

MBA 696: *Capstone – Business Planning*

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Professor Miller has more than 25 years of experience across a broad range of industries, focusing primarily on entrepreneurship and new ventures, change management, and organizational design.

He is currently President of Persuasive Business Plans, where he has a significant record of accomplishment helping clients tell compelling stories that attract money and people to accelerate business success. Prior to his consulting career, Tom served as an executive with several entrepreneurial firms in California and held various line and staff positions with a Fortune 500 firm, including leading an engineering effort that resulted in several U.S. Patents.

In his spare time, Tom volunteers with the Boy Scouts and is a Deacon in the Pacific Southwest District – LCMS.

MBA	Finance	University of Chicago
BS	Computer Science	University of California, Irvine
BA	Economics	University of California, Irvine

Course Overview

Plans are nothing; planning is everything.

Dwight D. Eisenhower

A business plan should be a living, useful document – not just something to be completed and put on a shelf. You should be able to use it as a **sales tool** to help acquire the resources (time, people, and money) needed to implement your plan, as well as a **benchmark** to help you manage the business once it begins operation.

If you have ever said “There must be a better way to do this,” heard the same complaint from clients or colleagues over and over again, or have seen a way in which new technology can help solve an old problem, then you have the beginnings of a business plan – a product or service that will meet some need better, cheaper, or faster than it is currently being met

This course will help you:

1. Clarify the unmet needs of your potential customers
2. Identify the comparative advantages of your proposed product or service
3. Select an appropriate business model for making money
4. Think through the operational details of your business (marketing, sales, and operations) considering both staffing and funding requirements

You will benefit from this class if you:

1. Need to understand and quantify both the market for and competition to the product or service that you plan on offering
2. Want to tell a compelling story of the unmet need, how your product or service meets that need, and how you will market, sell, and deliver that product or service.
3. Want to develop a realistic schedule and identify the key milestones needed to implement your business plan.
4. Need to identify the additional executive team members and employees (by name, job title, or skill set) required to market, sell, and deliver the product or service you plan on offering.
5. Need to identify the revenues, costs, expenses, and outside funding needs associated with your product or service and develop pro-forma financial statements.

Finally, good planning is good stewardship of your time and money; to quote Luke’s Gospel (14th Chapter):

²⁸ "Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it? ²⁹ For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, ³⁰ saying, 'This fellow began to build and was not able to finish.' ³¹ "Or suppose a king is about to go to war against another king. Will he not first sit down and consider whether he is able with ten thousand men to oppose the one coming against him with twenty thousand? ³² If he is not able, he will send a delegation while the other is still a long way off and will ask for terms of peace?"

Text Book *Bankable Business Plans, 2nd Edition*, Edward G. Rogoff, 2007, Row House Publishing.