



# Destination North Coast NSW

---

## BUSINESS PLANNING FUNDAMENTALS

Presented by Giovanna Lever

**SPARROWLY  
GROUP**

# YOUR BUSINESS PLAN ON A PAGE

## LET'S BREAK IT DOWN

Today we will discuss:

1. Common business plan mistakes
2. Desirability
3. Viability
4. Feasibility

Getting your thoughts out of your head and into a practical plan!

# PLANNING 101

## BUSINESS MODEL CANVAS

*“A business model describing the rationale of how an organisation creates, delivers and captures value.” (Strategyzer)*

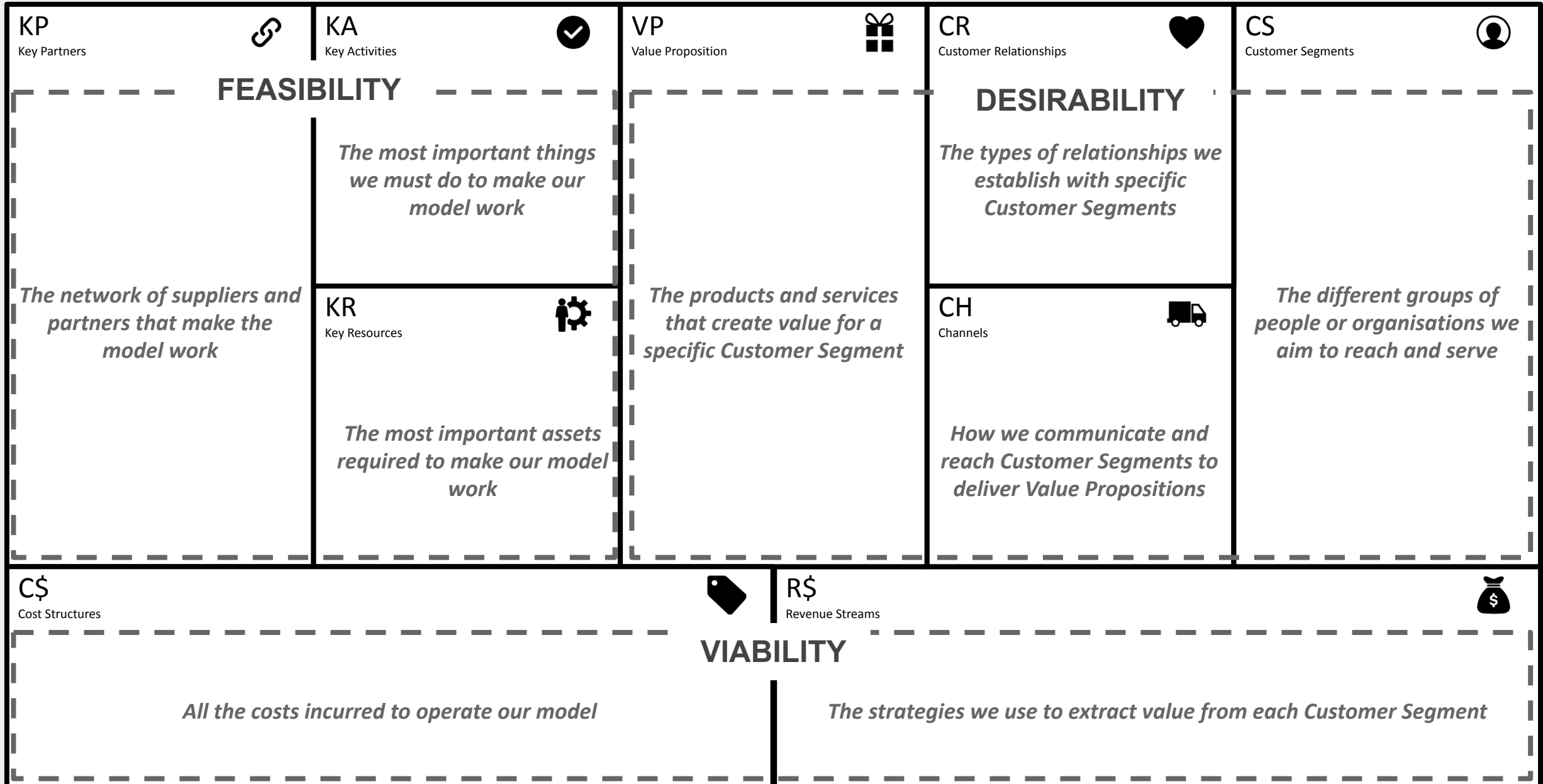
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



# COMMON BUSINESS PLANNING MISTAKES

# MISTAKES TO AVOID

## KEEP IT SIMPLE

- Unrealistic financial projections.
- Not defining the reader.
- Not doing enough research.
- Hiding your weakness.
- Including too much information.
- No focus on your competition.
- Superficial definition of target customers.
- Underestimating business risks.
- Not having one...

# **GETTING CLEAR ON YOUR BUSINESS PROMISE**

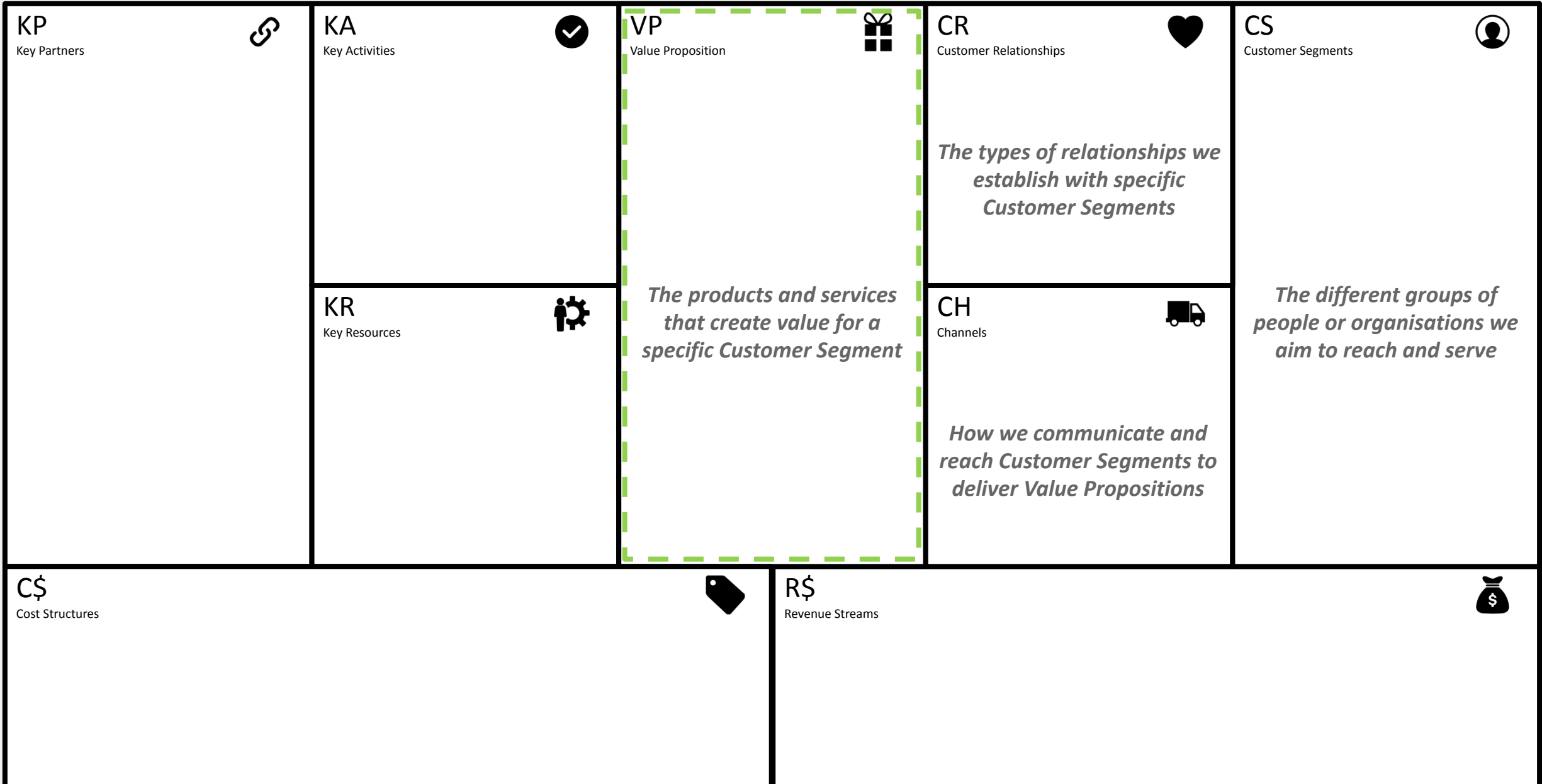
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:





