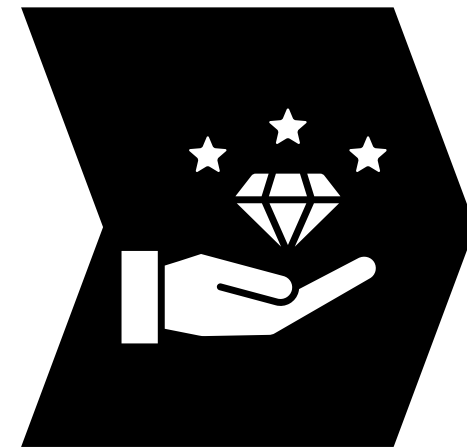
# UVP: SYNTHESIZING THE OPPORTUNITY



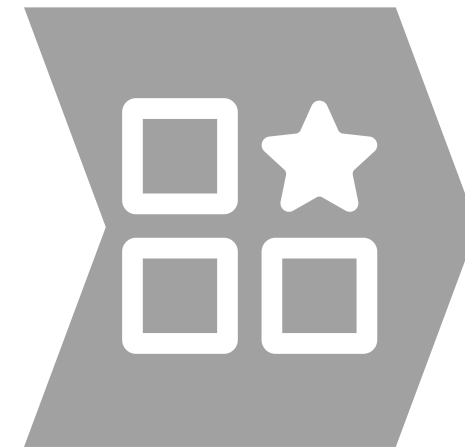
Target Customer



Core Problem/Job



Core Benefit



Differentiation

**Short, testable statement**

# 02 DEVELOP THE CONCEPT

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## Business Model

The product, service, partners



the how

## Economic Model

The pricing, margins, break-even



the behind the  
scenes

# BUSINESS MODEL COMPONENTS

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Customers

Products

Channels

Relationships

Key Activities

Resources

# ECONOMIC MODEL COMPONENTS

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Revenue Model

Pricing

Cost Structure

Margins

Break-even

Cashflow logic



# REALITY CHECK

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What does this actually require?

