Adventures in Business Planning

This manual is your guide to working with the Business Plan Wizard. It includes:

About the Wizard

The Business Plan Wizard takes teachers and students on an adventure in an abandoned classroom in the basement of a school. Two students with entrepreneurial mindsets meet the Wiz, who guides them through the process of creating their own business plans, from idea through to implementation.

Parts in the Business Plan Wizard include:

- Coming up with—and documenting—a business idea
- Doing the research
- Planning the operations
- Putting together a marketing plan
- Managing the money
- Finishing the business plan

System Requirements
- Internet Explorer 6 or later, Firefox 3 or later, Safari 4 or later, or Chrome
- Adobe Flash Player version 10.1 or later

Using the Wizard

Before getting started, there are some basics you'll need to know. This section includes suggestions for using the Wizard in the classroom, how to navigate through the Wizard, and it describes the various parts of the pages, including the Home page, the lesson and exercise pages, and the template pages.

In the Classroom or Independently
There are different ways you can work with the Wizard:

- Teachers can take their classes through the Wizard, doing the exercises, and completing the business planning templates as a group. In this case, teachers should prepare with some ideas for businesses to help the group get started when it's time to start working on the templates. This scenario may be beneficial for some of the earlier grades, helping them to understand business planning by participating in the exercises as a group.

- Teachers can take their classes through the Wizard, with students completing the business planning templates on their own. This scenario may work best for teachers who want to guide their students through each part, but have them develop their own business plans.

- Students can work through the Wiz independently, at their own pace, turning to their teachers for guidance as needed. This scenario is best for students who have demonstrated the ability to work independently, and who have a strong interest in entrepreneurship and business planning.

Curriculum Suggestions
The Business Plan Wizard is ideally suited for the following entrepreneurship courses:

- Entrepreneurship: The Venture, Grade 11, College Preparation (BDI3C)
- Entrepreneurship: The Enterprising Person, Grade 11, Open (BDP3O)
- Entrepreneurship: Venture Planning in an Electronic Age, Grade 12, College Preparation (BDV4C)

You can access additional curriculum information when you open the Wizard.
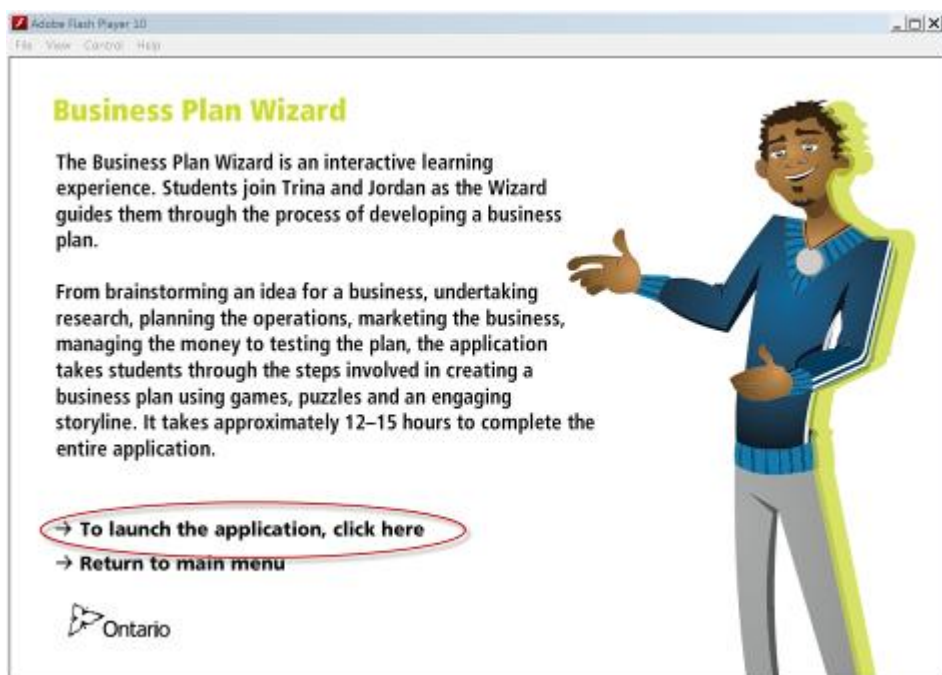
Launching the Wizard

You can access the Wizard from MEDI's website, or from a CD. Links to the Wizard are available here: http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_ye_bizplanwizard_en.jsp.

Once you've accessed the Wizard, you'll see a main screen:

Then, launch the application:

Navigating the Wizard

Here are the main things you'll need to know about navigating through the Wizard.

- Parts of the Home page
- Saving your work
- Resuming work
- Unlocking the Wizard
- Exiting the Wizard
- Parts of the lesson page
- Completing exercises
- Parts of the template page

Parts of the Home Page

Number	Description
1	This is a list of all the parts in the Wizard. The part that is highlighted is the part you are on. As you work through the Wizard, all the parts you've completed will be highlighted. You won't be able to access parts that aren't highlighted, but you can go back to any part you've already completed.
	Unlocking all parts of the Wizard: You can unlock the Wizard so you can access all the parts in any order you'd like. Once it's unlocked, all parts will be highlighted. Read more in the Unlocking the Wizard section, below.
2	The cell phone icon provides access to the templates.
	■ To access the templates for the part you are in, click on the cell phone.