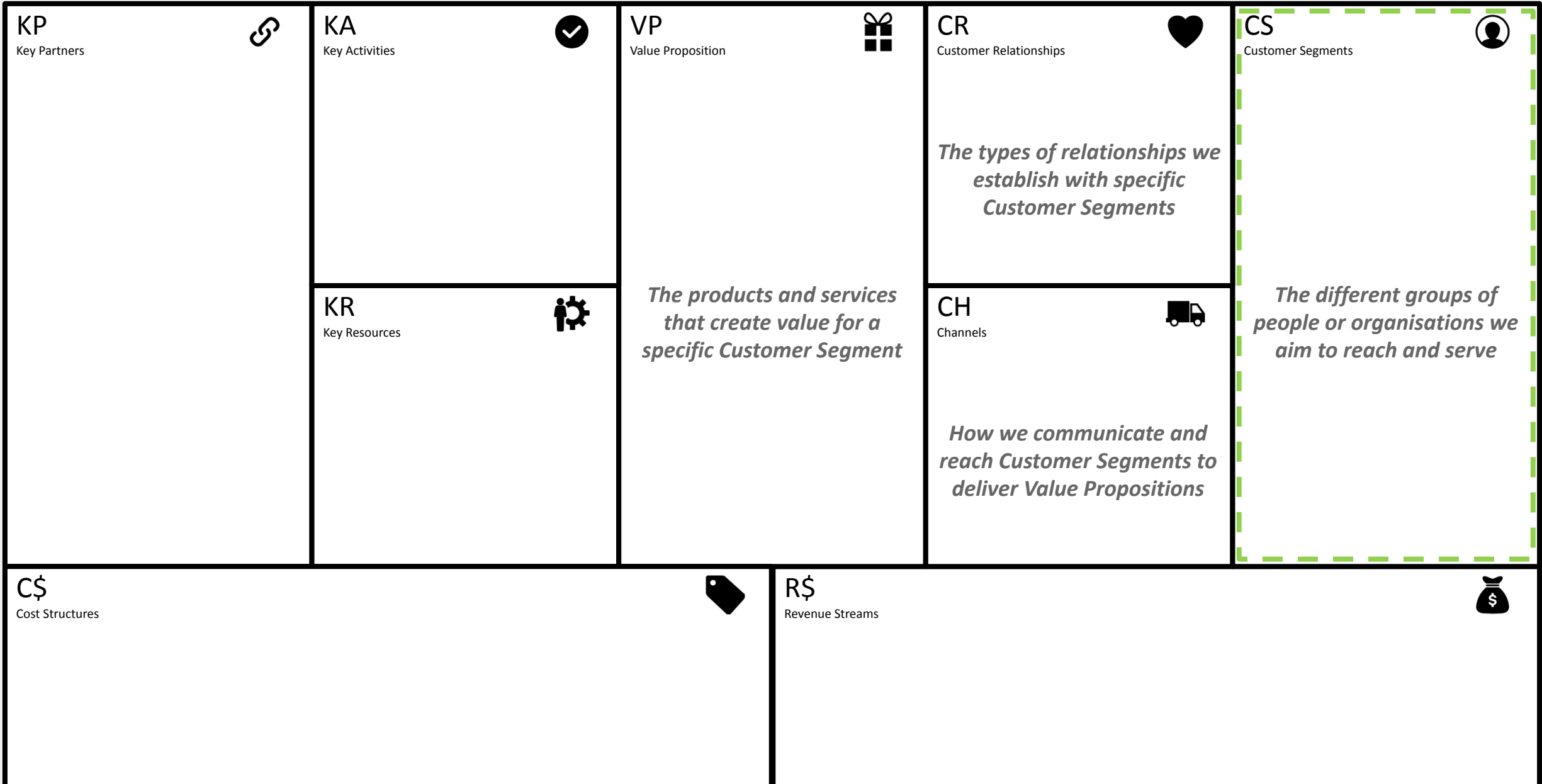
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



