



**Business Advisory & Structuring**

# WORKING PAPER

## Business Plan – Structuring

### **1. Introduction – Entrepreneur & Idea**

2. Business Modelling

3. Financial Modelling

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Client:	Business Architect	Date:
		Version:



## Preparation Business Concept

### A PERSONALITY

What is your passion?

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What are your personality and your competencies?

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What problem or opportunity you see you want to address with your passion and/or idea?

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### Your own Resources

Education		
Experience		
Time		
Network		
Insights		
Own Personality		
Assets		
Cash		
Other		

What is your Business Idea (Summary)

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## B. CLIENTS

In your business idea what is your promise to your clients?

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Who are your clients and what difference make your promise / business venture to them?

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Why should your clients pay you for your delivery of the promise? How much they would pay?

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What challenges do you foresee to motivate your clients to buy from you?

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How do you want to reach your clients

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What is your key message for your clients?

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### C. CAPABILITIES

Are you able to deliver your Promise?

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What do you have on credentials, skills, educations, network, resources, experiences to deliver your promise?

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Can you make a profit from expected income and own expenses related to the promise / business?

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What gaps or challenges do you foresee to deliver your promise?

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What help do you need to deliver your promise (product, business, funding, network)?

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Does your promise justify a business set up? It is sustainable and profitable?

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#### D. COMMITMENTS

What is your motivation to do this business and to make this promise?

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What Are you willing to sacrifice to achieve success?

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Where you see yourself and the potential of business in 10 years?

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How much time and resources are you willing to put into your business?

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How much time do you think you need to

- a) Be able to deliver promise
- b) To plan structure your business
- c) To be operational and engage clients
- d) To be profitable and be ready for growth & expansion

Do you have a Plan B or alternative to your Idea? How committed are you to Plan B?

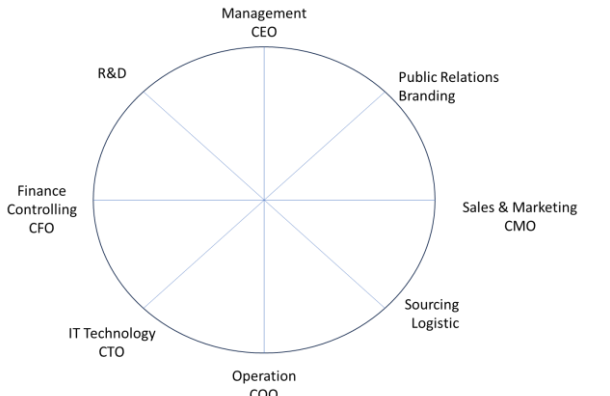
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## E. BUSINESS VENTURE

Who owns and manages the Business Venture (Core team)

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Core Team Capabilities

	
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High level Resource Identification

SIPOC	<i>Suppliers</i>	<i>Inputs</i>	<i>Processes</i>	<i>Prices</i>	<i>Output</i>	<i>Clients</i>
<u>Development</u>						
<u>Operation</u>						

What is the potential for the Business Venture?

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How do you make money from the venture and how much p.a.?

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