Number	Description
	◾ To access templates for another part, click on the cell phone icon, then select the part from the tabs along the bottom of the screen. For example, if you're in Part 3, but want to access your Part 2 template, select the tab for Part 2.
	You can select only the tabs that are highlighted, unless you've unlocked or completed the Wizard.
	Click the Return button to return to where you left off.
3	Click on the disc icon to save your work. As you go through the Wizard, you'll be filling out templates. When you click on this icon, a dialog box will open up, asking you to select a place to save your file. Read more in the Saving your work section, below.
4	Click on the tutorial icon to open the Wizard tutorial. It opens as a PDF.
5	If you left a session before completing a part, click here to pick up where you left off. A dialog box will open asking you to locate your saved file. Read more in the Resuming work section, below.
6	Click the question mark icon to open up the navigation guide. The navigation guide explains the different icons you'll see in the Wizard.
7	Click Home to return to the Home page.
8	This bar shows you where you currently are in the Wizard. In this diagram, you are on the Home page. When you're in Part 1, it will display "Part 1 – The Challenge".

Saving your Work

As you work through the Wizard, there are times you'll need to save your work. Save when:

◾ You're finished for the time being but want to resume later, picking up where you left off.
◾ You've done some work on a template, either at the end of a part or during a part. As soon as you've done work on a template, the disc icon displays a yellow exclamation mark to remind you to save your work:

Note: The disc icon won't display the yellow exclamation mark unless you have done some work on a template. If you need to stop working before you've finished a part, you still need to save so you can pick up where you left off and access any previous templates you've done. (To help you manage your time, this guide provides a progression indicator so you can assess where you are in each part.)

Where to Save

Save your work to a location you'll remember. When you go to save the file, you'll notice that its default name is BusinessWizard. If you're saving your file to a public directory, personalize your file so you can find it again, e.g., BusinessWizard_Trina.

If you're working on a classroom computer, and don't always use the same computer, you should save your file to a thumb drive, so you'll be able to access your work regardless of which computer you're working on.

How to Save

1. Click the disc icon - ![disc icon]. The save dialog box appears.

2. Choose a location to save your work and give your file a name. Try to save the file to the same place each time, so you always know where to find it.

   In the diagram below, we're saving the file to the Desktop, in a folder we've created called Business Planning. We've named the file "BusinessWizard_Trina."
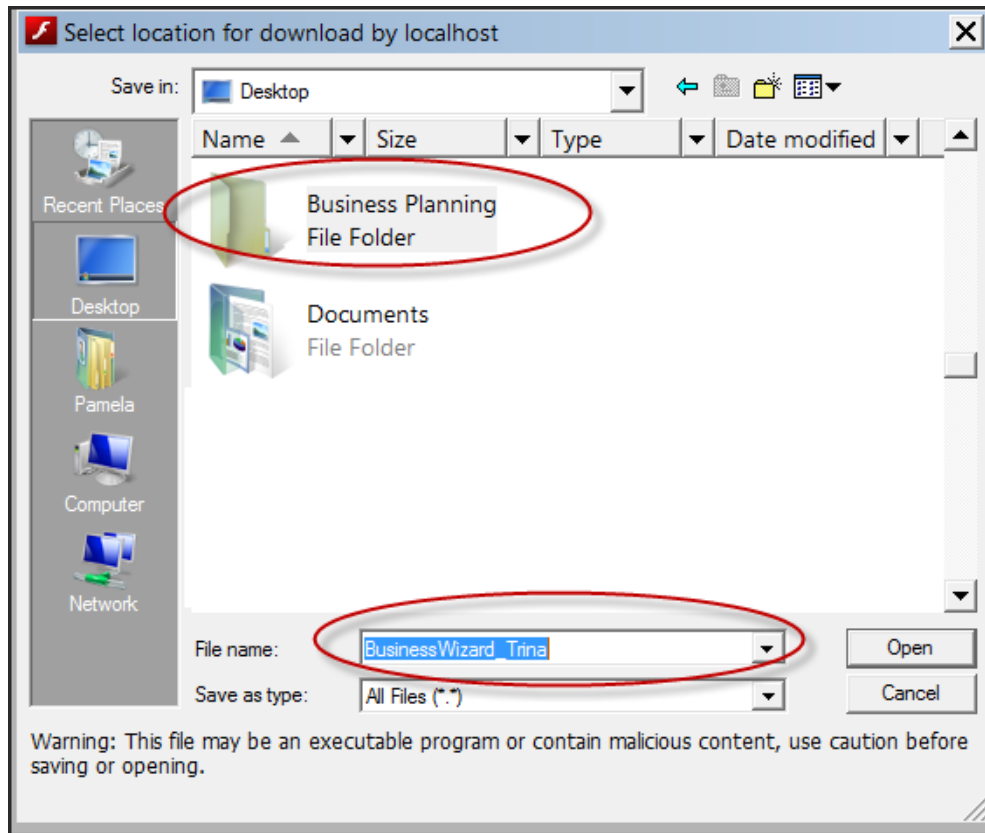
Note: The next time you save your file, find your existing file, select it, then click Save. You'll be asked if you want to replace your file. Click Yes; it's okay to replace your older file with a new one, because the Wizard will always save all the work you've already done, as long as you've been saving it.

