



What's your story?

It's not about the idea, the concept, or the plan. It's about *you*, and the inspiration that brought you here to explore the next step.

You tell us that *story*, and we'll help you write the next chapter.

What is a venture plan?

A venture plan is simply whatever “blanks” you need to fill to illuminate the shape and direction of your idea.

Put another way, it’s whatever you bring to the table in resources and skills minus what you need to convert your concept into a business.

If you’re starting an online clothing store and you plan to invest your own money, can produce your own branding and graphics, know how to build an effective website, and know where to buy the wholesale clothes for resale, all you need is a cost/profit proforma to confirm its viability.

But if you want to build a co-share workspace and need capital investment, real estate, graphic design, website development, and staffing, well, you need a very elaborate venture plan and a bunch of resources to produce a compelling story that will attract the players and participants to your concept.

I know you could fill a small planet with the business plan books and websites out there that tell you that your venture plan has to be X and Y to make it to Z, but that just isn’t true.

You don’t always need X, Y, and Z to start or grow a business; you just need the A, B, or Cs that you’re “missing” from your personal equation, and a presentation of narratives and numbers that illuminate **your story**.

And “your story” is nothing more than answering the question of **Why**.

Why your venture?

The core of your venture plan answers three simple questions:

Why now?

Why here?

Why you?

All the assumptions, analysis, graphics, and positioning of a well-constructed venture plan are ancillary to these three "Whys".

Why now? Can you make a credible case as to why your timing is good for your venture? Is there proof that this time is the **right time**, or can you demonstrate how you'll make it the right time despite what appears to contradict your assumption?

Plenty of ventures in history were "ahead of their time" and, thus, unsuccessful. But there is an equal number of ventures that seemed to be "bad" timing that started business revolutions. Make that case, and you have time on your side.

Why here? Why did you choose this market or venture space? Did you choose this venue, or did it choose you with a personal experience in this space that compelled you to pursue a related venture?

You have to present your case for the market where you want to plant your venture flag, even if it's obvious. Just like timing, **market fertility** can be deceiving, so you need to prove your venture seed will sprout, even if it seems contrary to popular perception.

Why you? This is the most important question in the entire venture process. I know it seems counter-intuitive to answer a question like this if you're the one with the **venture vision**, but there's no measure of credentials, pedigree, or experience that makes this answer obvious.

Venture vision is important, but why you to translate this vision into a venture? It's a soul-searching expedition, but a prerequisite to your venture quest, and the most important "proof of concept" in any venture presentation you assemble.

If you can answer these three questions above, you are ready to start your venture plan.

You're ready to **Do**.

Where to begin?

There is only one starting place in venture planning, and that is the visual. No vision becomes a reality without a picture of what you're striving to achieve. It's the primordial truth in life, and it's the gospel in venture planning.

So, even before you start thinking about the numbers, narratives, resources, positioning, and timeline, you need to name your venture, create the icon, develop the branding unit, give your vision a graphic.

Do this, and I promise you'll feel like you have a venture before you even start the plan. That is the biggest ingredient of your success, **graphic anticipation.**

Your road beyond this visual is where we can help. Reach out and tell us where you are and where you want to go—and why it's the right time, right place, and right entrepreneur (you), and we'll start you on the path of venture planning that fits your story.

That's what we do, and that's what we've done for entrepreneurs, business owners and investors for a long time.

You tell us the destination, and we'll help chart the path of narratives and numbers—and organizational strategy—to get you there.

Let's start with your story.