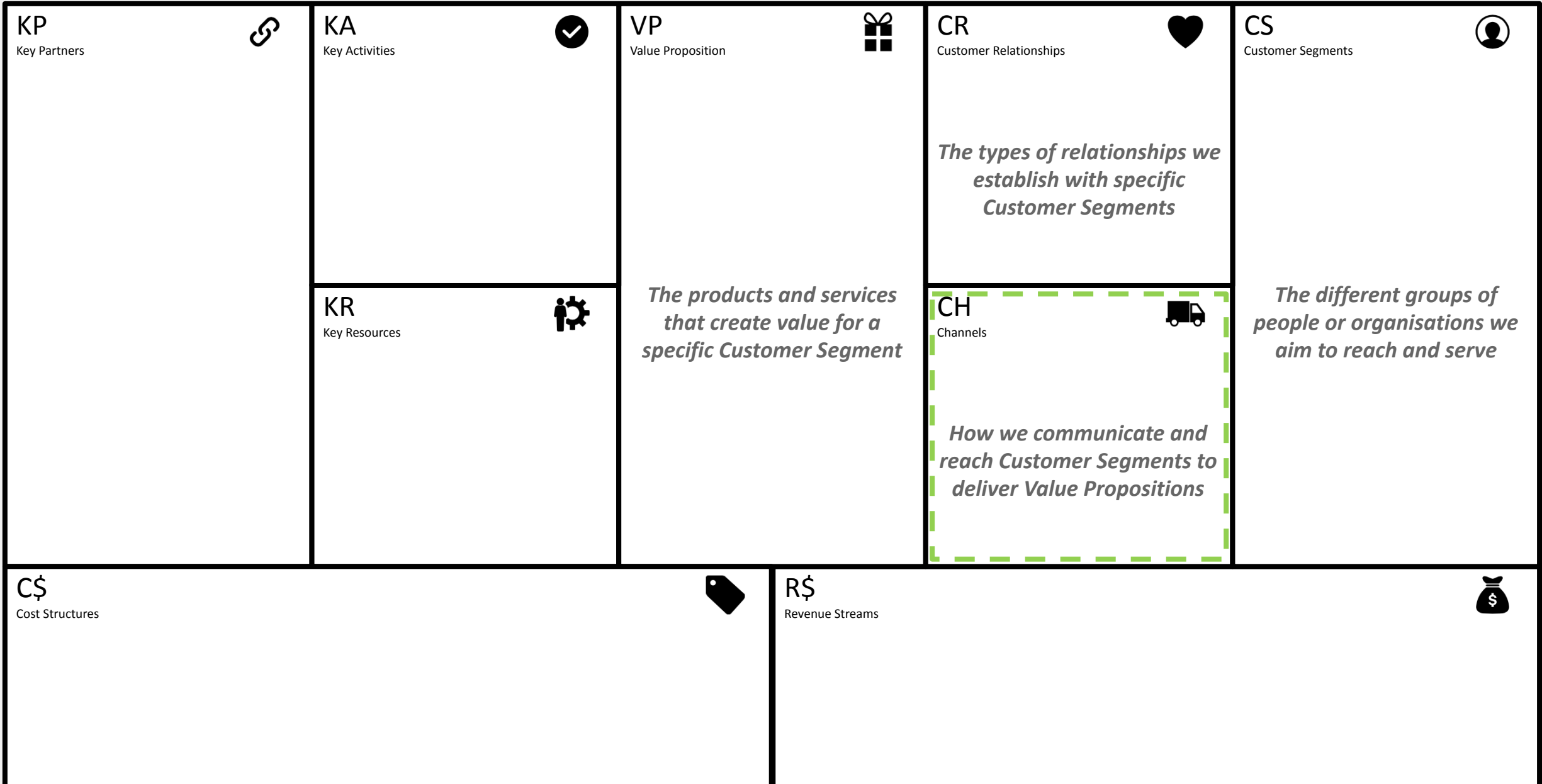
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



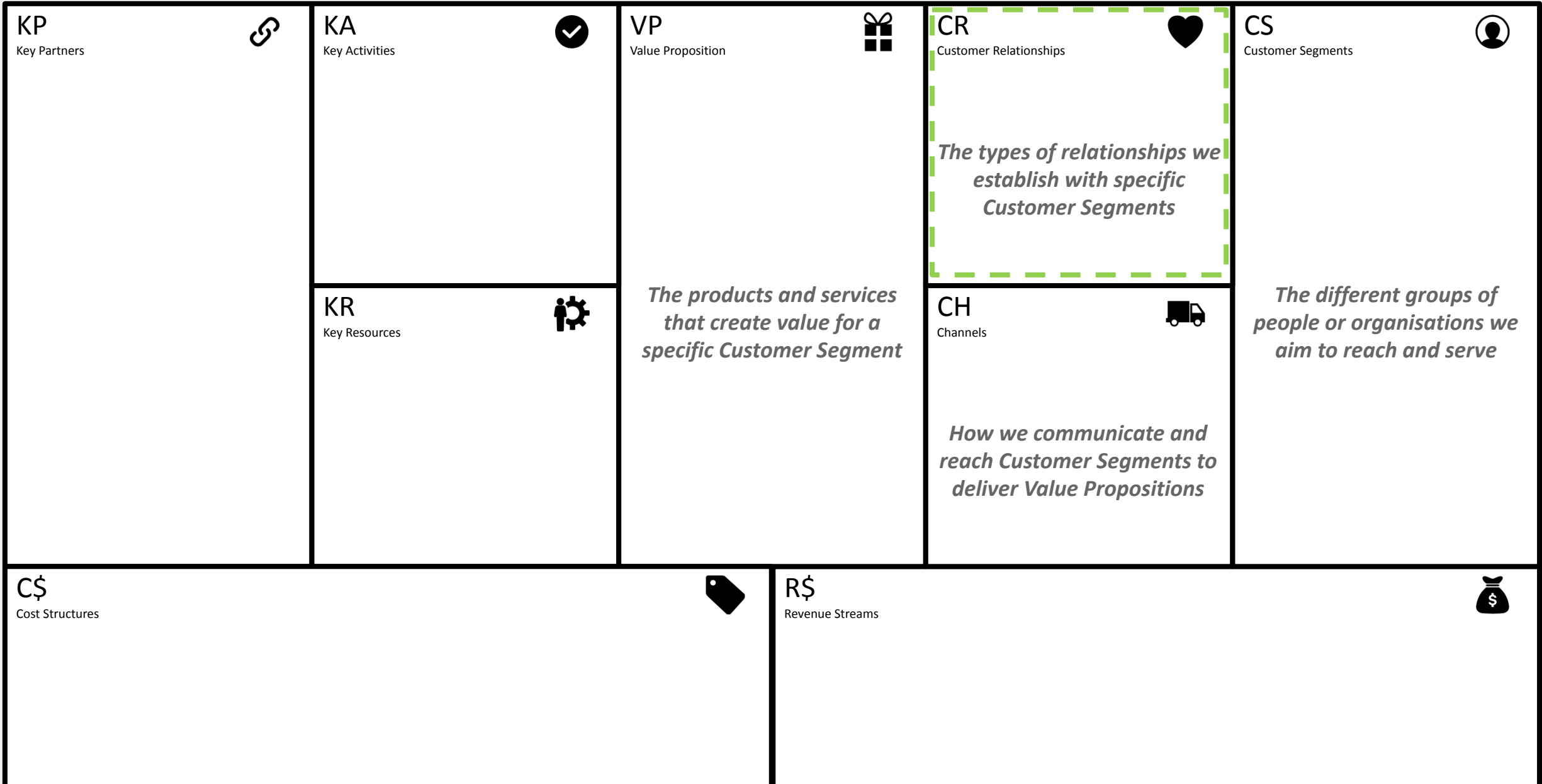
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