Resuming Work

When you're ready to resume work on the Wizard, launch the application. Follow the instructions in the example below:
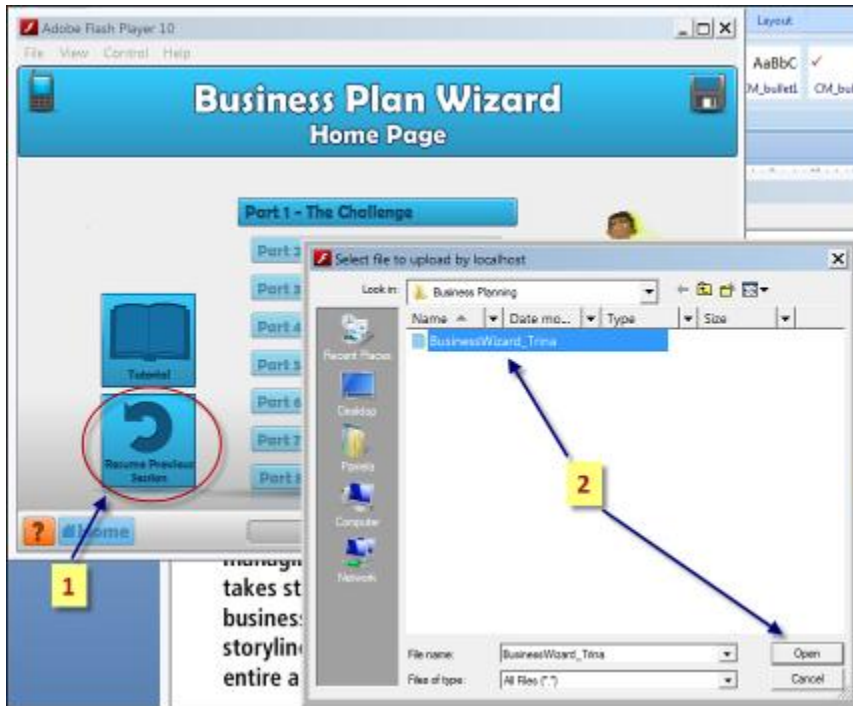
1. From the Home page, click Resume Previous Session.

2. Find your saved file, and click Open.
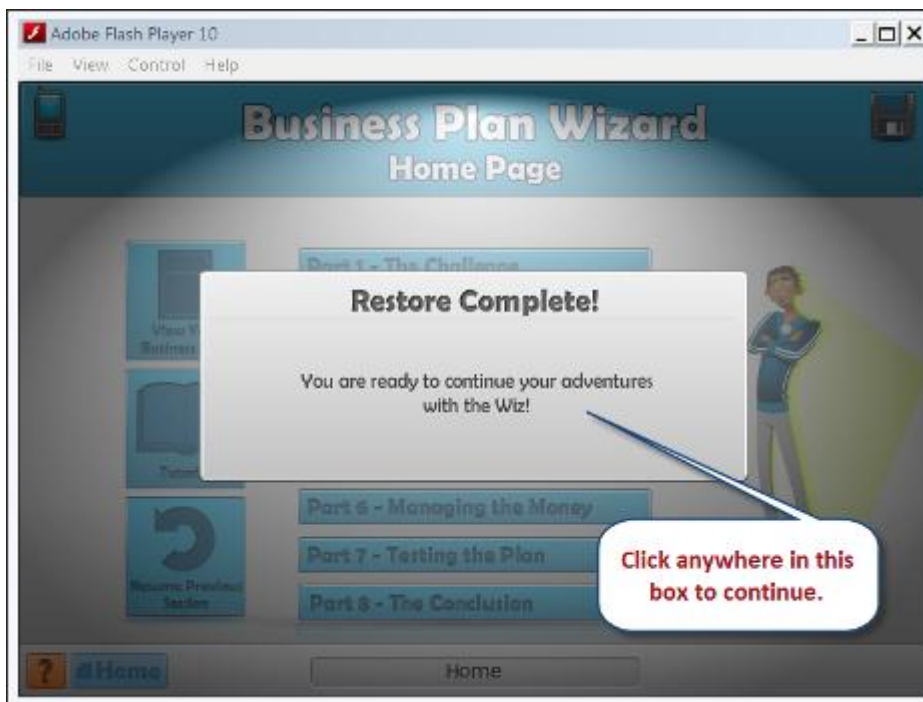
Once you've resumed your session, you're returned to the Home page, where you can select the part you were working in.

Unlocking the Wizard

If you want to work through the Wizard non-sequentially, you can unlock it. (Teachers may want to unlock it to review the whole Wizard before teaching it.) However, it is best that you work through the Wizard in order, because the templates continue to build into a complete business plan.

To unlock:

1. From the Home page, click on Tutorial.

2. In the Tutorial, you'll find an unlock file. Save it to a location you'll remember.

3. When you launch the application, click Resume Previous Session. Navigate to the unlock file, select it, and click Open.

