

E-Business

08/11/2004 Class Plan

1. Starting A Web-based Business
 - a. What you need to get together
 - i. The Idea
 1. Honestly the word is honesty
 2. Have an idea book (a cheap one)
 3. Take notes
 4. Get a recorder
 5. What is the background of the market need
 6. What are we going to do to fill the need
 7. It is OK to do anything that is it legal were you are located, and moral for you
 8. What is your differentiator
 9. Why is it important
 10. Why will your customer buy from you
 11. What should you be doing
 12. Why they will not buy
 13. How will the money happen
 14. How will you price it
 15. Is there a repeat sale or after sale
 16. Are there liabilities
 17. Test the idea
 - a. Question the right people
 - b. Launch a trial
 18. Pour it on or cut it off
 - ii. The Customer
 1. What makes a qualified customer
 - a. Know they have the need
 - b. Have the budget
 - c. Have the authority
 2. Who are they
 - a. How can you identify them
 - b. Where can you find the 'pool'
 3. Who are they not
 - a. Are you looking at the wrong people
 - b. Is the world your customer
 4. Who should you not sell to
 - a. The wrong customer is wrong, wrong, wrong
 - b. Bad payers
 - c. Professional lookers
 - d. Finger pointers
 - e. Business that are risks or liabilities

5. How many are there
 - a. How big could this be
 - b. What is the opportunity
 6. How many will buy
 - a. What will the volume be
 - b. How much money will you have to work with
 - c. What should you invest in your business
- iii. The Funding
1. How much will you need to get started
 2. Where will you get startup money
 - a. Quick business idea
 - b. Venture capitalist
 - c. Angle investor
 - d. Free labor
 - e. Free goods, supplies, and products
 - f. Credit
 3. How will you end your funding agreements
- iv. Incorporation
1. How will you form your business
 - a. Proprietor
 - b. Partnership
 - c. LP
 - d. Corporation
 - e. S Corporation
 2. What will you call it
 - a. What will your market like
 - b. Multi-naming
 - c. Branding
 - d. Your personal name
- v. The Advertising
1. How and where will you do it
 - a. Paper
 - b. Mixed media
 - c. Billboards and buses
 - d. Networking
 - e. Word of mouth
 - f. Business work-site
 - g. Why will you advertise
 - i. To sell
 - ii. To raise an issue
 2. What about committees and boards
 3. What about public relations campaigns
- vi. The Support
1. What equipment will you need
 - a. What is equipment
 - b. What is the purpose

- c. What is the dollarized value
 - d. When will you need it
 - e. How will you maintain it
 - 2. Facility
 - a. Do you need one
 - b. What is the dollarized value
 - c. How about work at home
 - i. Your distractions
 - d. Think 'on the cheap'
 - 3. What help will you need
 - a. Positions
 - i. What is the purpose
 - ii. What is the dollarized value
 - iii. When will you need it
 - iv. How can you fill it
 - 1. Staff
 - 2. Services
 - 3. Contactors
 - 4. Consultants
 - 5. Temporary
- vii. The Growth
- 1. Should you grow
 - 2. How will you grow
 - a. Company size
 - b. Customer base
 - c. Volume
 - d. Product line
 - e. Business line
 - f. Pricing
 - g. Test the ideas
 - i. Question the right people
 - ii. Launch a trial
 - h. Pour it on or cut it off
 - 3. Sales force
 - a. Rainmakers
 - b. Hire, hire, hire
 - c. Pay steak and eat hotdogs
 - 4. Outsourcing
 - a. Workforce
 - b. Factories
- b. Business Failure
- i. Why do businesses fail
 - 1. Most fail due to success
 - a. Technician minded owners
 - 2. Owner pride
 - a. Technician minded owners

3. Anti-profit sales
 4. 'No profit zone'
 5. Lack of understanding of market need
 6. Lack of or bad idea
 7. Lack of or bad plan
 8. Focus or mind-share
 9. Abandonment
 10. Deprecation or unplanned irrelevance
 11. 'Outside the box' competitor
- ii. How to prevent failure
 1. Honesty
 2. Planning for failure
 - a. Low or no debt
 3. Early correction
 4. Change
 5. Selling or Closing
 - a. Cut your loss and leave with your money
 - b. Think stock market
 - c. People are too scared to sell
 - iii. What if you do fail
 1. It is over when you say it is
 2. Sell anything that is worth anything and everything is worth something
 3. Know why you failed
 4. Do not be afraid to try again
 - a. Think how long it took you to walk
- c. Purpose of starting a business
 - i. To support a lifestyle
 1. What do you need
 2. What do you want
 3. What will blow your expectations through the roof
 - ii. To be sold
 1. Do you need money from the business
 2. When to sell
 - a. What do you need
 - b. What do you want
 - c. What will blow your expectations through the roof

Assignment

Using section 1.a.i of this outline, pick a business you know, work at, or want to start and write a 4–6 page paper addressing the points and questions from this outline.

2. Other topics
 - a. Lifestyle Businesses

- b. Businesses to be sold
 - i. Increasing Value
 - 1. Business Process
 - 2. Trademarks
 - 3. Patents
 - 4. Customer Base
 - 5. Brands
 - 6. Contracts
 - 7. Value Chain Position
 - 8. Assets
- c. Business Process
 - i. Documentation
 - ii. Organization
 - iii. Vision
 - iv. Standards
 - v. Standard operating procedures for everything
- d. Business Maturity
 - i. Stages of maturity
 - 1. Infant
 - a. Owner only
 - b. No documentation or processes
 - c. Owner is the business
 - d. Work sits if owner is busy or not in
 - e. Will not live on
 - f. Sick or vacation time is no profit time
 - g. Frustration
 - h. Sold via hiring the owner
 - 2. Immature
 - a. Owner plus help
 - b. No documentation or processes
 - c. Owner always involved
 - d. Help sits if owner is busy or not in
 - e. Sick or vacation time is no profit time
 - f. Will not live on
 - g. Dangerous for help
 - h. Frustration
 - i. Can be sold for value of equipment
 - 3. Mature
 - a. Owner of an organization
 - b. Documentation and processes
 - c. Business runs without owner
 - d. Branding
 - e. Vision
 - f. Identity
 - g. Lives on
 - h. Often can be sold for good money