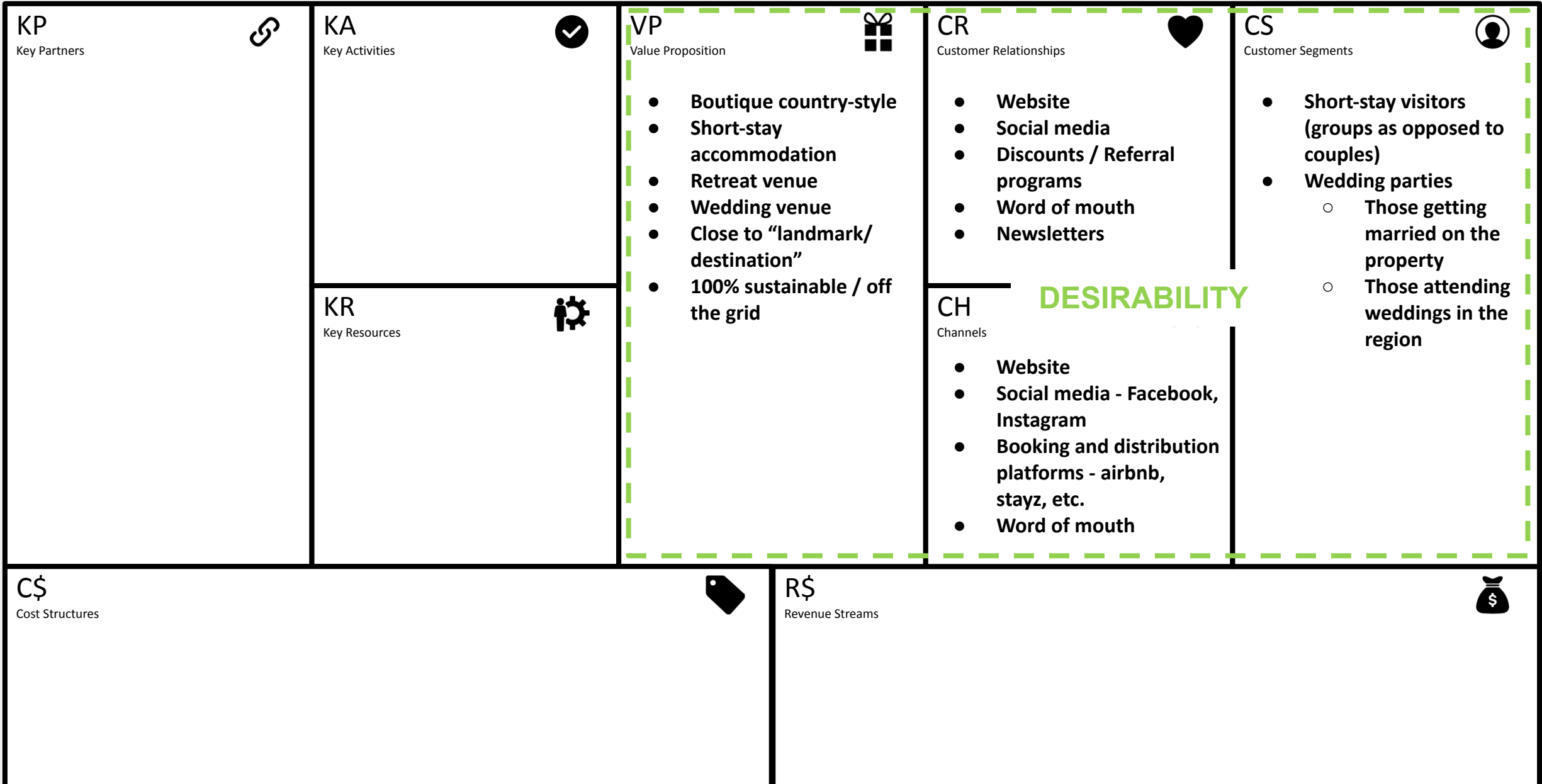
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



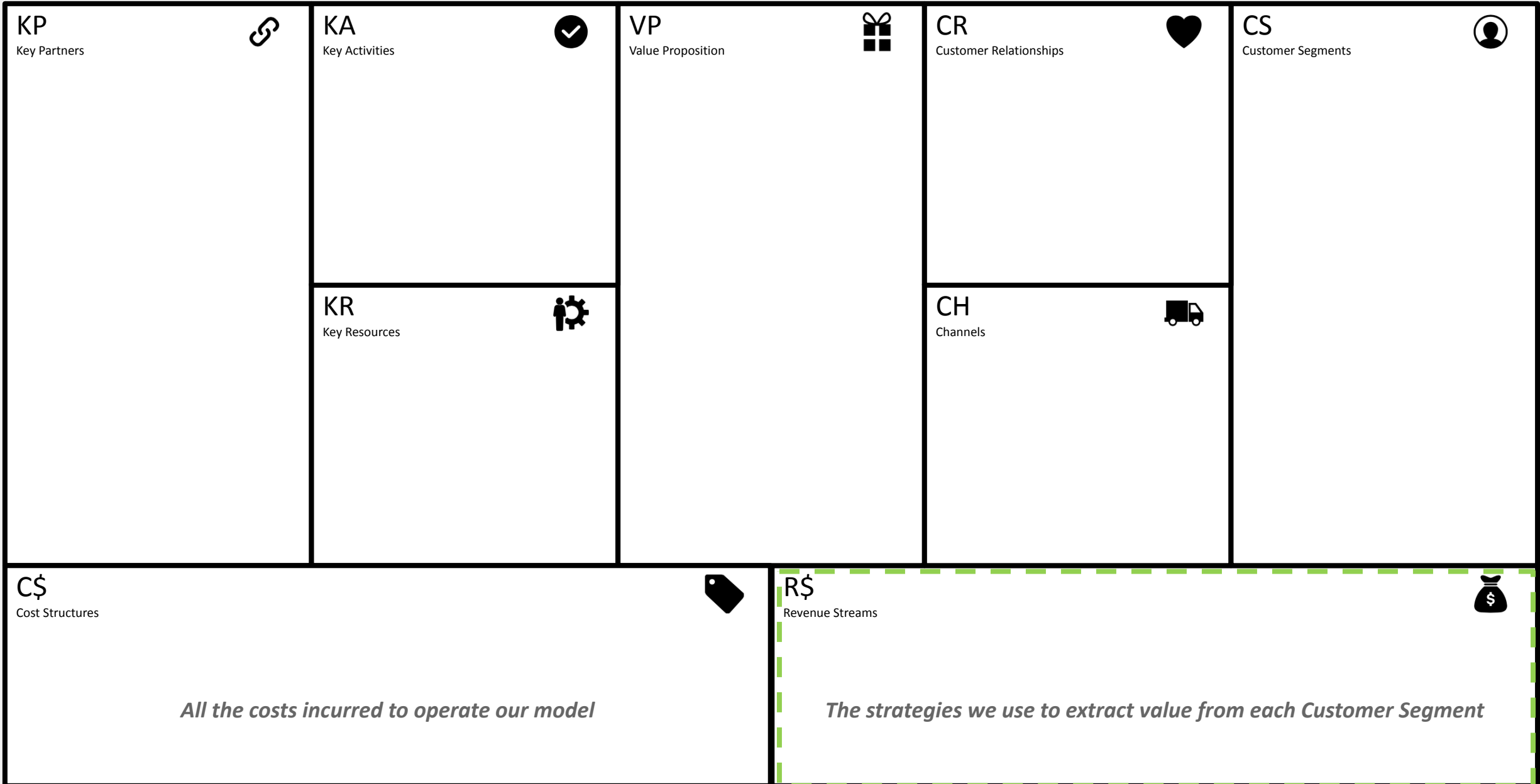
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