4. The "Restore Complete" box appears. Click anywhere in the box to close it.

You'll notice that all parts are now highlighted, so you can select any of them. A new icon "View Your Business Plan" is also available:

Viewing your Business Plan

As you work through The Wizard, you can view your business plan at any time, as you continue to add to it. Viewing your business plan is useful so you can see it in its entirety.
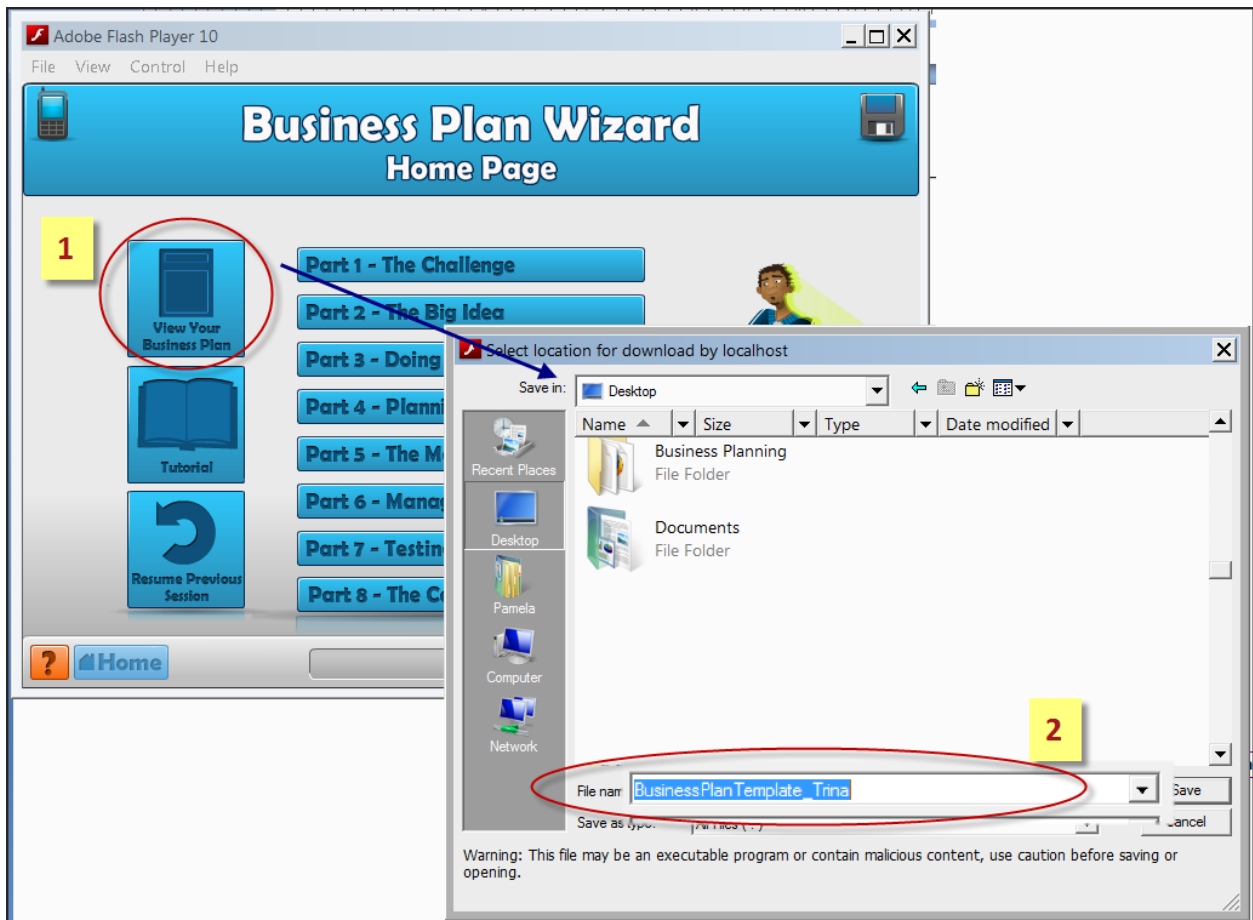
1. From the Home page, click View Your Business Plan.

2. You'll be asked to select a location for download. Choose a location you'll remember and give the file a name (the default is BusinessPlanTemplate), and click Save. Then, navigate to the location where you've saved it and open your business plan. Your business plan will open in a browser window.

    Note: Each time you want to view your business plan, you'll need to repeat these steps. When saving your file, you can overwrite the current file, or choose another location and/or file name to save a new version of it.

Exiting the Wizard

To exit the Wizard before finishing a part, make sure you've saved your work, then click the close box (☒) in the upper right corner. When you start working on the Wizard again, you can resume your saved session, or select a new part from the Home page.

Important! Always save before quitting.

Lesson Pages, Exercises, and Templates

As you work through the parts of the Business Plan Wizard, you'll receive instruction and advice from the Wiz. Each part has:

- Lesson pages
- Exercises
- Templates

A Typical Lesson Page

A typical lesson page has these common elements:

Number	Description
1	Use these arrows to navigate through the part. **DO NOT** use the back arrow on your browser. If you do, you'll exit the program and lose any unsaved work.
2	This is the area where the lesson takes place and information is presented to you.
3	Click on this icon to get information about the part, such as its learning objectives and how many class periods you'll need to complete it.

