



[Home](#) > [Courses](#) > [Bay Area Farmer Training Program](#) > [Business Development and Management](#)

[← Previous Module](#)

[Next Module →](#)

Module

22. Business Plan Work Time

Module Progress: 

Background Material

There are many ways to plan and market a business or project. Please review the materials provided in [Module 16 on Business Plans](#) and [Module 17 on Marketing](#). Tension exists in using business planning strategies rooted in colonialism and capitalism. It is important to stay critical and question assumptions and structures. At the same time, business planning concepts are important to consider, even if we have different visions for how to organize and plan. They serve many potential templates for how to propose and plan your projects. What matters is your ability to communicate what you want to do, how you will do it, and how organizations like MESA and Planting Justice can best support you. To follow, are a series of business plan models that you may draw on for your proposal.

Traditional Business Model Template

1. **Pitch:** short introduction to yourself and your project that is geared to a particular audience.
2. **Mission:** your project's reason for being.
3. **Vision:** the world your project will help to create.
4. **Core Values:** guiding principles for your project.
5. **Marketing Strategy:** how you'll get the word out.
6. **Financial and Fundraising Strategy:** how you'll fund your project.
7. **Basic Budget:** figuring out what your project needs to survive.
8. **Legal or Other Aspects:** case-by-case issues that to consider.

Lean Business Planning

A constantly evolving set of bullet points that are revised based on an iterative feedback cycle of testing an idea and evaluating outcomes. The bullet points should cover

at the least these concepts:

1. **Identity:** what distinguishes your project and how does it an extension of your personal identity?
2. **Strategy:** how will you go about realizing your project?
3. **Tactics:** what are the specific ways you will realize your strategy?
4. **Milestones:** what do you hope to accomplish and by when?
5. **Assumptions:** what are the preconditions upon which your project is based?
6. **Metrics:** how will you measure the success of your idea?
7. **Forecasts:** essentially budgeting out to for a certain period of time.

Missing Pieces

The above outlines may not cover important issues, such as **The Problem** that is being addressed, or **The Externalities** to your project. Externalities refer to the

positive and negative consequences of a project that normally escape traditional accounting.

The Leadership Model

You can reduce marketing an idea to the following elements: (1) Why; (2) How; and (3) What. Although these elements may seem simple, the ability to communicate them effectively is very important for people to not understand why you do what you do, but also believe in it and adopt it as their own cause. Please refer to [Module 17: Marketing](#) for more details, including the TED talk by Simon Sinek.

Gift Economy Model

A very different approach to life in general is called the Gift Economy Model. To follow are the principles of gift economics borrowed from [East Point Peace Academy's website](#).

1. **No price, No fee:** In a Gift Economic System, goods or services are offered for no price or fee. There is no request for any money (or anything) in exchange for the goods or services offered. The offering is made out of generosity. An offering out of generosity is a uni-directional movement. (In a Market Economic System, goods or services are offered as part of an exchange or trade – a reciprocal, bi-directional movement.)
2. **Voluntary Giving to “Pay It Forward”:** Instead of a request for money (or anything) in exchange, all recipients of goods or services are offered an opportunity to make a voluntary gift to the provider of the goods or services. This is an opportunity to “pay it forward”, to allow the provider to continue to offer their goods or services to others.
3. **Giving in Response to Need:** The motivation for giving, in the Gift Economic System, is to help meet the needs of the recipient. Therefore, information about

the magnitude of the need is helpful information for prospective givers, to help inform their decision about the magnitude of their gift.

4. **Giving in Proportion to One's Ability:** The participants in the Gift Economics System are invited to offer gifts that are in proportion to their ability to give. Everyone is invited to make a gift, if they are able. And those who have a greater ability are invited to offer greater gifts. (In a Market Economic System, everyone is asked for the same price in exchange for the goods or services offered.)
5. **Information feedback loop:** A Gift Economic System functions best when the givers are able to know when the need has been met, or how close or far the need is from being met. This "information feedback loop" also helps the givers, to inform their decision about the magnitude of their gift.

Reflection Questions



22. Business Plan Work Time

[← Back to Lesson](#)

[Edit](#)

Your Comment...

Comment

Support Our Learning
Community

© 2016 | A Farm Centered Learning Community for Social Change | For technical support, please contact tech@mesaprogram.org | learn@mesaprogram.org | Powered by MESA, Inc

