

# KEDA'S VISION:

*Economic Vitality for All -  
in One Spectacular Place*



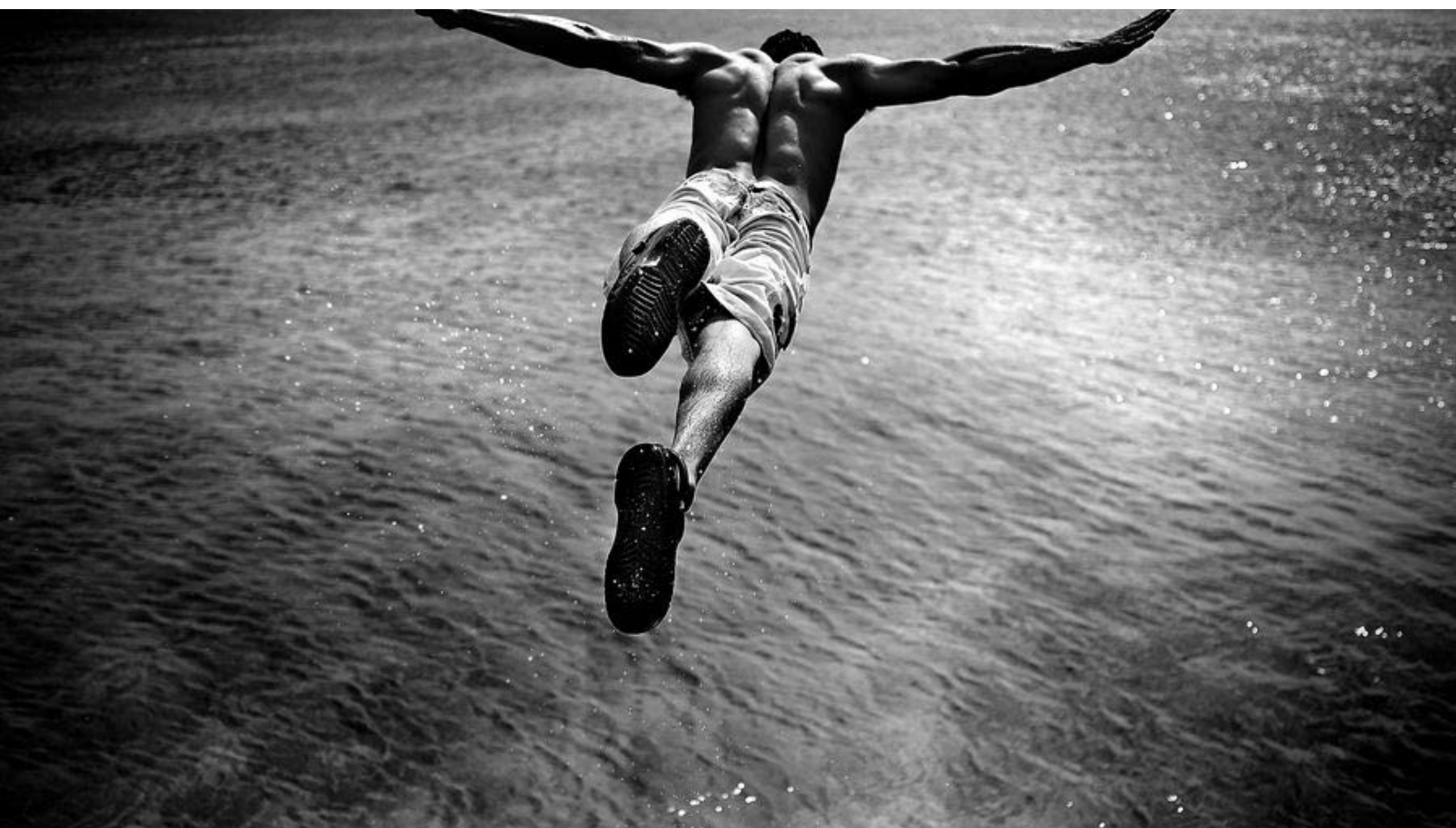


# Should we just...

## DIVE IN

or