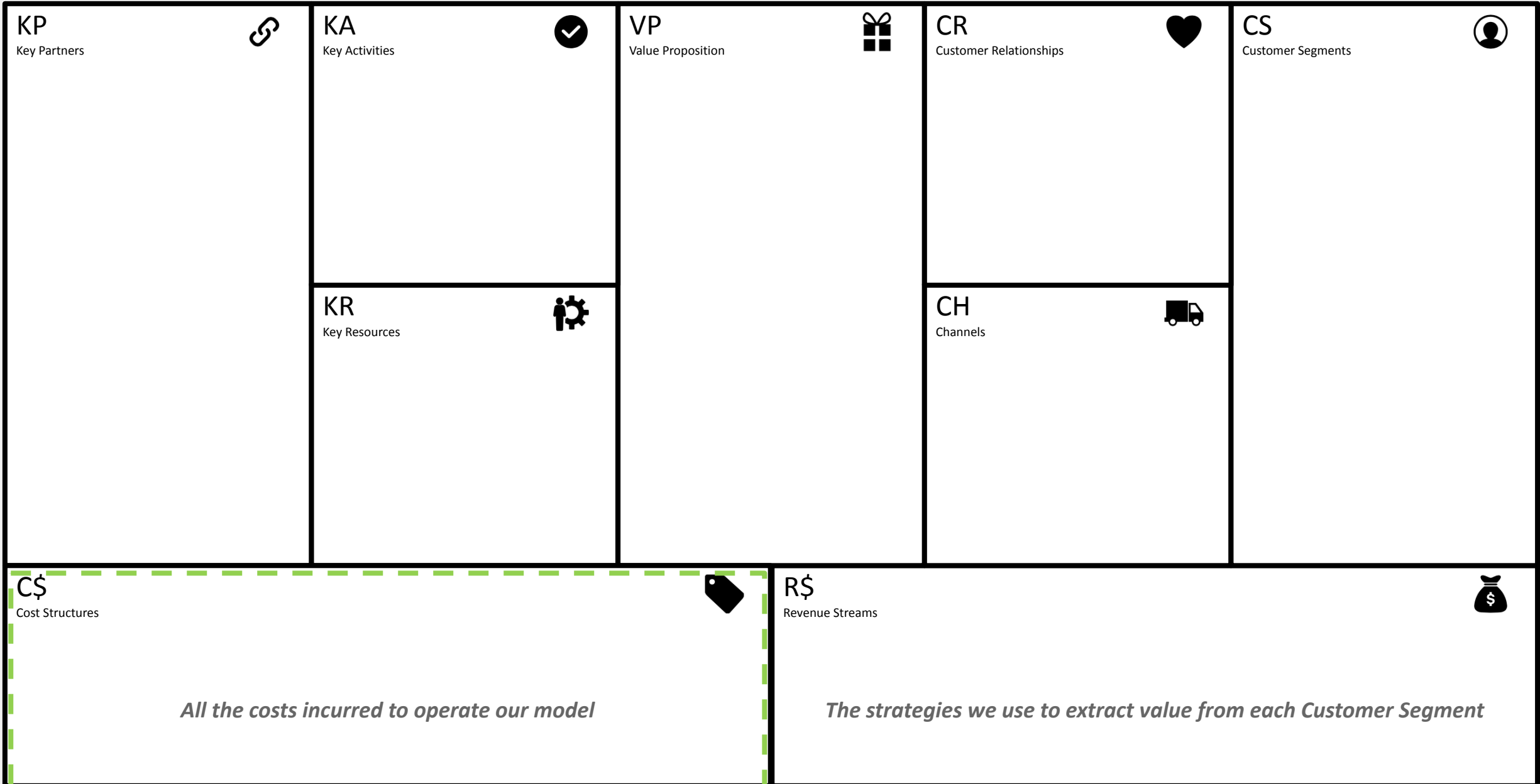
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



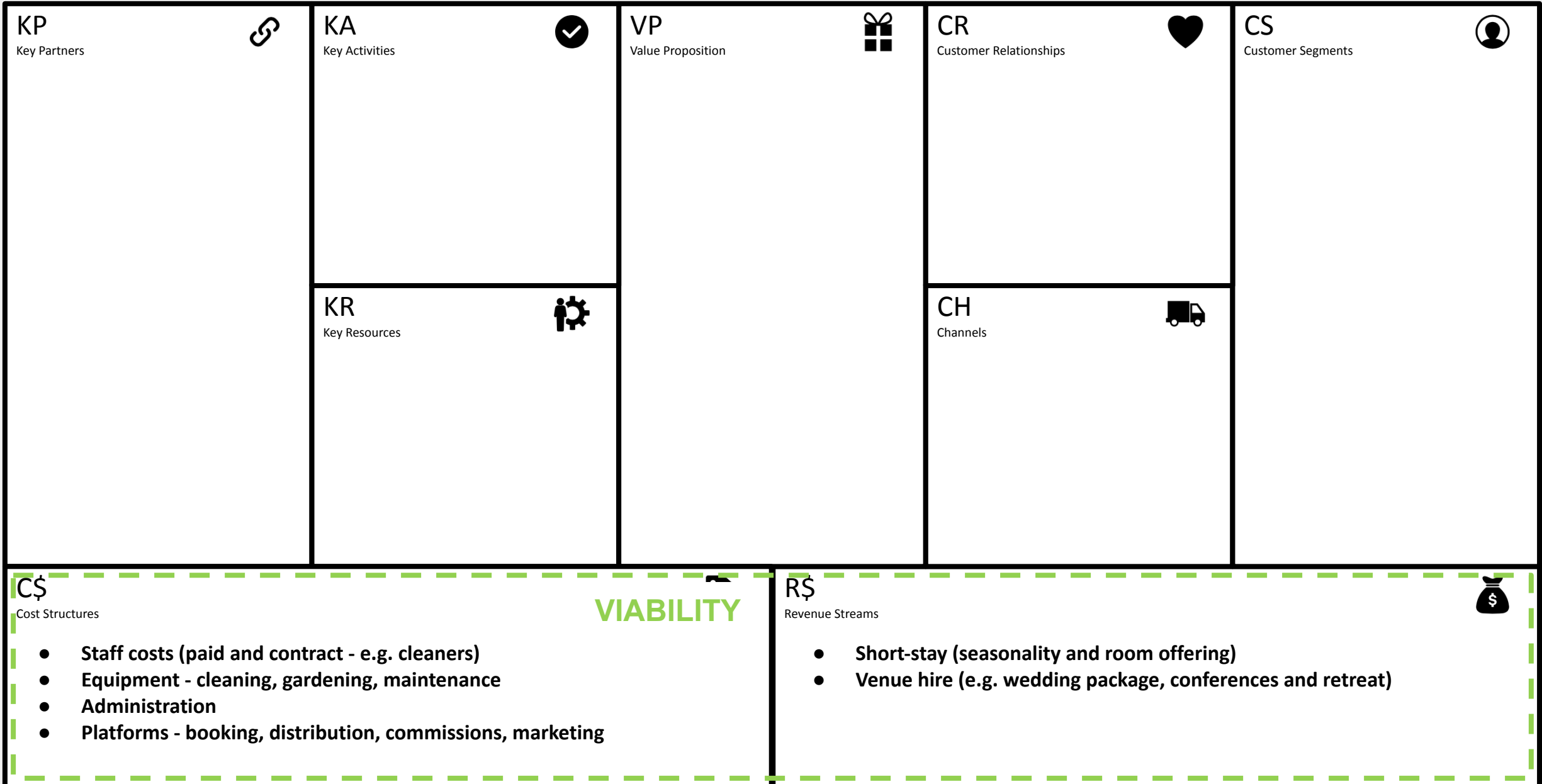
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



