



# Building a Business Plan and Pitch Deck

## ENTREPRENEURSHIP WORKBOOK 1

We empower women in our network by teaching them about investing.



## End of Module 1 of Entrepreneurship Workbook

You should have:



Foundational  
PowerPoint Training



Completed Your Pitch  
Deck's Business  
Strategy, Financials,  
Transactions,  
Milestones, Previous  
Fundraises, Ask/Use Of  
Funds, And Exit  
Strategy



Completed Your  
Business Plan's  
Executive Summary,  
Description Of  
Management And  
Organisational  
Structure, Breakdown  
Of Products/Services,  
Marketing Plan, Sales,  
Request For Funding,  
And Financial  
Projections



Completed The  
Problem, Solution,  
Team, And Market  
(Total Addressable  
Market—TAM) Sections  
Of The Pitch Deck



Completed The  
Company Description,  
Market Analysis, And  
Competitive Analysis  
Portions Of The  
Business Plan

# Module 1: Week 1

By the end of this week, you will have:

- Foundational PowerPoint Training
- Completed the company description, market analysis, and competitive analysis portions of the Business Plan
- Completed the problem, solution, team, and market (Total Addressable Market—TAM) sections of the Pitch Deck

## Session 1: Introduction to the Course (Live)

## General Notes

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A single vertical red line runs down the right side of the page, creating a margin. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

# Module 1: Week 2

By the end of this week, you will have:

- Completed your Business Plan's executive summary, description of management and organisational structure, breakdown of products/services, marketing plan, sales, request for funding, and financial projections
- Completed your Pitch Deck's business strategy, financials, transactions, milestones, previous fundraises, ask/use of funds, and exit strategy

## Session 6: Team and Organisational Structure

## Goals:

- Define essential departments and roles for your company
- Categorise roles as filled, vital hire, or growth hire
- Define the roles, responsibilities, and KPIs of each job

List everyone currently working for your company, outlining their roles and responsibilities. Include third-party providers to whom you have outsourced services/labour such as legal or financial services.

[illegible]

# Gazelles Functional Accountability Chart

- 1. List each functional role
- 2. Complete the top of each column page for each function
- 3. List the Key Performance Indicators (KPIs) for each function
- 4. Take your Income Statement, Balance Sheet, and Cash Flow statement, assign a person to each line item, and then define appropriate results/outcomes for each function

1. FUNCTIONS	2. PERSON ACCOUNTABLE	3. LEADING INDICATORS (KPIs)	4. RESULTS/OUTCOMES

## Session 2: Introduction to PowerPoint




In this session, you will learn the best practices of using PowerPoint. Watch this video and take notes or write questions below.

 [Click Here To Watch](#)

## General Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across most of the page width. On the right side, there is a large, faint red circular arc that starts near the top edge and curves downwards towards the bottom edge, resembling a quarter-circle or a portion of a larger circle. The arc is centered approximately one-third of the way from the right edge of the paper.

Below, design your Organisational Structure Chart. Make sure to categorise positions as either filled, vital hire, or a growth hire. Feel free to colour code if that is helpful. You can use the key below by filling in the boxes with the assigned colour.

-  Filled
-  Vital Next Hire
-  Growth Hire (not an immediate need)



**Complete the following sections of the master documents:**



- Business Plan: Description of Management and Organisational Structure
- Pitch Deck: Team

# Session 3: Lean Canvas Model

## Goals:

- Learn how to use the LEAN Canvas model to analyse your company
- Articulate your company's problem statement and solution
- Determine your value proposition
- Conduct an initial brainstorm of your go-to-market strategy, including your customer segments, cost structures, revenue streams, channels to consumers, and key performance indicators (KPIs)