## PLAN IT OUT?







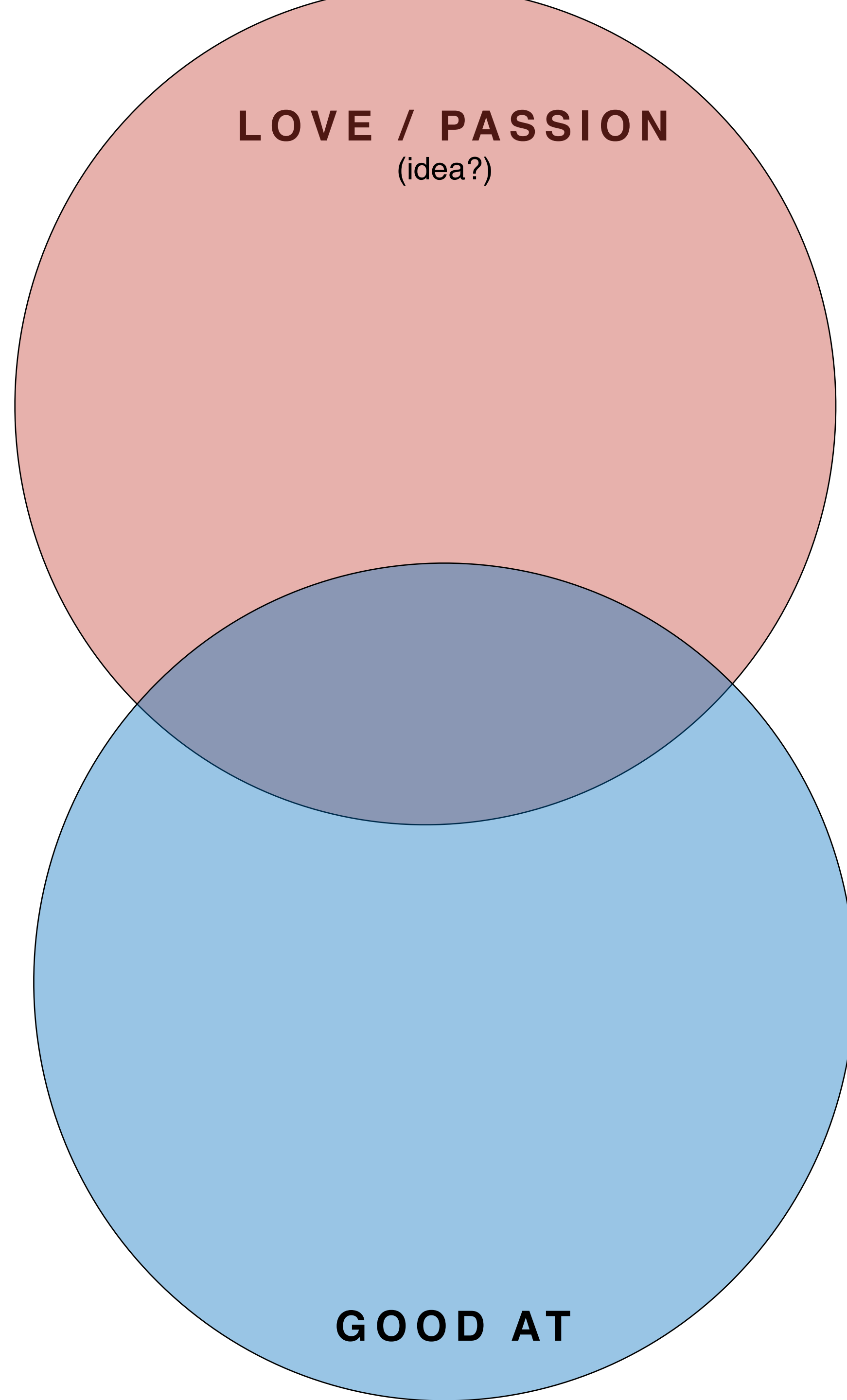
“Everyone has a plan until they get punched in the mouth.”