Some lessons have more material than can be displayed all at once, so you'll see a scroll bar on the right side of the screen. Make sure you scroll down to see all the information in the lesson.
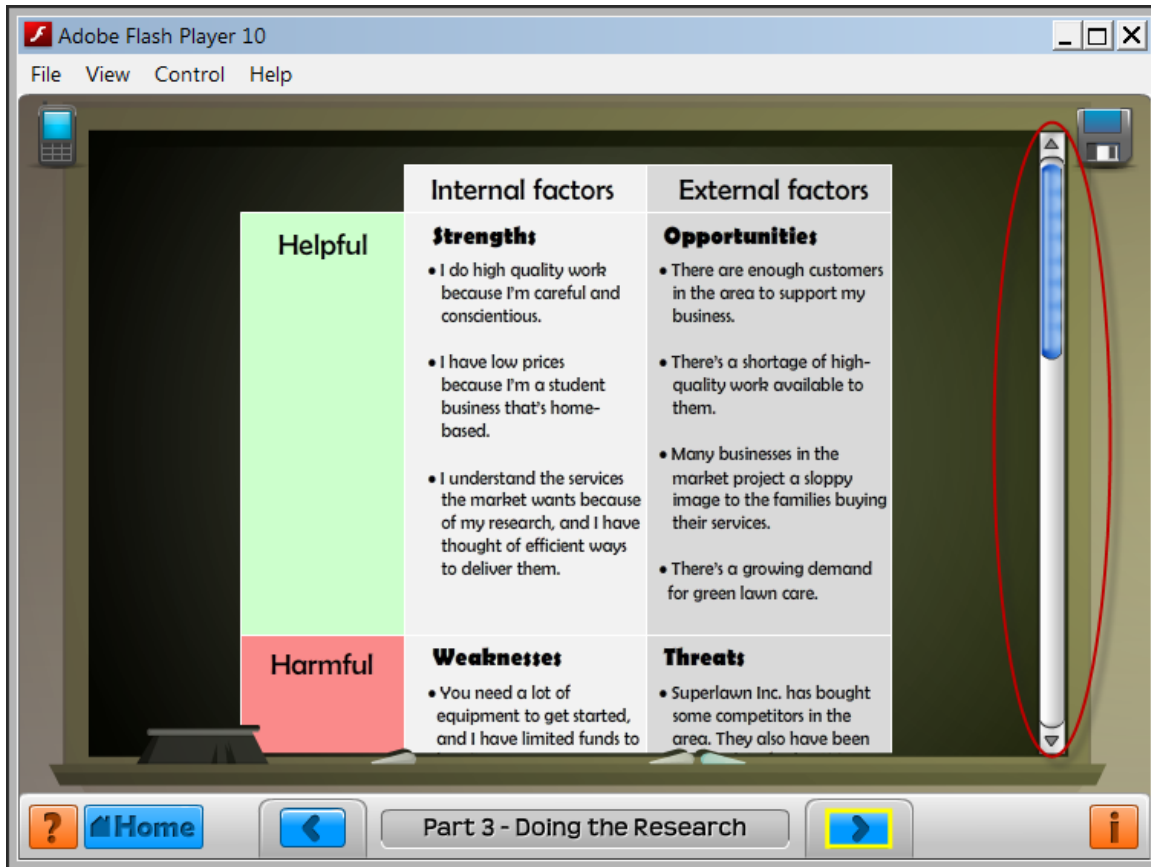

A Typical Exercise

As you work through each part, the Wiz may ask you to perform an exercise to make sure you understand a concept before moving on. Exercises include true and false, filling in the blanks, matching items, or selecting the correct answer. You'll get immediate feedback and an explanation of the correct answers.

Here is an example of a typical exercise:

In this exercise, you rank the items in order of their importance to you. When you're done, click the Done button. (Most exercises have either a Done button or a forward arrow that appears once you've completed the exercise.)

The feedback provided depends on the type of exercise. For example, in matching exercises, if you try to drag an item to the wrong category, it won't stay there. In the following example, you get immediate feedback as soon as you make your choice:
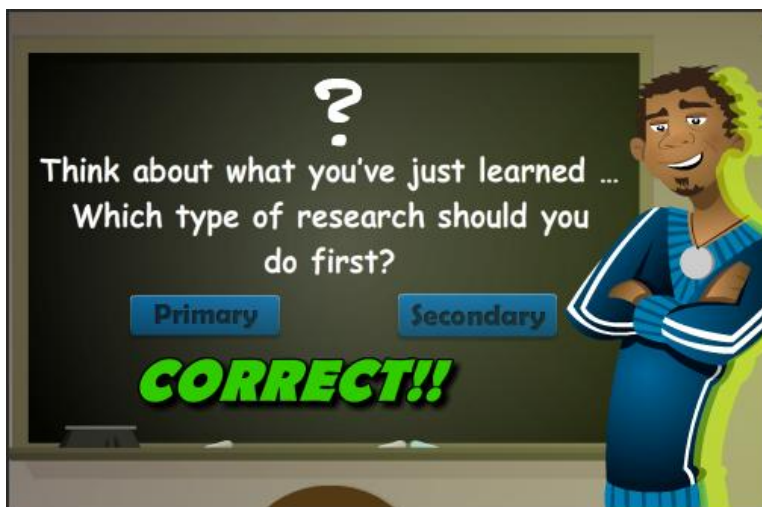
A Typical Template
Each part also has templates that you complete. These templates will eventually form your complete business plan. Each part (with the exception of the Hot Dog Stand Challenge) ends with a template for you to complete, but some parts also have templates throughout.