## Introduction to the Lean Canvas:

LEAN CANVAS MODEL					NOTES OR QUESTIONS
<div><div>PROBLEM</div><div>List your top 1-3 problems</div><div>1</div></div> <div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today</div><div>8</div></div> <div><div>COST STRUCTURES</div><div>List your fixed and variable costs</div><div>7</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem</div><div>4</div></div> <div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing</div><div>8</div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention to</div><div>3</div></div> <div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g., YouTube—Flickr for videos</div><div>9</div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied</div><div>5</div></div> <div><div>CHANNELS</div><div>List your path to customers (inbound or outbound)</div><div>9</div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users</div><div>2</div></div> <div><div>EARLY ADOPTERS</div><div>List the characteristics of your ideal customers</div><div>9</div></div>	Completion Order
<div><div>PRODUCT RISK</div><div>1</div></div> <div><div>MARKET RISK</div><div>3</div></div> <div><div>CUSTOMER RISK</div><div>1</div></div>	<div><div>1</div></div> <div><div>2</div></div> <div><div>4</div></div>	<div><div>3</div></div> <div><div>4</div></div>	<div><div>3</div></div> <div><div>4</div></div>	<div><div>1</div></div> <div><div>2</div></div>	Risk Iteration Path

## Session 5: Agile Methodology to Drive Strategy (Live)

## Goals:

- Review the LEAN Canvas and Porter's Five Forces frameworks
- Gain a clear understanding of the Agile mindset, key vocabulary, and product/service development

Write notes or questions about the prior content in Week 1 (Sessions 1-4)

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Write notes or questions about the Agile mindset or values

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A single vertical red line runs down the right side of the page, creating a margin. The paper appears to be from a notebook or a standard writing template.

## Session 10: Business Management, Business Plan, and Pitch Deck Review (Live)

## Goals:

- Discuss the best practices for managing your business
- Answer any final questions from Module 1
- Peer review each other's business plans and pitch decks

Take notes below on Business Management Best Practices from the RTA experts:

[illegible]

## Business Plan and Pitch Deck Revision Checklist:

Based on the session content and the feedback you received from your partner, create a list of the next steps to be completed.

### Feedback Notes:

[illegible]

## Next Steps Checklist

[illegible]

# Session 8: Brand, Go-to-Market Strategy, and Marketing

## Goals:

- Define the mission, vision, and values that drive your brand
- Define your personal and company brands
- Learn go-to-market best practices
- Determine the best go-to-market strategy for your firm

## Vision:

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## Mission:

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## Core Values:

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## Define your Company Brand:

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## What is your Personal Brand? How does it align with your company brand?

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## Session 9: Budgeting and Operational Systems

### Goals:

- Determine current revenue and expenses
- Create a budget for proper cash flow management
- Establish operational systems to maintain budgetary requirements

### High-Level Budgeting Steps:

1. Determine your revenue
2. Estimate your monthly expenses (fixed and variable)
3. Outline your financial goals
4. Establish an emergency fund
5. Plan the allocation of profit toward goals

### Budget Reflection Questions:

Can your revenue cover your current expenses? If not, how are you maintaining a cash runway?

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What are potential emergency costs that must be planned for? How much should be set aside?

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What are your goals? Write about growth, hiring plans, and investments in your business.

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What operational systems do you need to implement to maintain your budget?

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### Complete the following sections of the master documents:



- Business Plan: Request for Funding, Financial Projections, Executive Summary
- Pitch Deck: Milestones, Traction, Previous Fundraise, Ask/Use of Funds, Exit Strategy

# Session 7: Sales and Product Pricing

## Goals:

- Identify your key products
- Determine how much to charge for each product
- Calculate your profit margins

REVENUE	PROFIT
COMPARE AND CONTRAST REVENUE VS. PROFIT	
FIXED COST	VARIABLE COSTS
GROSS PROFIT MARGIN	CONTRIBUTION MARGIN



Place the correct items in the corresponding box below

REVENUE	PROFIT
FIXED COST	VARIABLE COSTS

Common Pricing Strategies:

COST-BASED PRICING	VALUE-BASED PRICING

Outline your Major Products and Expenses:

PRODUCT	VARIABLE COSTS
FIXED COSTS	

Complete the following sections of the master documents:



- Business Plan: Breakdown of Product and Services

# Review your Total Addressable Market (TAM)

SUMMARISE YOUR PROBLEM AND SOLUTION	WHAT TYPE OF CUSTOMER DO YOU WANT?
WHY ARE YOU TARGETING THEM?	WHO ARE YOUR EARLY ADOPTERS? HOW ARE YOU SOLVING THEIR PAIN POINT?

