
Arizona Commerce Authority Small Business Boot Camp



THE PITCH

A TWO-PAGE BUSINESS PLAN PLUS

JULY 22, 2021

WORDS TO LIVE BY...



Begin With The End In Mind.

Agenda



- CAC SBDC: Who We Are & What We Do
- LivePlan Business Planning Software: Quick Overview
- **The Pitch: A Two-Page Business Plan**
- Questions: Please Use “Q/A” in Zoom
- This presentation will be made available for download



THE CAC SBDC TEAM



Kevin Connors
Business Analyst



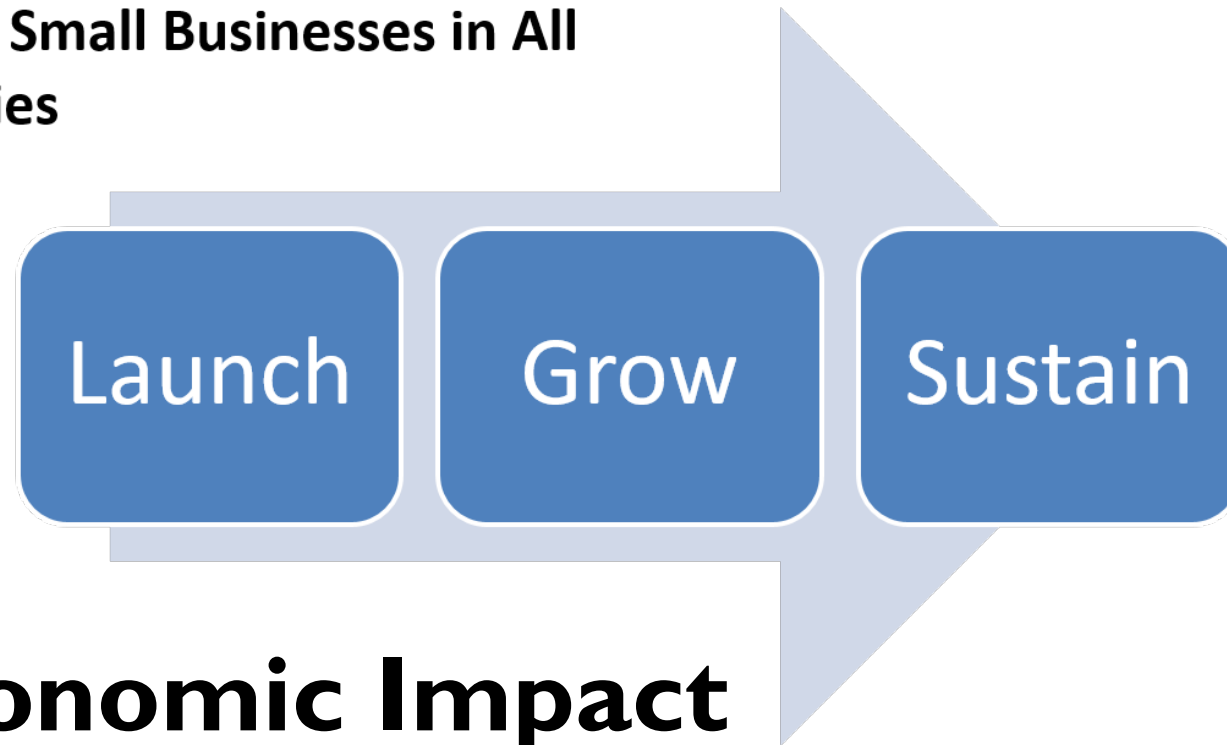
Paul Vukeles
Business Analyst



CAC SBDC MISSION



Serving Small Businesses in All Industries



Economic Impact

SBDC SERVICES



Counseling



Training



Research

- Completely Confidential
- No Fee
- Serving Pinal County
- Work with companies in all stages

WORDS TO LIVE BY...



Plan Your Work...
Work Your Plan.

WHY PLAN?



- Without a map...
- Where are you?
- Where do you want to go?
- Lenders won't even consider you...

LIVEPLAN: WHAT IS IT? WHAT'S IT GOOD FOR?



- Guided Business Planning Software and More
 - Write and share a world-class business plan
 - Beautifully formatted, printed and online
 - Lender/investor-ready
 - Create a “Pitch” for investors/potential partners
 - Test your business idea

LIVEPLAN: WHAT IS IT? WHAT'S IT GOOD FOR?



- **Develop forecasts** that automatically generate P&L, Balance Sheet, and Cash Flow statements
- **Build a “Lean Plan”**, the most important elements of any plan
- **Compare** against other businesses in your industry using LivePlan Benchmarks
- **Track performance** using “Dashboard” feature, integrates with QuickBooks and Xero

LIVEPLAN:
WHAT IS IT? WHAT'S IT GOOD FOR?



It's the Business Model Canvas...
...but interactive...
...and a whole lot more.



LIVEPLAN: WHAT IS IT? WHAT'S IT GOOD FOR?



- Working With Your SBDC Counselor
 - Collaborate easily
 - Automatic Email Notifications when Comments are made
 - Test New Business Ideas
 - Easily Add Other Business Team Members

LIVE PLAN: QUICK DEMO



Go To LivePlan



THE PITCH: A TWO-PAGE BUSINESS PLAN & MORE



- “An Executive Summary of the Executive Summary”
- An Elevator Pitch on steroids
- Explains your business in two pages
- Forces concise language by limiting the number of characters
- Updated easily
- Creates a private url for online sharing

THE PITCH: WHAT CAN IT BE USED FOR?



- **Coalesce** Your Ideas for a New Business
- **Test** a New Idea Within An Existing Business
- **Generate Interest** for Potential Investors
- **Convey** the Fundamentals of Your Business Model
- **Jumpstart** your full Business Plan
- **“Lean Plan”**

THE PITCH: QUICK DEMO



Go To The Pitch



TAKEAWAYS: LIVEPLAN



- World-Class Business Planning Software
- Guided, With Many Sample Plans
- No-Cost Through Your SBDC
- Business Model Canvas, But Interactive/More



TAKEAWAYS: THE PITCH



- Two-Page Business Plan Plus
- Test/Refine/Share Business Idea
- Foundation For Full-Blown Business Plan

FINAL WORDS TO LIVE BY...



The next-best thing to perfect is...

DONE!

REQUEST COUNSELING



Complete the
Request for Counseling Form
on our website:

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www.azsbdc.net



www.azcommerce.com



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Thank You!