Each part typically ends with the Wiz sending a link to the templates on the cell phone. Click Accept to access your template.
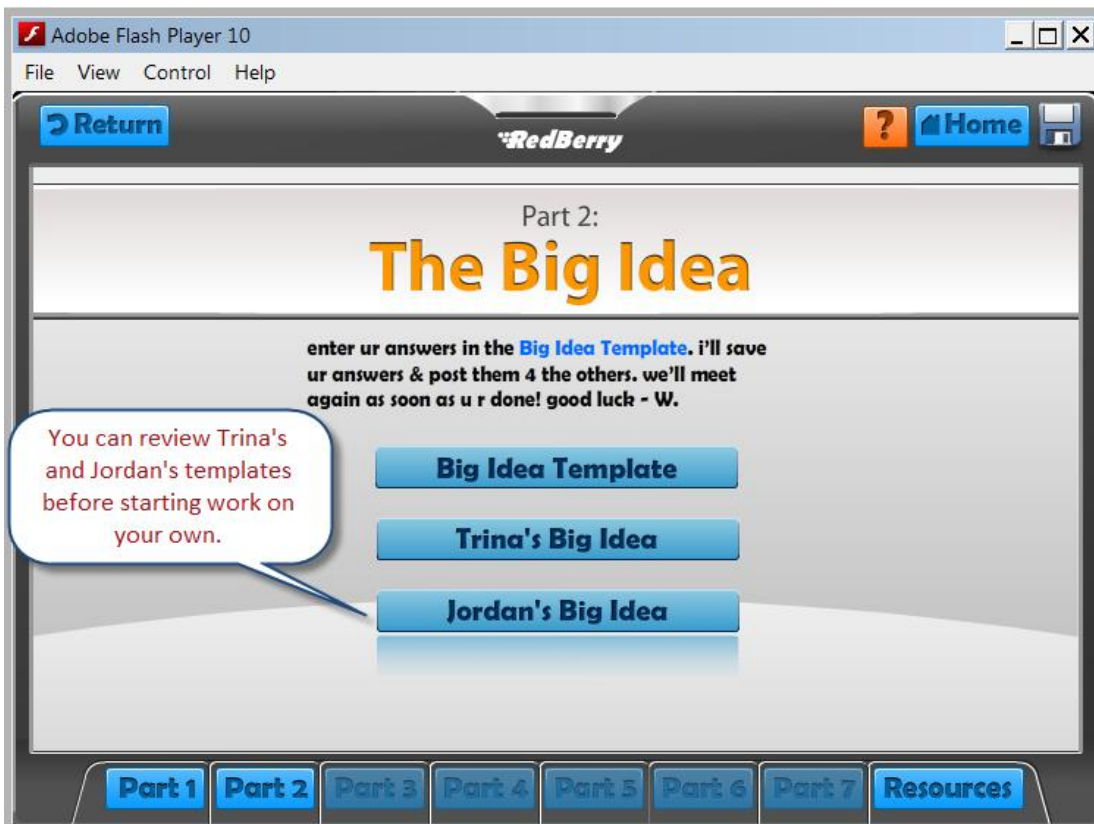
Working with Templates

Number	Description
1	Click Return to go back to where you were in the part. Returning to where you were is useful if you want to review material to help you complete the template. If you accessed the template from the Home page, clicking return will return you to the Home page.
2	Click Back to go back to the template main page. From here, you can review Trina's and Jordan's templates to help you with your own.
3	Click the disc icon to save your template as you're working on it.
4	Click Home to go back to the Home page to start a new part. (If you want to exit the Wizard without starting a new part, click the close box -- ✕ --in the upper right corner.) Remember to always save when you exit the Wizard to avoid losing any work.
5	Type in your answers here. As you progress through the Wizard, your answers will help you to build a complete business plan, carrying from part to the next. If you want to change any of your entries, you can access the templates for all the parts you've already completed. See number 6.
6	If you want to review any of the templates you completed for previous parts, click the applicable part number. Only those parts you've completed will be highlighted, unless you've unlocked the Wizard.
7	Click Resources to view a list of resources applicable to all parts of the Wizard, such as the Glossary.

Some template pages will have resources to help you with your business plan, as in the following example:

These links open in new pages of your browser. You can leave them open and continue work in the Wizard at the same time. Also, as with the lesson pages, some templates have more information than can be displayed, so make sure you scroll down to see all parts of the template.

Key Points to Remember

Now that you're ready to get started, here are a few key points to remember:

- Listening along – You'll need to have your sound turned on to hear the dialog among the characters, but if you're in a situation where you need to have your sound turned off (library, or classroom with everyone working at their own pace) and don't have earphones, the screen also displays the entire dialog.

- Saving – always remember to save before existing the Wizard, and whenever you see the save icon with a yellow exclamation mark.

    When saving to a public directory, make sure you personalize your file.

- Working sequentially - It's best to complete the Business Plan Wizard sequentially so you benefit from the lessons in each part.

Part 1 – The Hot Dog Stand Challenge

Part 1 kicks off the adventure with an invitation to participate in the Hot Dog Stand Challenge. The Hot Dog Stand Challenge introduces the components of a business by asking you to correctly assemble and label the parts of a business.

Time Required to Complete Part 1

Part 1 can be completed in one class period, and is largely interactive. There are no lessons and templates, just the hot dog stand challenge game.

The game itself will take about 10 to 15 minutes to complete, but teachers may want to spend more time explaining the business components that are introduced in this part.

Part 1 begins when you open the locker and answer the cell phone to accept your invitation to play the Hot Dog Stand Challenge. It ends when you've completed the challenge and receive an invitation to Classroom B-101.

