

GETTING TO PLAN B

Breaking Through to a Better Business Model

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The Web site for this book is at www.getting-to-plan-b.com.

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MAIN IDEA

Lots of companies start with one business plan in mind (their Plan A) but end up being successful doing something entirely different (applying a Plan B or a Plan C). With this in mind, don't wait until you're almost broke to get around to developing your Plan B. Speed up the process of discovery. In fact, even before you put pen to paper to write your business plan, stress test the five key components of your proposed business model and get them right first. Then you can write a business plan that works (a Plan B style plan) rather than something which looks promising but has no basis in reality (a Plan A).

"It is an indisputable fact that, despite overwhelming interest in all things entrepreneurial, most business plans simply don't deliver. Few plans raise money, and the vast majority of plans don't get read. We'd like to see your venture turn out to be one of the standouts, one that promises – with evidence and, ultimately, performance, to back up your promises – the kind of economic and social returns that entrepreneurs are so capable of delivering worldwide. Let's get on with our journey."

– John Mullins and Randy Komisar