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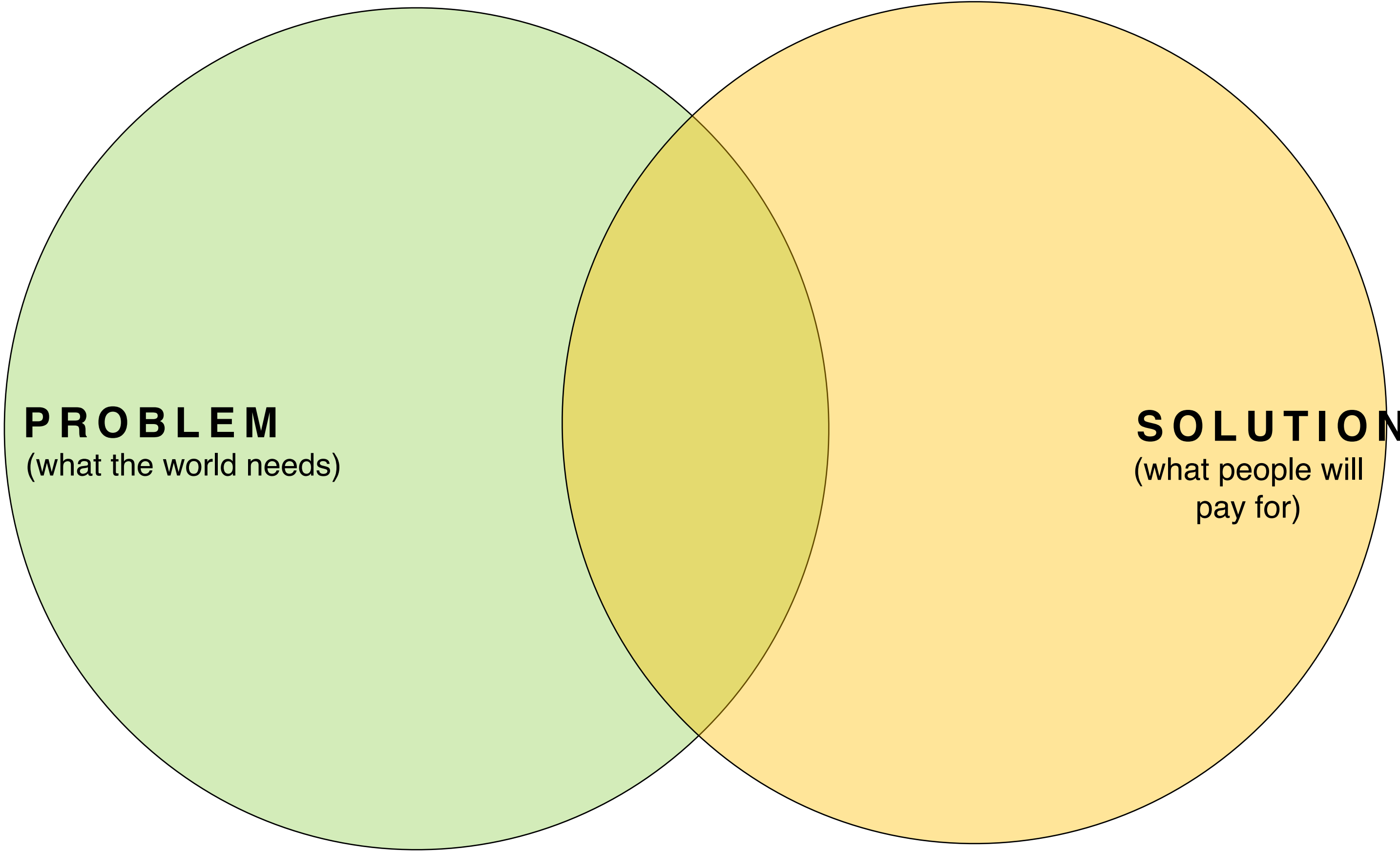
**Mike Tyson**  
Former World Heavyweight Champion



