

Order Processing



Terms of Use

To use of any dynamic **LIFTOFF Business Plans** version implies that you will use the software as follows:

1. We have an obligation to deliver a working VBA software product that drives Excel™ worksheets to facilitate your analyses. We cannot take responsibility for Excel™, or any changes that Microsoft™ might implement, but we commit to adapting our VBA software within the limits of what is possible.
2. Our software can be obtained under a low-cost **perpetual license** based on different versions, including **LIFTOFF_LITE**, **LIFTOFF_BASIC**, **LIFTOFF_FULL**, or **LIFTOFF_CORP**. You must review your needs and select the version that best suits your business planning process.
3. Use our order page, so you can click to **PayPal™** to make a **secure on-line payment** to order your software license. For orders based on a quotation, follow the payment instructions on the estimate to complete your transaction.
4. Each workbook is registered to an authorized user – a registration that cannot be changed, as the dynamic **LIFTOFF Business Plan** software will be disabled if you try to change it. The Excel™ workbook remains accessible, so when you obtain a new license, the worksheets can be copied to the new workbook as per the instructions in the user guide.

Our user guide explains in detail how each worksheet type is structured. The two model templates we offer to meet your planning requirements are:

- Cashflow statements (or business cases) are a simple assessment of the business potential or to establish the ROI for any business investment you are considering. This is also what is used to make a business case for an individual project as a stand-alone investment.
- Pro-forma Financial Statements (accrual accounting) are recommended if you want to use the plans to obtain financing or to attract investors. This level of planning reflects the overall business operation with all component projects consolidated into an integrated plan.

The workbooks for each model template include a “standard” version of that worksheet type to reflect a generic business model. The extended version of the business plan also includes “standard” versions of a marketing plan and a project plan. Clients usually adapt these worksheets to reflect their unique financial- and marketing data. Excel™ cell formulas make it easy to do, and we include detailed instructions for how to proceed. We cannot be liable for the impact of adaptations: we only support the dynamic **LIFTOFF Business Plan** software that drives the Excel™ **engine** and that software is locked to prevent unauthorized modifications.

Our dynamic **LIFTOFF Business Plan** software can produce powerful business plan simulations to help you explore options: this is not “predictive” as actual business results may vary from what you planned. The objective is to explore risks and opportunities based on assumptions, so results will be assumptions-based to avoid making an investment in a money pit.

A plan is a roadmap to follow and to measure progress against. As explained in the user guide, keep your plan current and track actual results to remain alert if intervention is required. Success lies not in the plan, but in how you execute the plan to make sure your business results keep up with where you want them to be based on that plan.

The dynamic **LIFTOFF Business Plan** software user license does not entitle the user to free coaching or consulting: that is offered by independent coaches at their published rates. If you like dynamic **LIFTOFF Business Plan** software but feel daunted by creating (or adapting) a worksheet to meet your needs, you can engage **short-term contractors**, skilled in the use of Excel™ workbooks and cell formulas or subscribe to our training programs.

We offer a **“Do-It-Yourself”** option for entrepreneurs who do not need further support services. Our options that you can select from are listed on this website. We also offer **“Done-With-You”** and **“Done-For-You”** services at an extra cost for clients who are not comfortable with a **“DIY”** approach. Additional dynamic **LIFTOFF Business Plans** coaching or consulting service are available at an added cost. The subscription fee for our business plans does not include bundled coaching or consulting, an option that is available on request. The standard service included with a license are **“Show & Tell”** (a computer voice and visual animation) and **“HELP”** support to explain the worksheet. Note that if you add new processing rows to the worksheet those will not be reflected in this standard support.

- **Coaching** is a **“Done-With-You”** service where the client performs the work but has access to support. Our goal is to step you through the process so that you master the tools and so you will be able to more comfortably run your own **“what if”** analyses to determine what the best options are for launching your business, or to achieve a turnaround or transformation:
 - **On-demand video** → you can subscribe to pre-recorded training modules that show you how to plan a business, as well as how you use dynamic **LIFTOFF Business Plans** as a tool to document and analyze a business plan.
 - **Facebook group** → we maintain a dedicated group for dynamic **LIFTOFF Business Plans** users to share and exchange information with other entrepreneurs. We caution you to never share confidential information on-line.
 - **Group sessions** → low-cost pre-scheduled ZOOM sessions that combine a specific presentation with related Q&A interactive discussion (you must protect any aspects of your plan that you want to keep confidential).
 - **Private sessions** → premium on-demand ZOOM sessions arranged to better fit your schedule that only involve you (and your team, if you want). These sessions may be applied to instructing you how to manage **“what if”** analyses, and how to present the plan to financiers or investors to raise capital.
- **Consulting** is a **“Done-For-You”** service where the client provides the data but gets the work done for them, sometimes delivered in person if required
 - **On-demand customization** → you can have dynamic **LIFTOFF Business Plans** adapted to your specific needs.
 - **Adding sections or line-items** → we can adapt worksheets to better reflect your unique business attributes.
 - **Customizing cell formulas** → while the built-in worksheet calculations are based on standard models, some industry-specific adaptations can be made to reflect the needs of your business.
 - **Business Plan creation** → you can outsource the creation of a business plan where a consultant steps through the process and interview you to obtain input assumptions required to populate that plan.
 - **Select individual stages** → we use a staged methodology, so each stage can be performed by either the client alone, or in conjunction with a consultant.
 - **Select scope of work** → we can operate like a conventional business plan writer, or we can establish the workbook so you can operate it yourself.
 - **Select terms of work** → we can deliver the business plan, and we can also help you to execute the plan with on-going support, if required.