- Time
- Talent
- Treasure



# 03 RESOURCES & READINESS



- SWOT
- STEEP
- Stakeholders and Risks
- 57 Hats

# 03

# RESOURCES & READINESS

INTERNAL



EXTERNAL

# 03 RESOURCES & READINESS

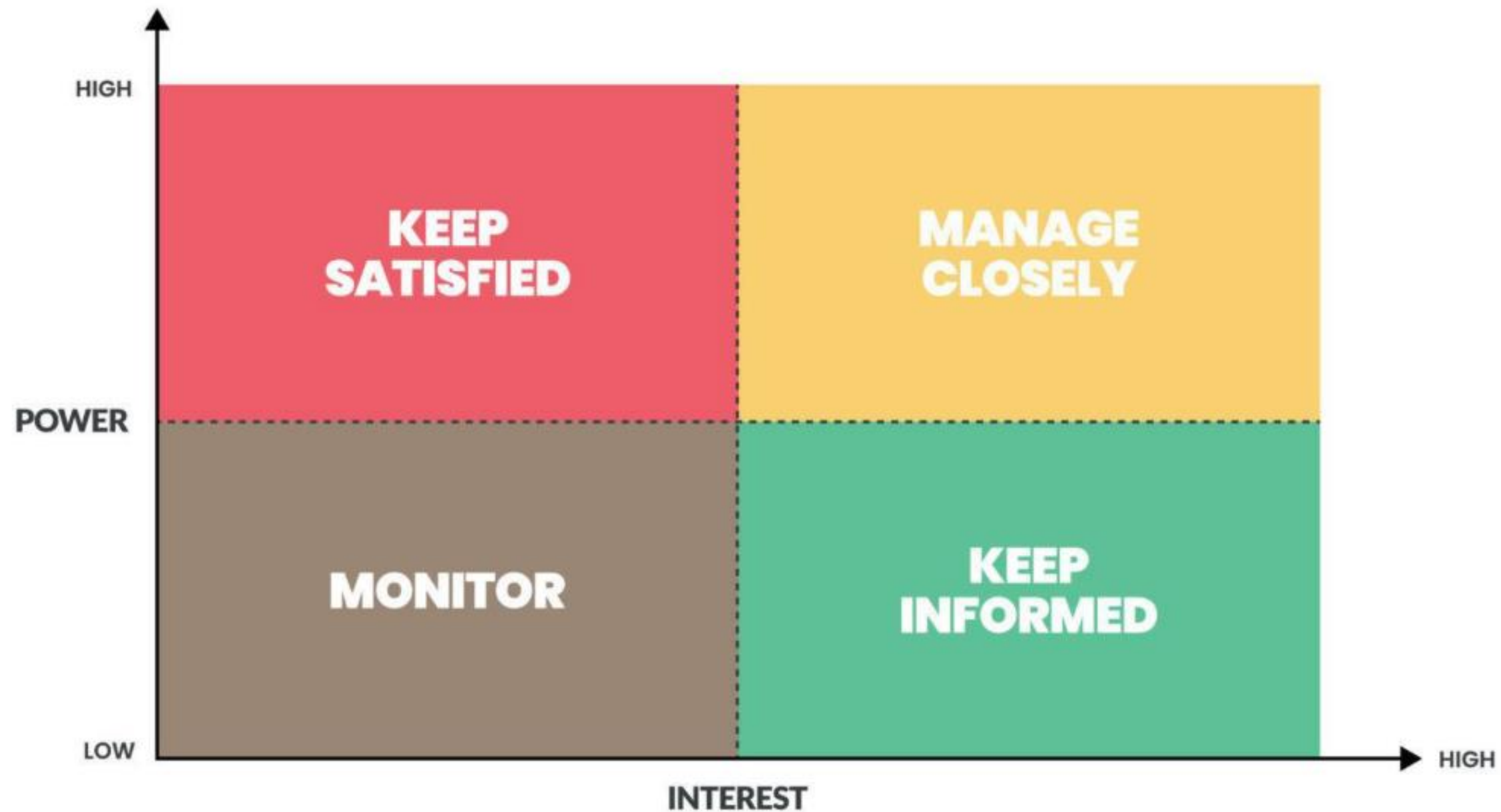
## STEEP ANALYSIS

STEEP Analysis Framework



# 03 RESOURCES & READINESS

## STAKEHOLDER ANALYSIS POWER-INTEREST GRID

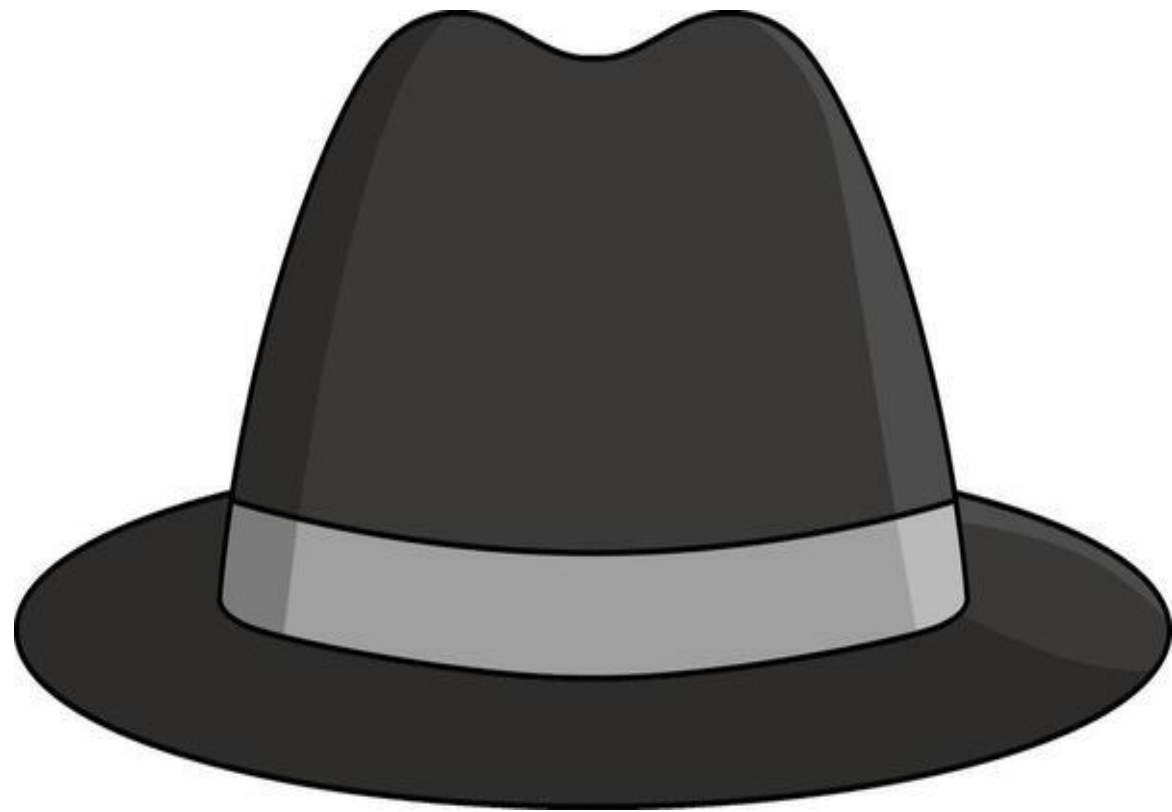


# 03 RESOURCES & READINESS

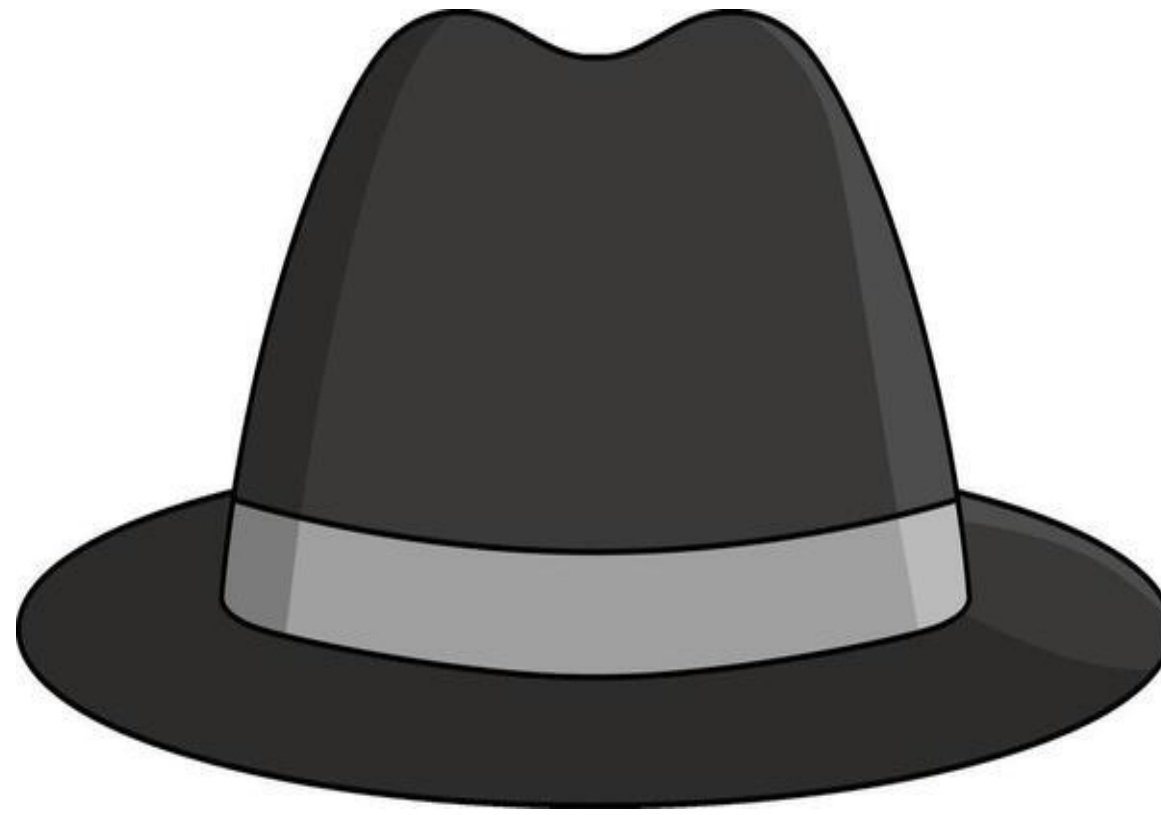


# 03 RESOURCES & READINESS

57 Hats



Owner



Manager



Operator

## Reframe the business plan mindset:

- Not the business
- Not a guarantee

## Purpose:

- Plan to acquire resources
- communicate feasibility

# WHAT THE BUSINESS PLAN IS (AND IS NOT)

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## Is:

- A synthesis of prior work
- A communication tool
- A plan to acquire resources

## Is not:

- One time
- A substitute for execution

# BUSINESS BLUEPRINT



# 05 IMPLEMENT & MANAGE

Execution begins after resources are acquired

Systems in place for:

