



Client Brief

**Start-up Business Plan Development**

**Key words:** business planning, new business formation, business plan, services development, start-up venture

**Conundrum:** Group of professionals interested in developing business plan for a start-up venture to determine business viability and to develop a planned process for the business as well as an approach investors.

**Synopsis:** A small group of business and healthcare professionals wanted to start a new business with an emerging concept in concierge medical services. They had some industry information and a solid concept but needed to put their concept into a formal plan.

They engaged the services of Forté Partners, LLC to help them articulate a plan and to capture the key elements of the process that could be presented to prospective investors. The engagement initiated with a vision and a strategy session where the concept was examined and assessed by the business group. This concept session was augmented with participation from specific service professionals. The essential issues investigated included the demand for such a service, the offering specifics, the marketing opportunities, and cost implications.

Once the vision platform was established, Forté Partners, LLC conducted industry research to determine a business model for framing the new service. This model included proforma budgets and cash flow projections. Research and analysis was also conducted to determine likely demand and suggested approaches to promoting the new venture.

Once the preliminary information was discussed and explored with the business entity, Forté Partners, LLC created a formal business plan which included:

- Services and operations
- Market description
- Competition
- Technology
- Financials

**Benefit/outcome:** The organization was able to use the document for investor discussions and presentations. Once investor financing was arranged, the plan and ancillary information served as a platform for the new venture's initial operations providing a platform for infrastructure development and initial market penetration. The organization is still in the start-up process.

**Client type:** start-up business