



The One Hour Business Plan

No, this isn't something you can show an investor or a bank, but it will help you focus. The time and space limit forces you to really get to the guts of your idea. If you can't fill out 13 sticky notes in an hour, that's okay, but it's also a warning sign that you're not ready to do a "real" business plan. You need to do some more reading, research and thinking.

Supplies Needed:

- One Brain
- 10 3 x 5 sticky notes
- A pencil

Time Limit: 45 minutes

Sticky #1: Why are you doing this?

Sticky #2: What are the top three market factors affecting your opportunity?
(Economic changes, new technologies, etc.)

Sticky #3: Who are your top three competitors?

Sticky #4: How are you going to beat them?

Sticky #5: Why would anybody buy this?

Sticky #6: Why would they buy it from *you*?

Sticky #7: How are you going to sell it?

Sticky #8: How are you going to get the word out?

Sticky #9: What will success look like in a year?

Sticky #10: What are your three goals for the next six months? (ONLY THREE)

Okay, put them down and go take a 5 minute break. Come back and look at each note. Do they make sense individually AND collectively? Note: don't think about budgets and allocations yet - that comes after you've determined your goals and actions. If you set the budget first, you'll force yourself into boxes and restrain your creativity.

The Action Plan

Supplies Needed:

- The Same Brain
- *Three* 3 x 5 sticky notes
- A pencil

Time Limit: 10 minutes

Sticky #1: List three actions you'll complete in 30 days towards goals. (ONLY THREE)

Sticky #2: List three actions you'll complete in 60 days towards goals.

Sticky #3: List three actions you'll complete in 90 days towards goals.

Now, if you've got business partners or employees, put ONE name on each of the Action sticky notes.

Time's Up!

Does it make sense? Does it excite you? Can you do it? Will you do it?