Screen 2: Click on lock to begin
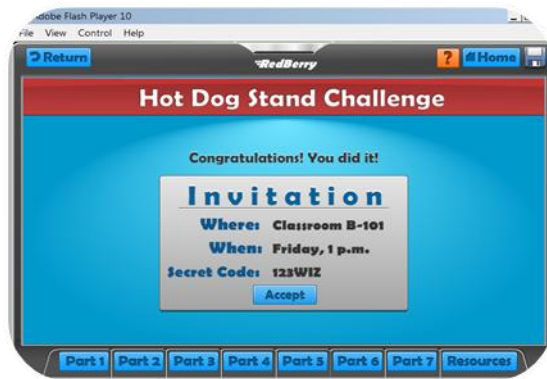
Screen 10: Click Accept to accept invitation and transition to Part 2

Part 2 – The Big Idea

Part 2 introduces a key concept of business planning—defining your big idea. You learn to define what your business will do, who your customers will be, and explain why customers will do business with you and not your competitors. In Part 2, you also start working on the templates that will eventually form your business plan.

Time Required to Complete Part 2

Part 2 can be completed in one class period, but is much more extensive than Part 1. It has both lessons and exercises, and ends with the template where you define your big idea. Use this progression indicator to assess where you are in this part.

Start: Meet Trina

Screen 14: Trina and Jordan enter classroom

Screen 25: Meet the Wiz

Screen 45: Intro to business planning

Screen 57: Start with an idea

Screen 65: The questions to define your big idea

Screen 81: Exercise on what makes a business competitive

Screen 102: End; access the Big Idea Template

Part 2 Template

The Part 2 template asks you to define your big idea, answering three questions:

1. What will your business do?

2. Who will pay you for it?

3. Why will they pay you for it?

Your answers remain available to you as you continue your progress through the Wizard, eventually forming a complete business plan. If you want to review or change your answers, you can go back to the templates for that part and modify your entries. For help with templates, refer to "Working with templates" in the section *Working with the Wizard*.

Part 3 – Doing the Research

Part 3 equips you with the tools and the knowledge you'll need to research your business idea. It introduces the concepts of primary and secondary research, and teaches you how to do a SWOT analysis. At the end of Part 3, you access a template that guides you through further research into your idea.

Time Required to Complete Part 3

Part 3 can be completed in two to three class periods. It has lessons and several exercises to help you understand the importance of research. Use this progression indicator to assess where you are in this part.

Start: Jordan and Trina meet

Screen 23: Into to primary and secondary research

Screen 32: Target market exercise

Screen 45: Assessing survey questions

Screen 59: Intro to SWOT analysis

Screen 76: End; access Doing the Research Template

Part 3 Template

The Part 3 template guides you through researching your big idea. (The template includes links to some online resources to help with your research.) It asks you to describe:

- Your target market
- Customer segments your target market can be divided into
- An analysis of the industry
- Characteristics of your customers, including:
    - demographics
    - geographic
    - psychographics
    - cultural interests
- Your competition

It also provides a chart for your SWOT analysis.

Part 4 – Planning the Operations

In Part 4, you start planning your operations. Lessons focus on defining an ownership structure, identifying fixed and variable costs, calculating costs for human resources, facilities, equipment, transportation, as well as the costs to produce the product or service.

Time Required to Complete Part 4

Part 4 can be completed in two to three class periods. Several quizzes and templates are incorporated into the lesson, so completing the templates either individually or as a group will require more time. Use this progression indicator to assess where you are in this part.

Start: Read text message
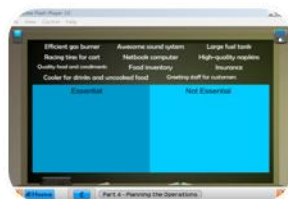
Screen 15: Operations exercise

Screen 36: Business structure quiz

Screen 56: Business Structure Template

Screen 63: Human Resources Template

Screen 77: Location & Transportation Template

Screen 87: Furnishings Template

Screen 103: Product & Service Costs Yemplate

Screen 118: The principal investigates

Screen 126: End; access the Operations Template

Part 4 Templates

Throughout Part 4, you work on several templates where you define all your operations costs, including:

- Business structure
- Human resources
- Location and transportation
- Furnishings
- Product and service costs

As you complete the templates during this part, pay attention to the disc icon as it will remind you when you need to save your work.