Coaches and consultants are independent service providers who can set their own terms and rates for the services they offer. Their service agreement is independent of dynamic **LIFTOFF Business Plans** and does not entitle you to a copy of the software. We provide coaching and consulting services as well, but in no relationship to independent service providers other than by having provided training to prepare them for the unique services dynamic **LIFTOFF Business Plans** add to their practice. Different service providers may have different qualifications that may address your specific needs. Note the following restrictions:

- You acknowledge that the dynamic **LIFTOFF Business Plans** VBA macro code can only be used with a registered copy of Excel™ contingent upon a licensed copy of MS-Excel™ (refer to MS-Excel™ terms and conditions for details).
- You will only use the dynamic **LIFTOFF Business Plans** VBA macro code, and associated user manual, and sample worksheets, to build your business plans: the dynamic **LIFTOFF Business Plans** VBA macro code will be locked (but your MS-Excel™ data remain unaffected).

- You will use dynamic **LIFTOFF Business Plans** only for lawful purposes and not for fraudulent misrepresentation to benefit from misleading others (investors, financiers, etc.).
- You will not share, sell, or transfer dynamic **LIFTOFF Business Plans** materials to anyone except relevant stakeholders with a need to access the information to make decisions that directly affect your business venture, including your business advisors, financiers, investors, and others with such needs.
- You will not provide dynamic **LIFTOFF Business Plans** related services, unless you use a professional who is licensed and successfully completed the coach training program and use a confidentiality agreement with each client.
- You will assume responsibility for dynamic **LIFTOFF Business Plans** cell-formulas and data entered as a viable analysis of your business plan. The flexibility of Excel™ cell formulas makes it impossible for dynamic **LIFTOFF Business Plans** to intercept invalid logic. You will indemnify us against any actions that arise from your use of this planning tool.
- You will assume responsibility for dynamic **LIFTOFF Business Plans** reports used to inform stakeholders of the viability of your business or venture and will indemnify us against any actions that arise from your use of this planning information. Our liability is limited to replacing dynamic **LIFTOFF Business Plans** VBA macro code if we are advised of defects.
- You will not attempt to access dynamic **LIFTOFF Business Plans** VBA macro code to make changes or reverse engineer this code for any purposes whatsoever.
- You will not copy, reproduce, or create derivative works using dynamic **LIFTOFF Business Plans** VBA macro code in your own product unless you have duly licensed that macro code for that purpose.
- Dynamic **LIFTOFF Business Plans** VBA macro code is designed to execute in (and with) Excel™ worksheets that represent your business model, so we cannot warranty results obtained from customized worksheets.
- We respect your right to privacy and only maintain your Email address to facilitate communications and to generate a unique access key: we do not store any personal data. We use PayPal™ or Stripe™ for on-line payments to ensure the security and confidentiality of payment information entered by you.
- We are the owner or licensee of all necessary intellectual property rights in all aspects of dynamic **LIFTOFF Business Plans** VBA macro code and related documentation. We protect our copyrights but facilitate your ability to customize the Excel™ worksheets used to represent your business plan. You can make copies of the dynamic **LIFTOFF Business Plans** workbook for personal use, to explore business opportunities, as completed data represent your own copyrights outside the dynamic **LIFTOFF Business Plans** domain.
- We may occasionally update and enhance dynamic **LIFTOFF Business Plans** products as we see fit, which will not affect your continued use of the dynamic **LIFTOFF Business Plans** products as purchased. Updated materials will be provided to you at no additional cost, and we will notify you of changes through your registered Email account.
- We provide dynamic **LIFTOFF Business Plans** products in good faith without warranty or representation that these products are accurate, complete, or up-to-date, or satisfactory to your requirements. We take reasonable precaution against computer viruses and/or other malicious programs that might in any way affect Excel™ workbooks and/or VBA code. We deliver dynamic **LIFTOFF Business Plans** products packaged as password encrypted ZIP archives to protect it from corruption in transmission.
- Nothing in these terms and conditions affect any statutory rights you are entitled to as a consumer, but dynamic **LIFTOFF Business Plans** products are sold "as is" without warranty or representation of fitness to your intended use.
- We exclude express or implied representations, warranties, conditions and terms by statute, common law or otherwise permitted by law. We accept no liability for special, indirect, incidental, consequential or economic loss (or other losses) howsoever caused, arising out of or in connection to the above terms.
- These terms, and your use of our products and services, are governed by and construed in all respects in accordance with the laws of Canada and the Province of British Columbia and will be subject to the exclusive jurisdiction of the courts of Canada and the Province of British Columbia where unresolved disputes will be adjudicated. If any of these terms are found to be illegal, invalid or unenforceable by a court of competent jurisdiction, the remainder of these terms remain in full force and effect.

Privacy Policy:

- **We do not maintain any information about you** other than your name and Email address.
- We use the **PayPal™** service to facilitate on-line payments (refer to their privacy policy for details).
- We only keep track of your name and Email address to inform you of any changes to the products.
- You may remove our authority to contact you via Email.