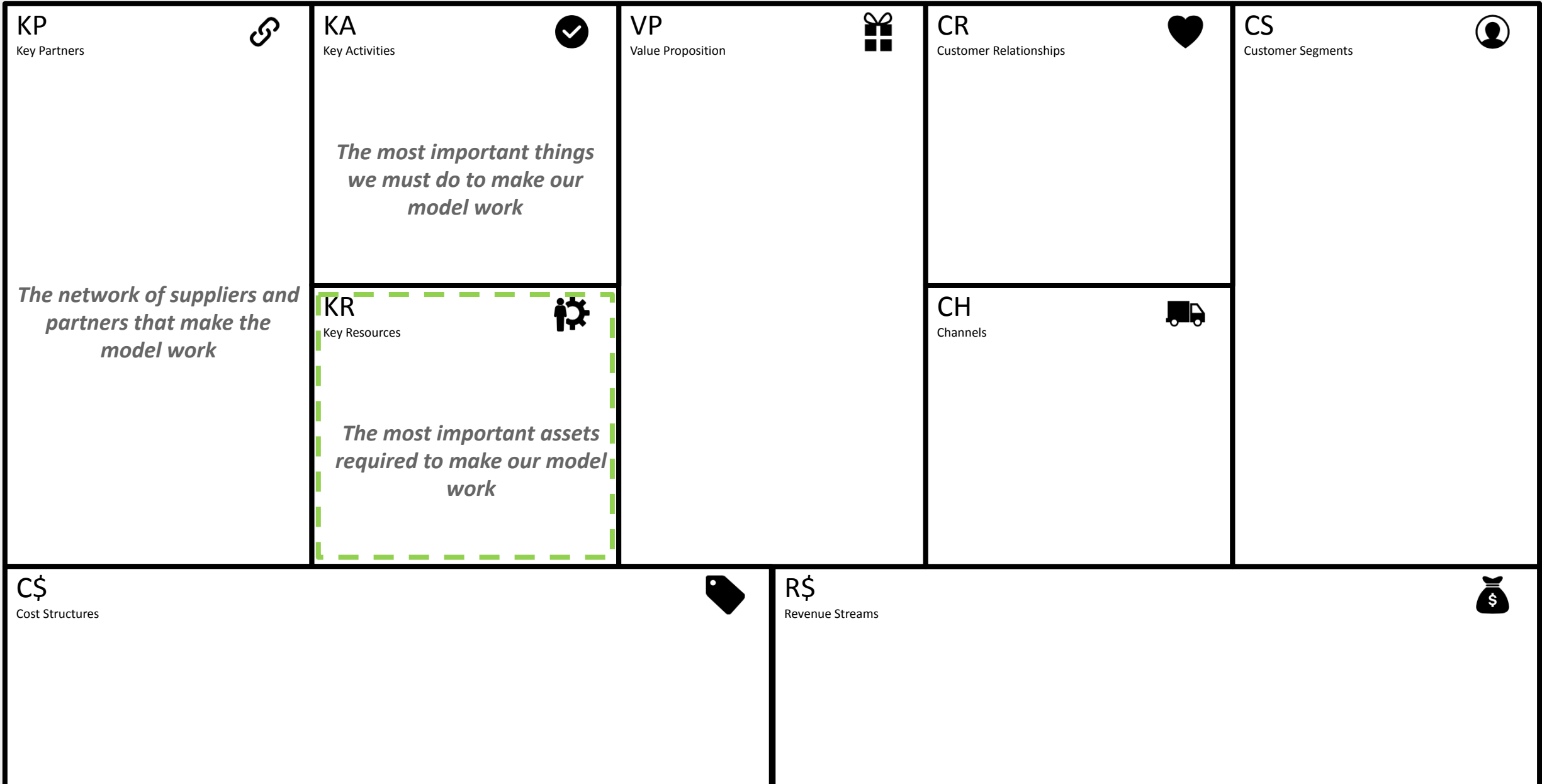
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:





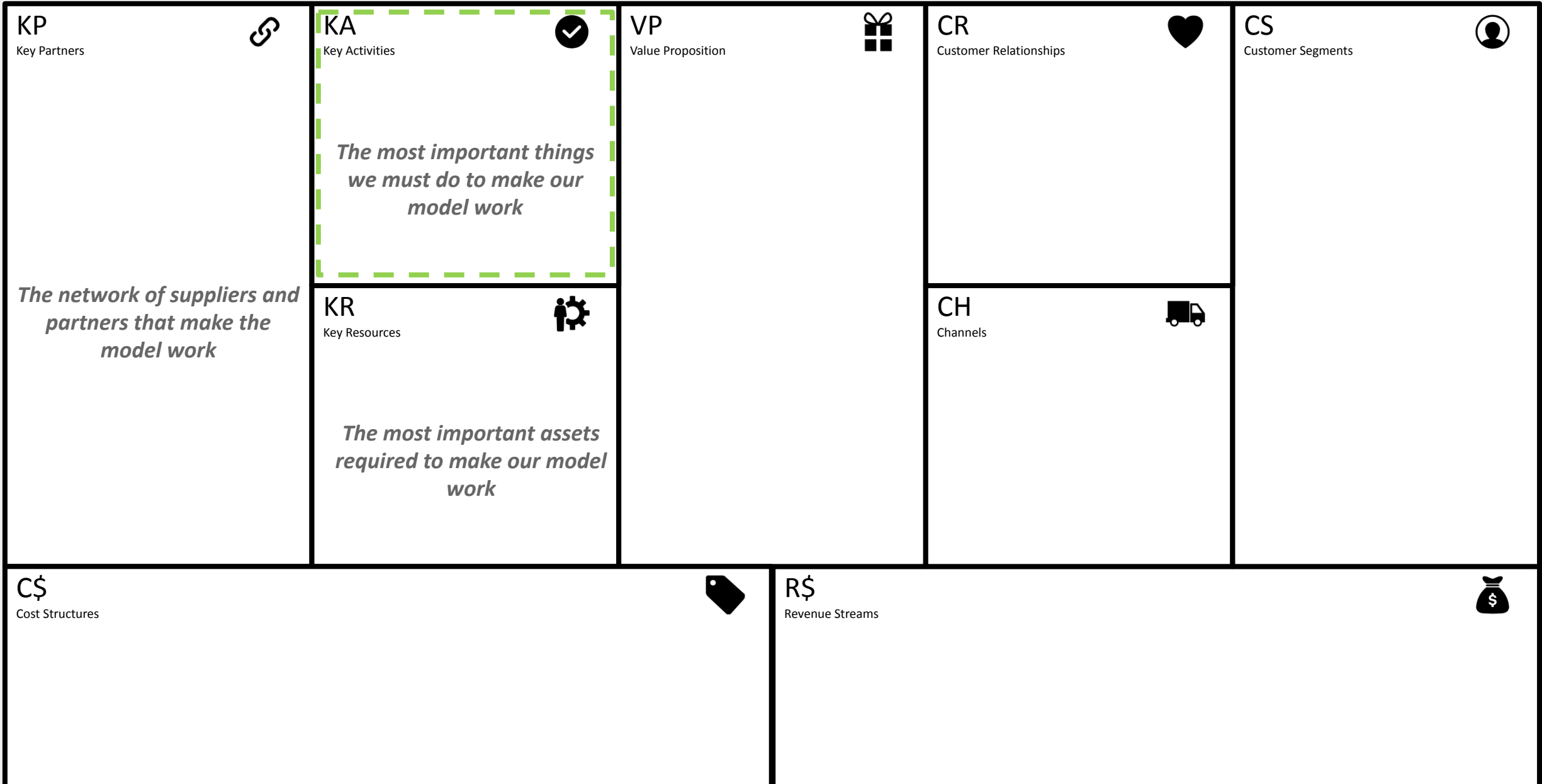
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



