



# ENTREPRENEURSHIP.COM

## How To Create a Winning Dot-Com Business Plan

TIM BURNS

**TIM BURNS** is an author, speaker and business consultant. A graduate of Tulane University, Mr. Burns is a qualified attorney and chartered public accountant, specializing in the areas of taxation, strategic business planning and estate planning. He is the author of *The Complete Guide to Owning and Promoting a Successful Bed & Breakfast* and *Break the Curve – The Entrepreneur's Blueprint for Small Business Success*. Mr. Burns also hosts a weekly cable television program on legal and business issues.

**SUMMARIES.COM** is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at <http://www.summaries.com>.

**MAIN IDEA**

The days of preparing highly detailed, 100-page business plans are over. In the new economy, change is happening constantly. Therefore, a more flexible type of business plan is required which is concise, flexible enough to permit modifications to be made on the fly and focused on one key point – how profitability will be achieved. This is the essence of “The e-Plan”.

An e-plan’s format is simple and direct. In just 10 PowerPoint slides, an executive summary and as much narrative as required, the e-Plan conceptualizes the business strategy and model. It encapsulates what the business proposes to do. As circumstances change or new opportunities arise, e-Plans can be adapted quickly and simply.

Thus, for an entrepreneur, a good e-Plan:

- Helps you clarify your own thinking about precisely what your vision is and what you need to do in order to bring that vision into existence.
- Allows you to explain your business plan to potential investors quickly, concisely and clearly.
- Is an excellent tool for talking to potential employees or business partners. It avoids ambiguity, communicates ideas effectively and acts as an excellent discussion leader.
- Allows you to spend more time doing and less time talking about what you’re going to do.
- Inspires confidence.

In sum total, the e-Plan is a new generation business plan, optimized for the demands of the Internet business era.

Section 1 – What’s an e-Plan? . . . . . Page 2

An e-Plan is a business plan for the Internet business era. It combines the vision, the business opportunity and proposed solution together in a concise, easy-to-present and quick-to-change format.

In short, an e-Plan is a compass to business success rather than a detailed road map.

Section 2 – The 10 components of an e-Plan . . . . . Pages 3 - 7

An e-Plan consists of an executive summary and roughly 10 PowerPoint slides, accompanied by as much narrative as considered appropriate:

| e-Plan | Executive Summary |                       |
|--------|-------------------|-----------------------|
| 1      | —                 | Company Name          |
| 2      | —                 | Mission Statement     |
| 3      | —                 | Management Team       |
| 4      | —                 | Market Analysis       |
| 5      | —                 | Industry Analysis     |
| 6      | —                 | Market Opportunity    |
| 7      | —                 | Solution              |
| 8      | —                 | Marketing Plan        |
| 9      | —                 | Financial Projections |
| 10     | —                 | Valuation Analysis    |

Section 3 – Putting the e-Plan to work . . . . . Page 8

With a well thought out e-Plan in place, you’re now well positioned to do three key things:

1. Attract the start-up funding you require.
2. Develop an exit strategy for yourself.
3. Execute the plan, creating something of value.

In essence, once you’ve planned your work, it’s then time to get out and work your plan.

# Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

## Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- > Learn from the mistakes and success of the smartest people in business;
- > Get fresh ideas, strategies & motivation that could be worth millions to you;
- > Follow emerging trends, so you can catch the wave before your competitors do;
- > Catch up on the classics you always wanted to read.

## 1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