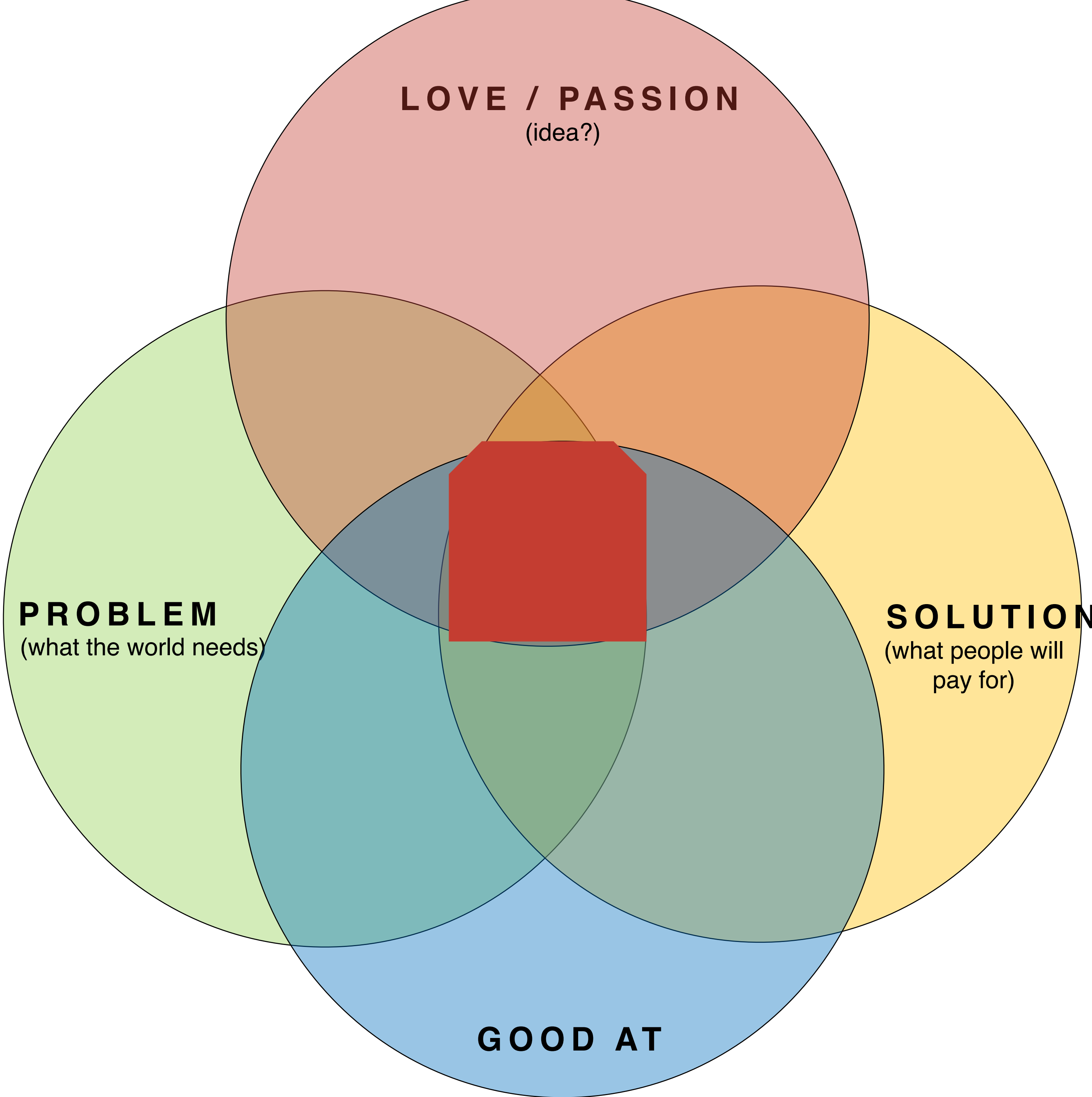




Most entrepreneurship starts here.



What happens when  
entrepreneurship starts here?



And when you bring it all together  
(arguably)

# Ikigai



# About the making money thing...

“We can get to it later.” True or False?

# Let's Write a Doorstop / Business Plan!

*25+ Pages!*

## **I. Executive Summary**

- A) Company
- B) Key Success Factors

## **II. Company Summary**

- A) Ownership Structure
- B) Locations and Facilities

## **III. Market Analysis Summary**

- A) Industry Analysis
- B) Market Needs
- C) Market Growth and Trends
- D) Target Market Segment and Strategy
- E) Buying Patterns
- F) Competition

## **IV Marketing**

- A) The Brand: Values and Personality
- B) Product
- C) Pricing
- D) Placement
- E) Promotion
- F) Customer
- G) Supporting Focus Groups, Data, Surveys

## **V Strengths and Weaknesses**

- A) Business Climate
- B) Internal Organization
- C) Workforce
- D) Economics

## **VI. Development Plan / Build Out**

## **VII. Operations**

- A) Suppliers
- B) Employees
- C) Location
- D) Equipment
- E) Insurance

## **VIII. Human Resources**

(Organizational Structure and Roles)

## **IX. Financial Plan**

- A Assumptions / Introduction
- B Projected Profit and Loss
- C Key Financial Indicators
- D Break Even Analysis
- E Projected Cash Flow
- F Projected Balance Sheet
- G Business Ratios
- H Valuation Analysis

## **APPENDICES**

(Supporting diagrams, financials, data, etc.)



# Let's Go Sketching / Plan!

## *The Lean Canvas*

<p><b>Problem</b></p> <p>Top 3 problems</p> <p><b>1</b></p>	<p><b>Solution</b></p> <p>Top 3 features</p> <p><b>3</b></p>	<p><b>Unique Value Proposition</b></p> <p>Single, clear, compelling message that states why you are different and worth buying</p> <p><b>2</b></p>	<p><b>Unfair Advantage</b></p> <p>Can't be easily copied or bought</p> <p><b>7</b></p>	<p><b>Customer Segments</b></p> <p>Target customers</p> <p><b>1</b></p>
<p><b>Key Metrics</b></p> <p>Key activities you measure</p> <p><b>6</b></p>		<p><b>Channels</b></p> <p>Path to customers</p> <p><b>4</b></p>		
<p><b>Cost Structure</b></p> <p>Customer Acquisition Costs Distribution Costs Hosting People, etc.</p> <p><b>5</b></p>			<p><b>Revenue Streams</b></p> <p>Revenue Model Life Time Value Revenue Gross Margin</p> <p><b>5</b></p>	



## Top tips:

1. Make sure people pay you for what you build.
2. Also, know (and hire professionals) for the numbers.



## Great Reading

*Running Lean: Iterate from Plan A to a Plan That Works.* Ash Maurya. <https://leanstack.com/books/runninglean>

*Painkiller or Vitamin? Using Jobs-to-be-Done to Identify and Solve Customer Needs.* Kyle Sandburg, Medium. <https://medium.com/strategy-dynamics/painkillers-vs-vitamins-d3bdc76ddd31>



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**KITSAP**



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