## Review your Total Addressable Market

- 1. Customer size fits your solution
- 2. Pricing fits customers
- 3. Your solution solves customer pain point

**Reflect:** Are there any changes you need to make to TAM segmentation? Make sure to update based on your calculations from Session 7.

## Marketing Plan

<b>WHAT ARE YOUR MARKETING CAMPAIGN GOALS? WHAT IS THE TOP PRIORITY?</b>	<b>WHAT IS THE TIMELINE? (START DATE, LAUNCH, ETC.)</b>
<b>WHAT ARE YOUR MILESTONES? HOW WILL YOU KNOW THAT YOU HAVE ACHIEVED YOUR GOALS?</b>	<b>WHAT IS YOUR BUDGET? HOW MUCH CAN YOU SPEND?</b>
<b>WHAT CHANNELS WILL YOU USE? MAKE SURE THEY ALIGN WITH YOUR GOALS.</b>	<b>LAUNCH: HOW WILL YOU COLLECT DATA ON THE SUCCESS, AND HOW WILL YOU UTILISE THE DATA?</b>

**Complete the following sections of the master documents:**



- Business Plan: Marketing Plan and Sales Strategy
- Pitch Deck: Review/Revise Market (TAM)



## Agile at Imole



How should Nkechi and Tola implement Agile at Imole? What systems should they set up to ensure that the mindset and values are lived out daily?

In the space below, reflect on how you will embrace an Agile mindset and ensure the values are lived out at your company? What operational or organisational structures and systems can you implement to further this goal?

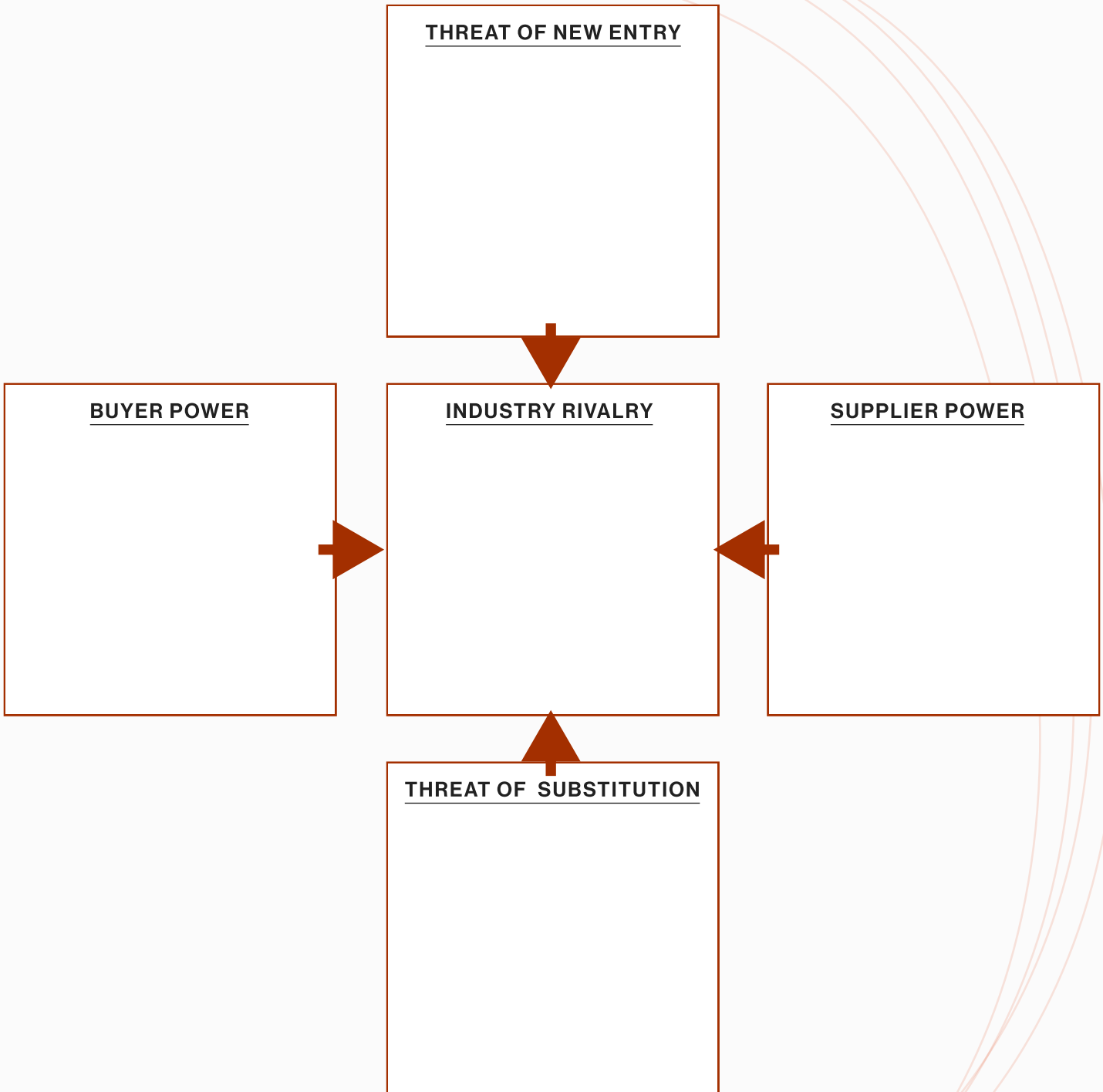
[illegible]

