

# Business Planning / Business Formation

A comprehensive Business Planning process is required when contemplating an entirely new business or looking to expand into a different markets with new products and services that have not been offered before. We know that it is difficult to understand all of the activities that must be considered and, thus, we build an integrated approach that capitalizes on your pre-existing capabilities and assets.

## Business Planning Methodology

Our Perceptive Design Process for Business Planning focuses first on understanding the products and services that can be leveraged for organizational formation and ongoing delivery. We then conduct a series of activities through Implementation Planning to complete the Business Planning process.



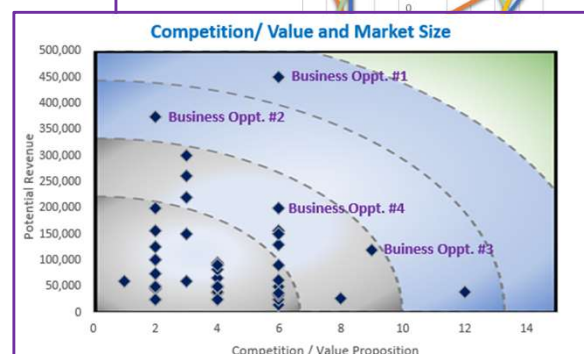
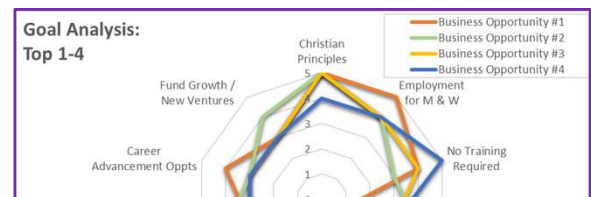
<ul style="list-style-type: none"> <li>• Enablers / Disablers</li> <li>• Products/Services</li> <li>• Targeted Industries</li> <li>• Targeted Customers</li> <li>• Targeted Geographic Markets</li> <li>• Market Research</li> <li>• Critical Success Factors</li> <li>• Risk Identification</li> </ul>	<ul style="list-style-type: none"> <li>• Mission, Vision &amp; Values</li> <li>• Product / Service Offerings</li> <li>• Differentiators</li> <li>• Value Proposition</li> <li>• Branding strategy</li> <li>• Governance</li> <li>• Corporate Structure &amp; Organization</li> <li>• Market Research</li> <li>• Risk Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Business Formation Roadmap &amp; Timing</li> <li>• Product / Service Design</li> <li>• Organization Design</li> <li>• Task dependencies</li> <li>• Implementation Plan</li> <li>• Financial Plan</li> <li>• Technology / Infrastructure Plan</li> <li>• Communications plan</li> <li>• Risk Contingency &amp; Mitigation</li> </ul>	<ul style="list-style-type: none"> <li>• Business Formation</li> <li>• Process / Policy Development</li> <li>• Financial Controls</li> <li>• Organization Development</li> <li>• Personnel Hiring</li> <li>• Technology / Infrastructure Build-Out</li> <li>• Project Management</li> <li>• Risk Management</li> </ul>
---	--	--	--

## Perceptive Design Tools

Our Perceptive Design Tools provide assistance in analyzing and presenting data that is acquired and used during the Business Planning process.

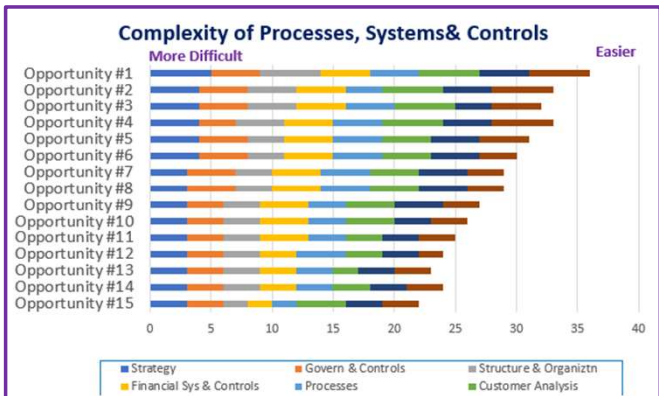
Our Goal Analysis tool provides a way to understand the degree to which the new business opportunities can achieve your desired goals and objectives.