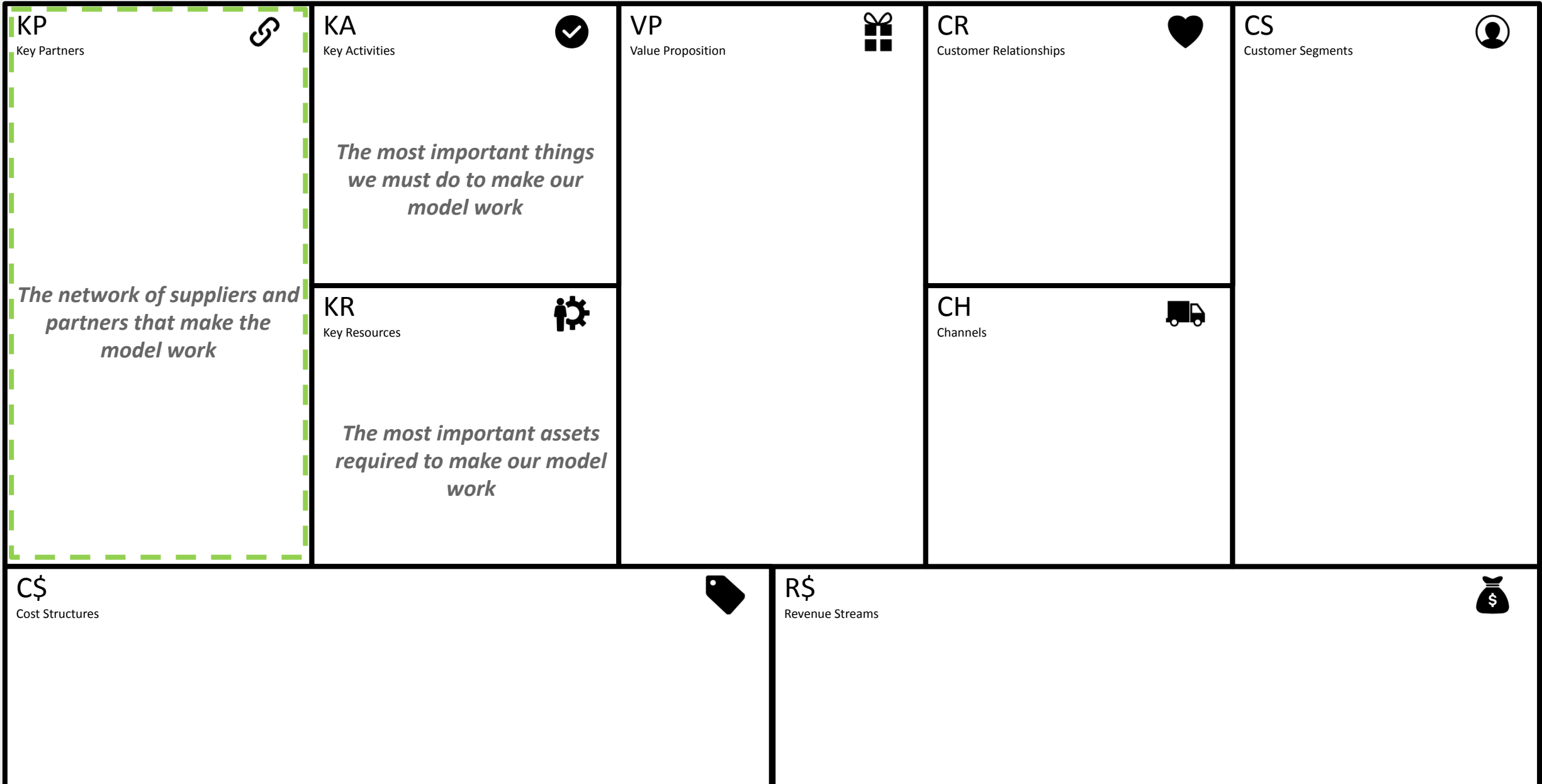
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



