

Business Planning Services



Done-With-You

A lower-cost alternative for working with a certified **LIFTOFF Business Plans Coach** is to use the “**Done-With-You**” option, based on a webinars series to guide you through the process and to answer your questions in an open forum, where it is probably best that you do not give away confidential information. The webinars present the different parts of the business plan to focus on for that session, so that each session gets you closer to having a complete plan, while you get time to work on that plan. This is an important aspect of the process to become very familiar with all parts of the business plan, so that in talking to financiers or investors you can explain the rationale for each part of the contents.

There are two streams you can follow, while certified **LIFTOFF Business Plans Coaches** can set their own rates and schedules for when they run these programs, so they may not always be available immediately from every coach. Other coaches may have schedules that better fit your goals for when you want to start your training. It is also important what times are better for your time zone and what additional Facebook group support individual coaches offer.

- **Accelerated program** (3 sessions per week on Monday, Wednesday, and Friday) to get through the material faster, but still with enough time between sessions to get the work done. This is ideal for clients who have a fairly clear vision of what they hope to launch, so that they are ready to focus on the details required to write the business plan.
- **Part-time program** (one session per week on Tuesday) to accommodate clients who do not have enough time to get the work done in an accelerated program. This is useful for clients who have a full-time job that limits how much they can do between sessions, or simply clients who must take more time to think about what their business will be about.

There are 3 stages in the planning sessions, and not all clients will be completing the full series depending on what version of **LIFTOFF Business Plans** they want to use:

- **Basic business plan** → uses **LIFTOFF_LITE** as the model used in the presentation, which is a useful foundation regardless of what version you use, because the narrative portion of the business plan is the same for all versions. It includes the vision, mission, operation, and competitive environment parts of due diligence. The financial parts of the plan are also a good foundation for exploring how to tweak versions of the plan to reflect different implementation scenarios, so you can assess the investment impact of what is involved in starting the right business in the right place in the right market area.
- **Full business plan** → uses **LIFTOFF_BASIC** as the model for the presentation focused on the built-in simulation capabilities to help identify and qualify the best implementation scenarios. This will also include the ability to pull data across from other business plans in a segmented scenario, such as when you consider adding a new business operation to an already existing operation. In addition, we will cover BOM (Bill of Materials) for types of businesses that need to address details of source materials used, such as restaurants using different food products, or manufacturing and other similar industries.

- **Extended functions** → uses **LIFTOFF_FULL** as the model to address marketing plans and project plans. Marketing plans are aimed at inventory management and retail space requirements for operations that serve customers. This ties in with your sales goals and capacity to serve customers from retail stores to restaurant operations to showrooms of many other kinds of business operations. This is not meant to design a specific operation but to develop the requirements for finding suitable space to run the business from.

Project plans are meant for either leasehold improvements or new construction that you must track and report to financiers for releasing progress payments to contractors, which can be a significant part of the startup costs for which you need financing in the context of your business plan. You can use it for other projects as well, but that is not in scope for dynamic **LIFTOFF Business Plans**.

- There is no predefined training for corporate networked operations based on a hierarchy of planning tiers. There are too many variations in networks, servers, and data security that each deployment will require a custom consulting engagement to guide the client's IT team in how to structure the tiered business planning environment based on how their infrastructure can accommodate this operation.

A "**Done-With-You**" approach can be a good start for clients who are not ready to implement this business planning strategy and want to learn more about it before committing to private "**Done-For-You**" coaching (where the coach is the only outsider learning about the plans for a new business venture, for example). In a structure that uses a Facebook group for support, it is inevitable that other people can learn about what you do, so you cannot openly discuss all challenges you may run into with a confidential business plan, but if you only use it to become familiar with the tools before you commit to private "**Done-For-You**" coaching it can be useful as an intermediate step so long as you do not reveal your true vision and mission in public.

Our certified **LIFTOFF Business Plans Coaches** can help you to break the "**Done-For-You**" engagement into prepaid bundles of work, so you get to assess if-and-when you are ready for the next stage of business planning. We do not lock people into longer-term service contracts to eliminate risks like not seeing the value in further work because the opportunity does not promise sufficient potential to explore further. Conversely, if you want the coach to explore a different alternative then that is a separate agreement broken into prepaid bundles of work.

The goal is to complete the **business plan reference** model that clients can copy and tweak to reflect the particulars of alternative scenarios they can analyze themselves if they prefer. It is easy to create alternative versions by copying an Excel™ worksheet into a new worksheet and assigning that a name that represents a specific scenario. Clients may want to retain the certified **LIFTOFF Business Plans Coach** as an accountability partner to keep them on track to explore those alternative scenarios and to provide suggestions on how to get better results. Keep in mind that coaches are not business advisors: whatever scenarios you explore and use as the target implementation should always be subjected to a review by your licensed advisors (accountant, lawyer, engineer, realtor, etc.) before you seek financing for your business.