# Session 4: Porter's Five Forces and Analysing Market Forces

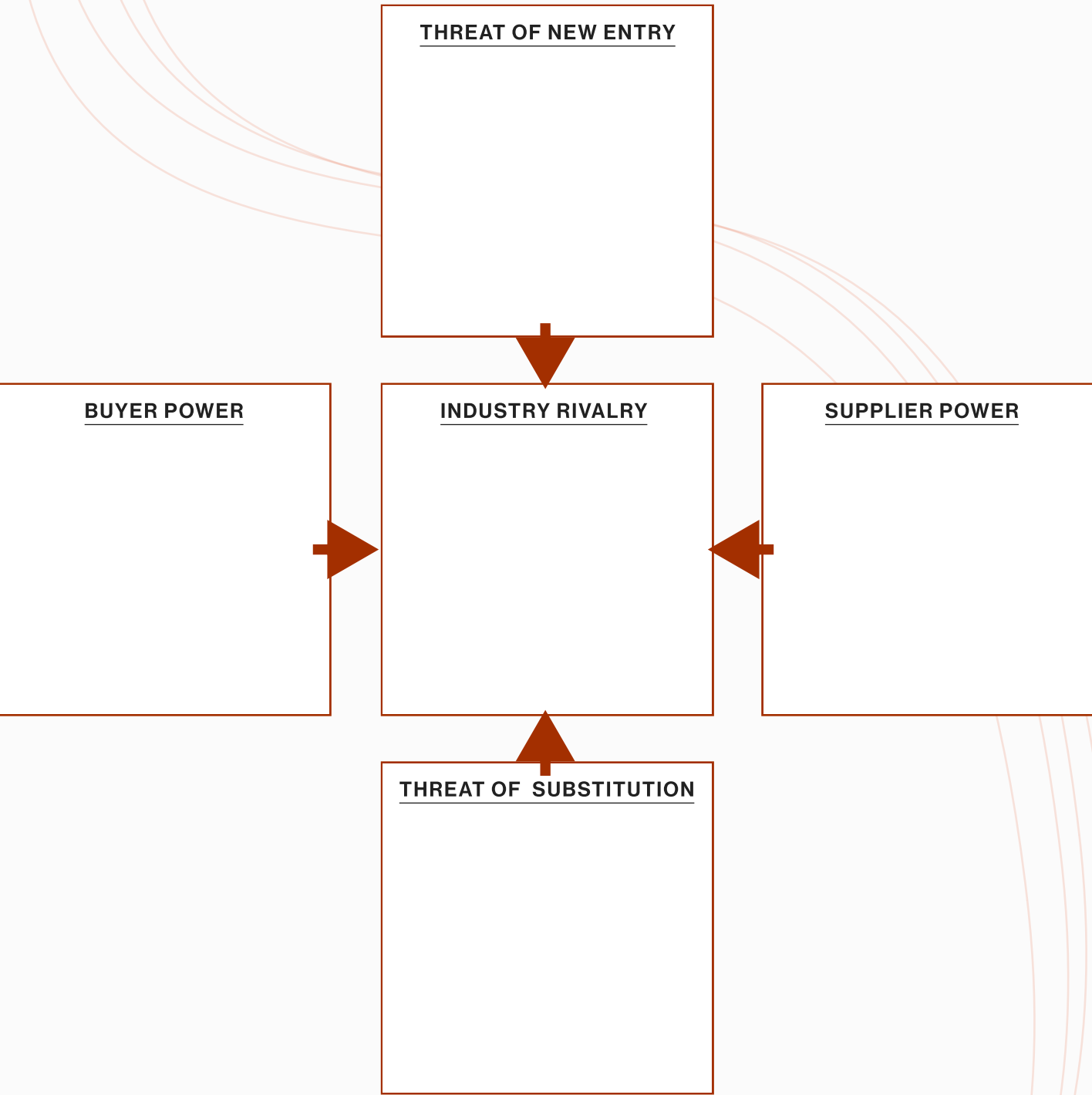
## Goals:

