New York Public Library

Business Plan Development Schedule 2020

Task	Required Reading/ Review	Duration	Dates
• Attend Orientation Session • Complete the ***online*** orientation session and quiz (details nypl.org/bizplan)		Live: 90 min. Online: 30 min.	**1/1-10**
Submit an entry form via *FluidReview* (details nypl.org/bizplan)		30-60 min	**1/1-31**
Meet with a Business Advisor		1 Day	**1/14**
Secure: Business Plan Template (details nypl.org/bizplan) *Successful Business Plan: Secrets & Strategies* By Rhonda Abrams (amazon.com, half.com, campusbooks.com, textbooksrus.com) *Business Plan Pro* (Half.com, Amazon.com)	*Successful Business Plan* Chapters 1, 3, 4	5 Days	**1/14-20**
Identify your NAICS Code: census.gov/eos/www/naics/ Identify the Associations that cover your industry by researching the Encyclopedia of Associations (aka Associations Unlimited). Attend tradeshows and conferences. Join MeetUp, Yahoo, and Google groups. Contact a minimum of 5 members per day from the Association that covers your industry. Ask as many questions as you can to: 1) Determine if your business idea is sound; 2) Identify any trends in your industry that you should be aware of; and 3) Identify information, resources, and relationships that may be beneficial to your business.	*Successful Business Plan* Chapter 2 "How-to Videos and Podcasts" "Market Research: Information Sources for Small Business" *smallbiz.nypl.org*	5 Days (5 calls per day)	**1/21-27**
Meet with a Business Advisor		1 Day	**1/28**
Draft Cover Page, Company Description	*Successful Business Plan* Chapter 5	2 Days	**1/29-31**
Meet with a Business Advisor		1 Day	**2/4**
Research Your Industry Research industry sources such as newspapers, journals, and articles in online databases available at the Science, Industry and Business Library – *Business Insights*, *FACTIVA*, *Business Source Complete*, *EBSCO*, *Plunkett's Research Online*, and *First Research*. **Draft Industry Analysis Section of Your Plan.**	*Successful Business Plan* Chapter 6	15 Days	**2/5-25**
Meet with a Business Advisor		1 Day	**2/25**
Draft Target Market Section of Your Plan	*Successful Business Plan* Chapter 7	5 Days	**2/26-3/3**
Meet with a Business Advisor		1 Day	**3/3**
Draft Competitor Analysis Section of Your Plan	*Successful Business Plan* Chapter 8	5 Days	**3/4-10**
Meet with a Business Advisor		1 Day	**3/10**
Draft Strategic Position and Risk Section of Your Plan	*Successful Business Plan* Chapter 9	5 Days	**3/11-17**
Meet with a Business Advisor		1 Day	**3/17**
Draft Marketing Plan and Sales Strategy Section of Your Plan	*Successful Business Plan* Chapter 10	5 Days	**3/18 -3/24**
Meet with a Business Advisor		1 Day	**3/24**
Draft Operations Section of Your Plan	*Successful Business Plan* Chapter 11	5 Days	**3/25-3/31**
Meet with a Business Advisor		1 Day	**3/31**
Draft Management and Organization Section of Your Plan	*Successful Business Plan* Chapter 13	5 Days	**4/1-7**
Meet with a Business Advisor		1 Day	**4/7**
Draft Development Milestones and Exit Plan Section of your Plan	*Successful Business Plan* Chapter 15	5 Days	**4/8-14**
Meet with a Business Advisor		1 Day	**4/14**

Draft Financials Section of your Plan	*Successful Business Plan* Chapter 16	15 Days	**4/15-5/4**
Meet with a Business Advisor		1 Day	**5/5**
Draft Executive Summary	*Successful Business Plan* Chapter 4	3 Days	**5/6-5/8**
Meet with a Business Advisor		1 Day	**5/12**
Review Feedback from Business Advisor and Make Necessary Changes to Your Plan		5 Days	**5/13 - 19**
Meet with a Business Advisor To Review Final Draft		1 Day	**5/19**
TOTAL		**100 Days***	
Weekends + May 21-27 are not included in the 100 days to give you additional time in case you need it.			

Workshops, Milestones, and Important Tasks in 2020

WORKSHOPS (Min. attendance: 3 of 4 workshops. Try to attend all 4!)	**Check nypl.org/bizplan for dates and times in:**
***Business Planning & Research*:** Your startup must be built on a solid base. Learn the various parts of a business plan and research the feasibility and specifics of your idea to gain a thorough understanding of the market, your competitors, your clients, etc…	**JANUARY 2020**
***Developing Your Marketing Plan*:** Your marketing plan determines your startup's image, style, and message and it will help your customers become aware of your products or service. It will also be the first step in your sales process.	**FEBRUARY 2020**
Developing Financial Statements*:** ***(Attendance to this workshop is required for all participants): Understanding financial statements and developing them for your startup will serve as a roadmap to enable you to have better control of your company.	**FEBRUARY 2020**
***Pitching Your Plan*:** Your pitch will help open a lot of doors. It's important for you to know it by heart. Learn to create a great pitch and make sure it conveys enough information so that your listener is interested and asks questions.	**MARCH 2020**
MILESTONES	**Aim for date/completion no later than**
Complete initial tasks:	
Draft Cover Page, Company Description:	**January 31, 2020**
Begin Research:	**February 5, 2020**
Draft Industry Analysis:	**February 25, 2020**
Draft Target Market:	**March 3, 2020**
Draft Competitor Analysis:	**March 10, 2020**
Draft Strategic Position and Risk:	**March 17, 2020**
Draft Marketing Plan and Sales Strategy:	**March 24, 2020**
Draft Operations:	**March 31, 2020**
Draft Management and Organization:	**April 7, 2020**
Draft Development Milestones and Exit Plan:	**April 14, 2020**
Draft Financials Section:	**May 4, 2020**
Draft Executive Summary:	**May 8, 2020**
Review and finish:	**May 19, 2020**
IMPORTANT TASKS	**Dates**
Attend an on-site orientation session and complete the online orientation session and quiz.	**DECEMBER 2019 - JANUARY 2020 – Visit nypl.org/bizplan for onsite orientation details**
Submit an entry form (via *FluidReview*, details: nypl.org/bizplan):	**NO LATER THAN JANUARY 30 AT 11:59 PM**
Meet with a Business Advisor (required at least once):	**Suggested throughout the entire process**
Additional time to the 100 days in case you need it:	**Weekends and May 21 - 27**
Submit Business Plan (*One document in PDF format to FluidReview):*	**NO LATER THAN MAY 27 AT 11:59 PM**