

# GETTING TO PLAN B

## Breaking Through to a Better Business Model

**JOHN MULLINS and RANDY KOMISAR**

**JOHN MULLINS** teaches entrepreneurship and venture capital at the London Business School. In addition to numerous journal articles, he is the author of *The New Business Road Test*. He regularly teaches workshops and is a keynote speaker on entrepreneurial companies. Dr. Mullins is a graduate of the University of Minnesota, Stanford University and Lehigh University.

**RANDY KOMISAR** is a partner at Kleiner Perkins Caufield & Byers, one of Silicon Valley's premier venture capital firms. He has worked as an attorney in private practice, as CEO of LucasArts Entertainment, as CEO of Crystal Dynamics, as cofounder of Claris Corporation and as CFO of GO Corporation. He has made early stage investments in various companies including WebTV, TiVo, GlobalGiving and Cooliris. He is the author of *The Monk and the Riddle* as well as numerous articles. Dr. Komisar has been a consulting professor at Stanford University and frequently speaks on entrepreneurship. He is a graduate of Brown University and the Harvard Law School.

The Web site for this book is at [www.getting-to-plan-b.com](http://www.getting-to-plan-b.com).

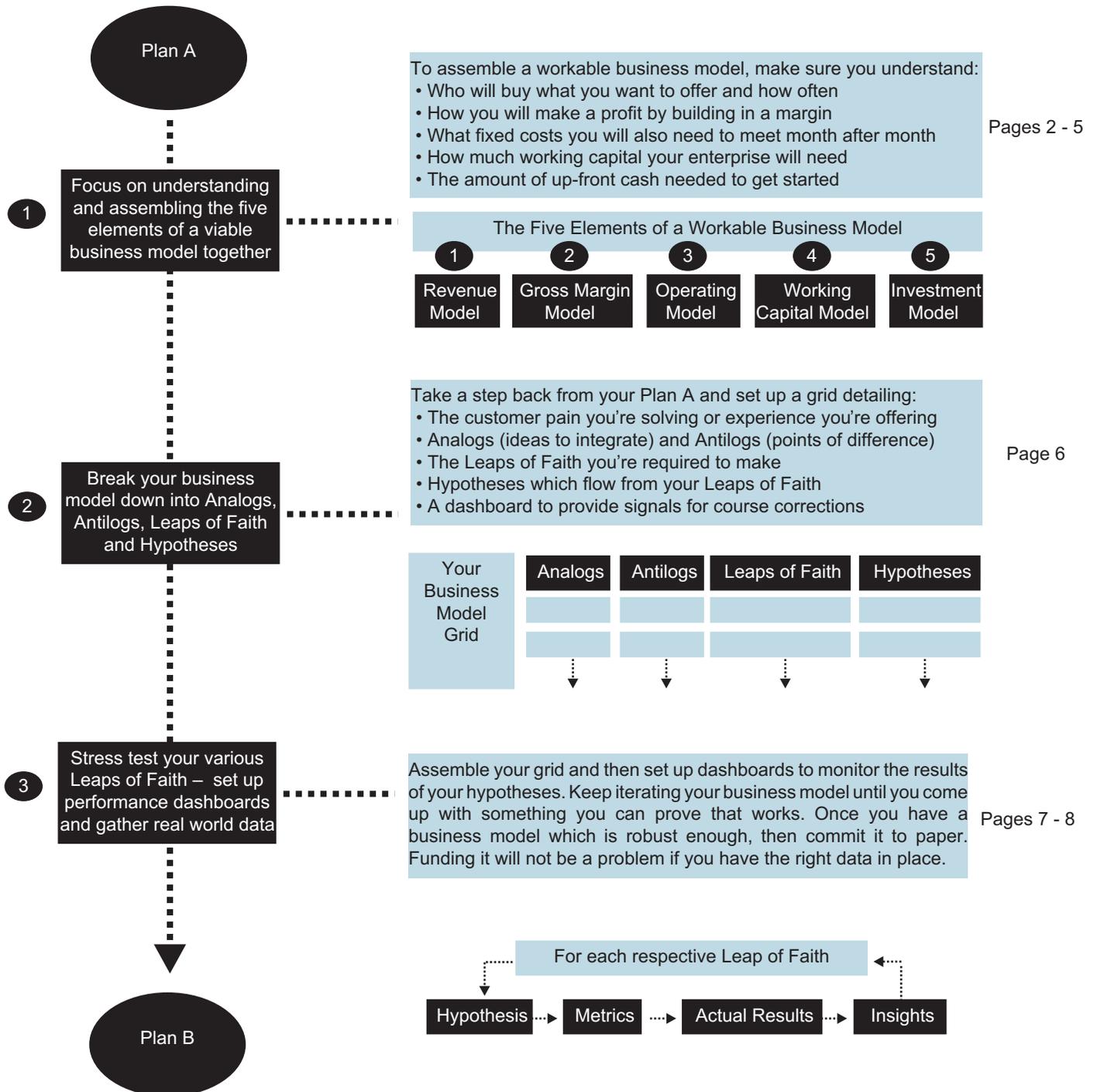
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**MAIN IDEA**

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



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