Our Competition/Value and Market Size matrix combines the ability to differentiate your new product/service with the size of the addressable market you will be operating within.



## Processes, Systems & Controls

Business Processes, Technical Systems, and Operational and Financial controls are critical to the proper functioning of a business. Understanding the complexity of these elements is critical in valuing a potential business and in its formation. While it is not necessary to implement all elements before starting the business, it is important to understand their complexity and to have a roadmap for their implementation and maturity over time.



We like to separate these elements into eight distinct groups: 1) Strategy; 2) Governance & Compliance; 3) Structure & Organizational Processes; 4) Financial Systems & Controls; 5) Operational Processes; 6) Customer Facing processes; 7) Technology Utilization; 8) Security & IP Controls.

## Implementation Planning

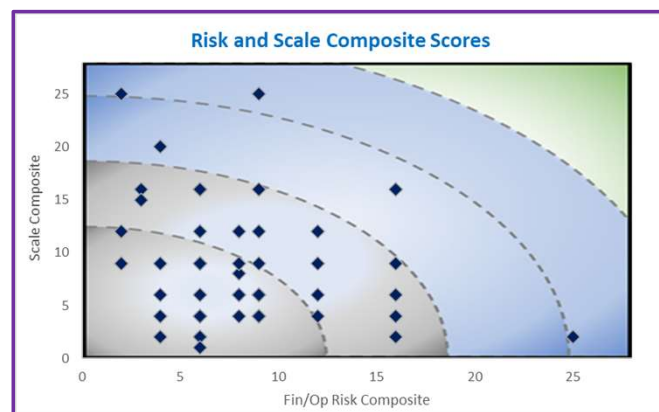
Business Owners should understand the time it will take to put in place the various elements necessary to get the business running and operational.

Financial	Notes	1	2	3	4	5	6	7
Accounting/Financials	Establish accounting processes, evaluate financial systems, initiate financial systems		█					
Financial Planning	Develop Financial Planning process/system, policies		█					
Banking	Establish bank accounts and link with financial systems, authorize users		█					
Purchase Card	Create Purchase Cards for procurement, link to financial systems		█	█				
Payroll/Timekeeping	Establish Payroll & Timekeeping system for employees, establish employee expense reimbursement process		█	█	█			
Inventory	Establish inventory system			█	█	█		
Accounts Payable (AP)	Establish process to manage vendor payments, establish AP system			█	█			
Invoicing	Establish process for invoicing customers			█	█			
Investor Relations	Determine Investor Relations strategy as necessary					█	█	█

We develop an implementation roadmap which identifies the activities that need to be performed to start the business in a simplified state moving on to greater levels of maturity as the business scales.

## Risk Management

All businesses have risk. Understanding the Operational and Financial risk of a new business is important and should be weighed against the business' ability to scale. That is, there should be a tradeoff between the risk that the owners are willing to take in return for greater potential financial reward. Our Risk and Scale Matrix depicts this tradeoff of potential businesses and assists in the decision making process.



## About Perceptive Business Strategies

Perceptive Business Strategies is solely focused on improving our customers' organizations. We offer a suite of Consulting Services to bring insight and innovation leveraging our experience and knowledge across multiple industries, technologies, and business disciplines. See our offerings at:

[www.PerceptiveBusinessStrategies.com](http://www.PerceptiveBusinessStrategies.com) or [www.perceptive.biz](http://www.perceptive.biz)

Contact us at [mark.walton@perceptive.biz](mailto:mark.walton@perceptive.biz) or 856-693-3554