- Be able to identify market forces and explain how they impact your business
- Learn how to analyse your market using the Porter's Five Forces framework
- Manage your profitability expectations given market conditions

Use the template below to take notes and record the definition of each section



Complete your business' Porter's Five Forces Framework



Complete the following sections of the master documents:



- Business Plan: Market Analysis and Competitive Analysis
- Pitch Deck: Market (TAM) and Competition

# Three Major Departmental Buckets

SALES AND MARKETING	OPERATIONS AND FULFILMENT	FINANCE/ACCOUNTING
DEFINE THE DEPARTMENT'S GOALS	DEFINE THE DEPARTMENT'S GOALS	DEFINE THE DEPARTMENT'S GOALS
KEY PEOPLE WORKING IN THIS AREA:	KEY PEOPLE WORKING IN THIS AREA:	KEY PEOPLE WORKING IN THIS AREA:
ADDITIONAL DEPARTMENT:	THOUGHTS, IDEAS, OR QUESTIONS:	
DEFINE THE DEPARTMENT'S GOALS		
KEY PEOPLE WORKING IN THIS AREA:		

**Reflection Questions**

1. What are your company’s strengths?

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2. What are the areas for growth?

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2. What are you excited to learn over the next five weeks?

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## Imole's LEAN Canvas Model



1. Tola researched frameworks and models for building their start-up strategy and for sharing their concept with the market. Pause the video at the completed first draft of their LEAN Canvas, and complete the reflection questions below:

1. What are the strengths of their current LEAN Canvas model?

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2. What are the weaknesses, and how can they be fixed?

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General Notes or Questions:

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**Resume the Session 3 Slide**

**Complete the blank LEAN Canvas model and the following sections of the master documents:**



- Business Plan: Company Description
- Pitch Deck: Problem and Solution

Complete your LEAN Canvas model

<p><b>PROBLEM</b></p> <p>List your top 1-3 problems</p>	<p><b>SOLUTION</b></p> <p>Outline a possible solution for each problem</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Single, clear, compelling message that states why you are different and worth paying attention to</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Something that cannot easily be bought or copied</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>List your target customers and users</p>
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	<p><b>COST STRUCTURES</b></p> <p>List your fixed and variable costs</p>		<p><b>REVENUE STREAMS</b></p> <p>List your sources of revenue</p>	