Operation

Financial  
Management

Marketing  
& Sales

# DEFINING SUCCESS

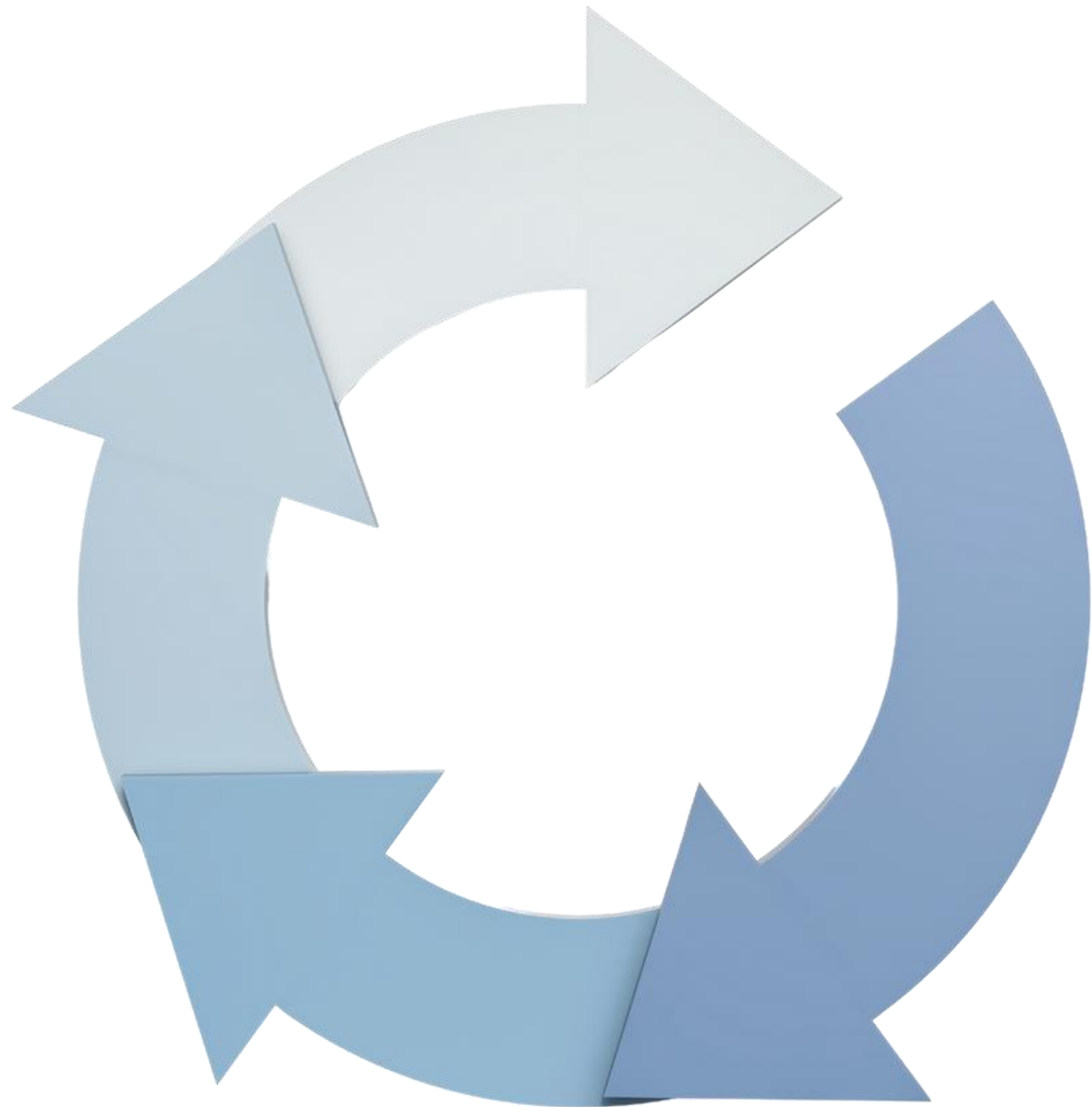
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- Goal-setting
- SMART Goals
- KPIs
- Milestones
- Corrective action loops