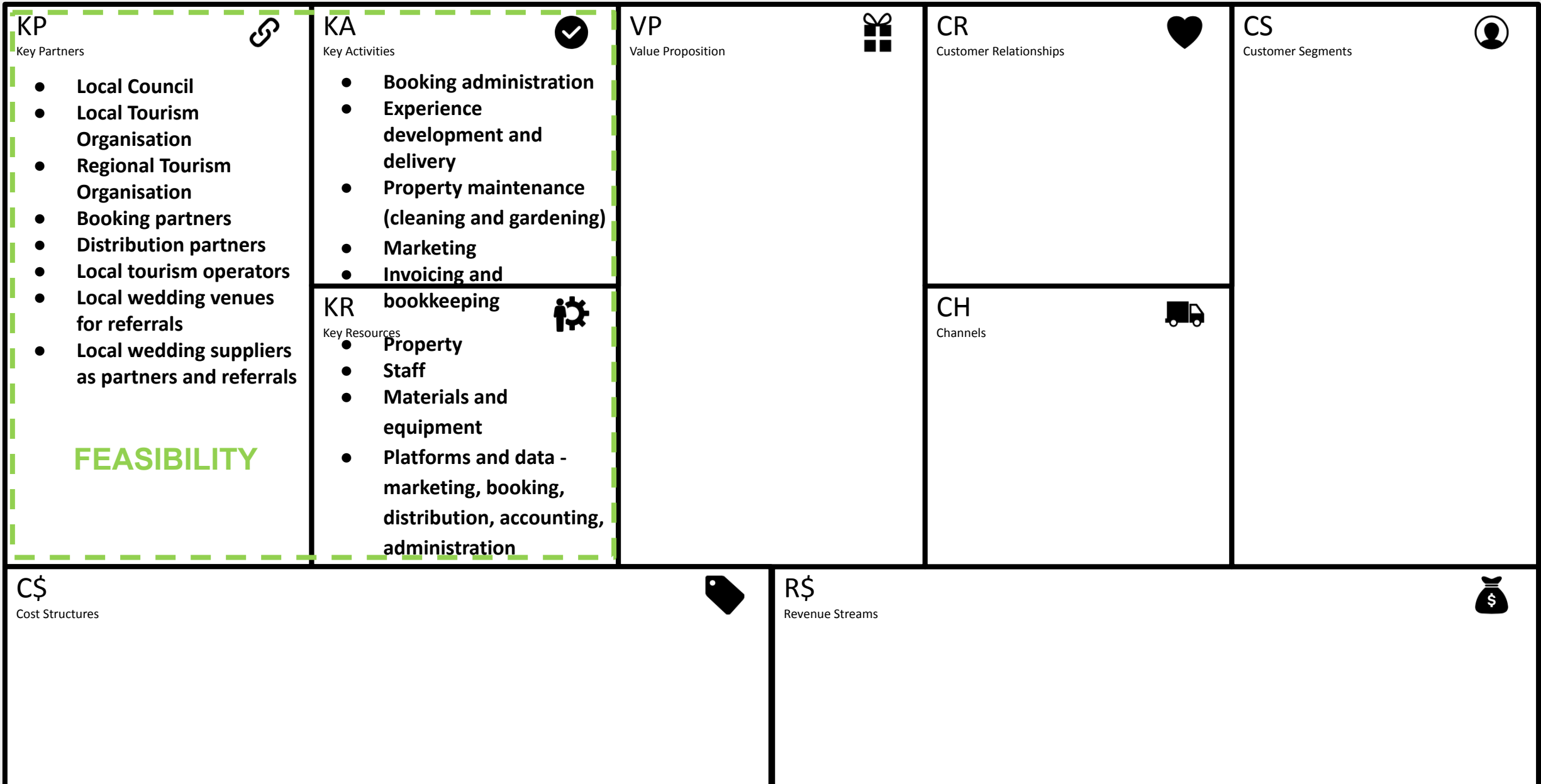
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



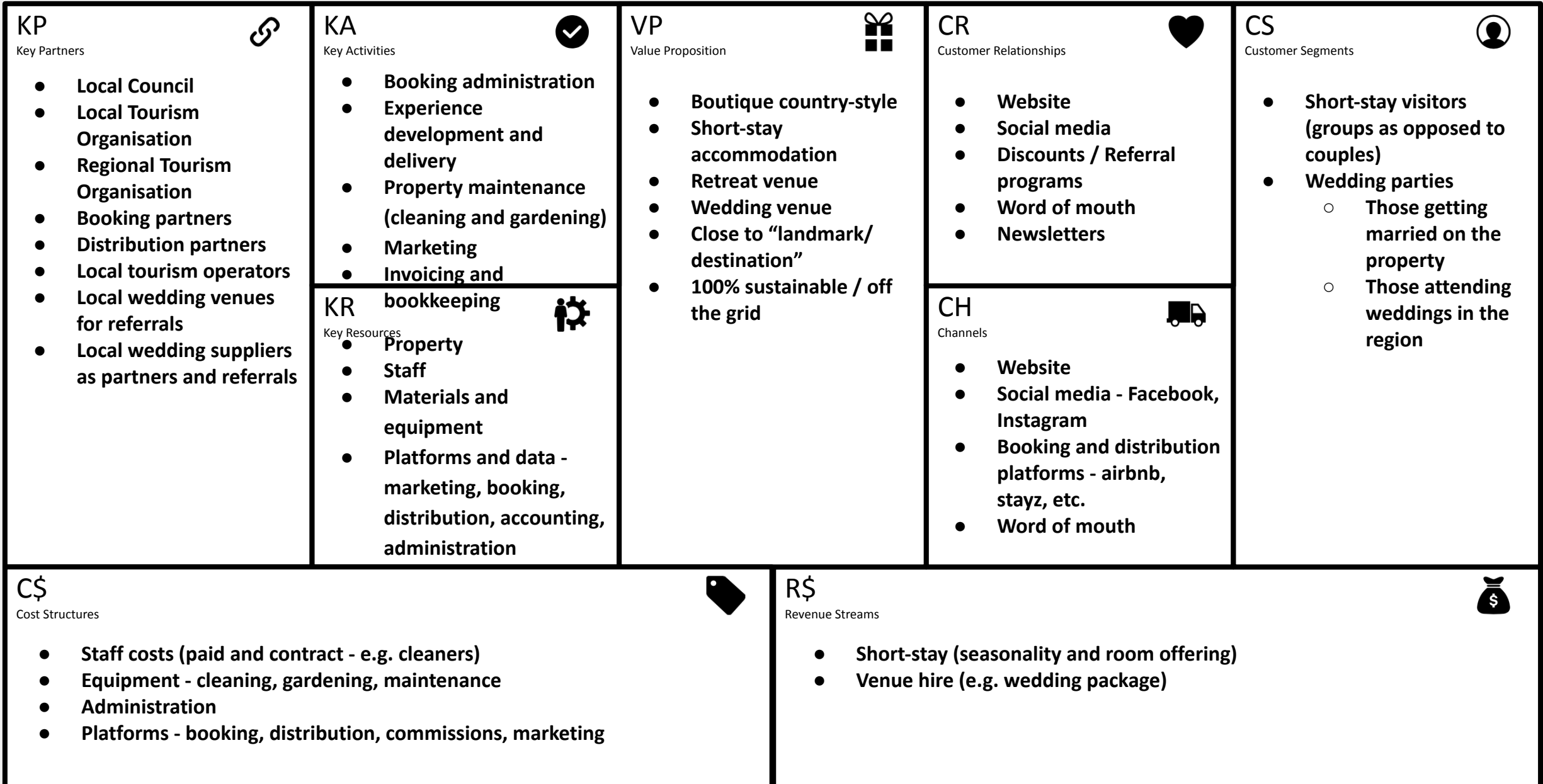
# Business Model Canvas

Designed for:

Designed by:

Date:

Version:



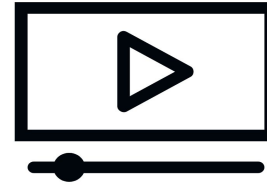
# LET'S RECAP

- Common business planning mistakes.
- How to avoid business planning mistakes.
- How to get your thoughts out of your head and into a practical plan.

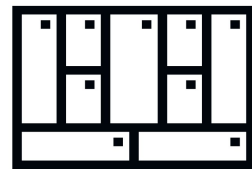
# RESOURCES AND TOOLS



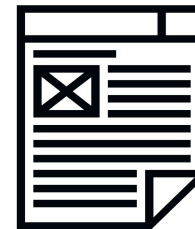
PRESENTATION SLIDES



VIDEO RECORDING



BUSINESS MODEL  
CANVAS TOOL



STRATEGYZER  
TRAINING VIDEOS  
AND GUIDES



# Destination North Coast NSW

---

## THANK YOU!

If you have any questions regarding this webinar or the mentoring program, please email the Sparrowly Group mentoring team - [mentoring@sparrowly.com](mailto:mentoring@sparrowly.com)