06

# HARVEST, PIVOT, OR EXIT

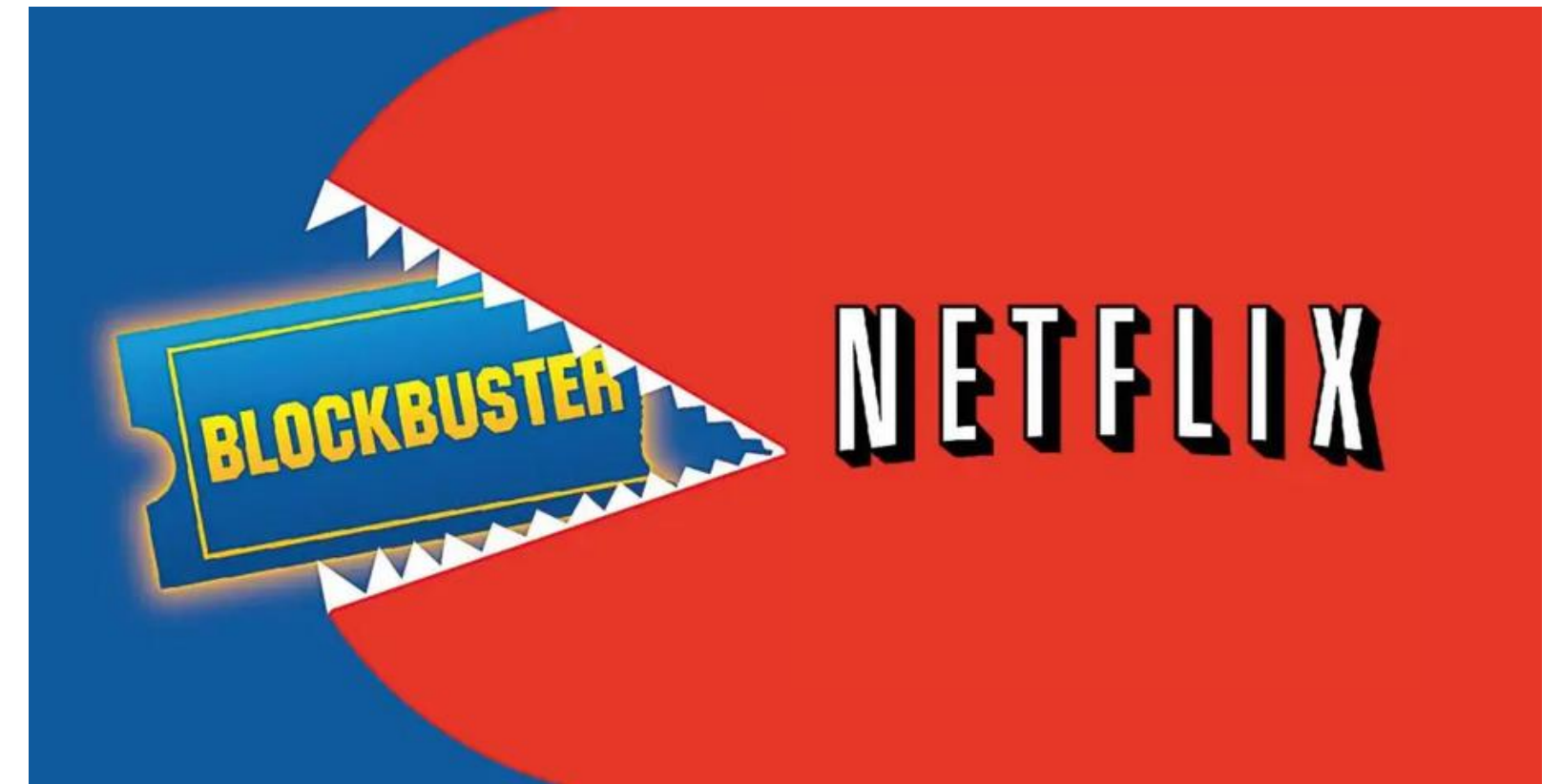


- Growth
- Stabilization
- Sale
- Closure
- Pivot to new opportunity

# CONTINUOUSLY SCAN YOUR ENVIRONMENT

External environment changes:

- Technology
- Policy
- Costs
- Consumer behavior



<https://www.mbaknol.com/management-case-studies/case-study-how-netflix-took-down-blockbuster/>

# BLUEPRINT IS A LIVING TOOL



## Use

- before launch
- during growth
- during disruption

## Iteration over perfection

# KEEP IN TOUCH

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🌐 [www.nevadasbdc.org](http://www.nevadasbdc.org)

This webinar has been recorded and will be shared with you along with handouts.