Some of the templates also allow you to add and remove rows, so you can customize your spreadsheet. Click on the plus or minus signs to add or remove rows.
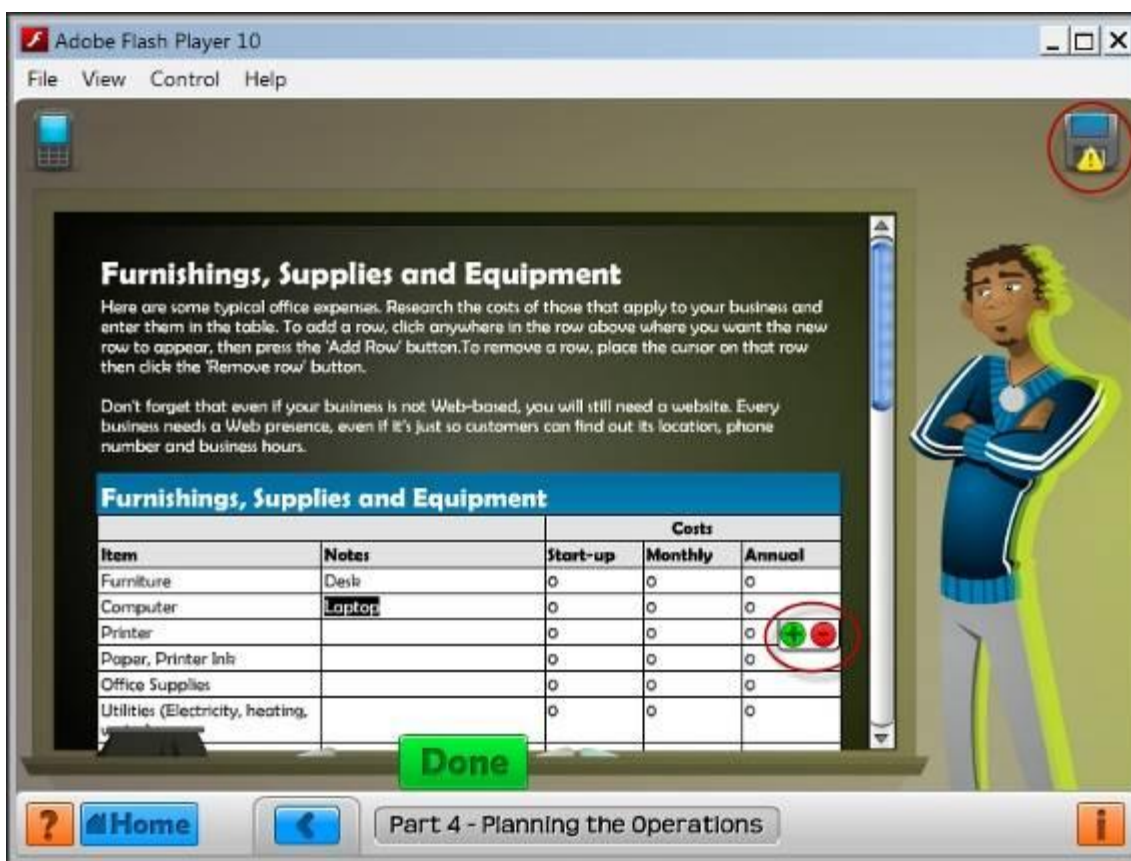
The work you do on the templates throughout this part is rolled up and included in the final Operations template that you access at the end of the part. The final Operations template asks you to review your work and explain your decisions. It also includes links to resources to help you with your planning.

Part 5 – The Marketing Plan

Part 5 introduces the Marketing Mix of product/service, place, promotion, and pricing, also known as the four Ps. You'll learn about each component of the Marketing Mix, filling out templates along the way to define your own marketing plan.

Time Required to Complete Part 5

Part 5 requires two to three class periods. Several templates are incorporated into the lesson, so completing them individually or as a group will require more time. Use this progression indicator to assess where you are in this part.

Start: Trina reminds us of appointment with the Wiz

Screen 25: The Wiz responds to his dilemma

Screen 35: The Wiz explains his existence

Screen 48: The Wiz introduces the Marketing Mix

Screen 57: The Product/Service Template

Screen 71: Place considerations, downloadable as PDF

Screen 76: The Place Template

Screen 95: The Promotion Template, part 1

Screen 130: The Price Template

Screen 141: End; access the Marketing Plan Template

Note: Screens 71 through 75 describe considerations for selecting a place for your business, and on each screen, you can download a PDF that summarizes the considerations. It will open in a new browser window, where you can save it, according to your browser's instructions. You only need to download it once, because it's the same PDF on each screen.

Part 5 Templates

Throughout Part 5, you work on several templates where you start putting together your marketing plan, working through the four Ps. You define:

- Your **P**roduct's appeal to your target market
- The **P**lace where your target market will be able to get your product/service, and the costs associated with that place
- How you will **P**romote your product/service
- Your **P**ricing strategy

As you complete the templates during this part, pay attention to the disc icon as it will remind you when you need to save your work. At the end of the part, you can access the Marketing plan template, which contains all the work you've already done throughout the part. You can now review your entries, and complete any remaining sections of the template.

Part 6 – Managing the Money

In Part 6, you learn how to estimate monthly sales of your product or service and to plan the financing of your start-up costs. You'll also learn ways to increase your profit.

Time Required to Complete Part 6

Part 6 can be completed in one to two class periods. As you work through Part 6, you'll complete three Optimizer templates that help you to calculate your costs and optimize your profits. Use this progression indicator to assess where you are in this part.

Start: Read text message

Screen 20: Trina and Jordan decide to enter a business plan competition

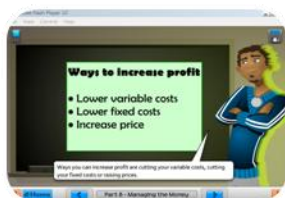Screen 32: The Wiz explains how to calculate revenue

Screen 41: Enter your sales forecast into the Optimizer

Screen 54: Jordan explains his forecast

Screen 70: Jordan goes through his start-up costs

Screen 90: The Wiz explains ways to increase profit

Screen 115: Trina explains her pricing strategy

Screen 130: End; access the Managing the Money Template

Part 6 Templates

Throughout Part 6, you work on three Optimizer spreadsheets that guide you through your financial plan.

- Optimizer 1 – enter your sales forecast
- Optimizer 2 – enter your start-up costs
- Optimizer 3 – revise your figures to maximize your profit

At the end of the part, you review your figures in the Managing the Money template, and answer further questions about them. Remember to pay attention to the disc icon and save your work as you progress through the part.

Part 7 – Finishing the Plan

In Part 7, you finish your business plan. First, you assess the risks and learn about risk mitigation. Then, you use the Finishing the Plan template to write an executive summary and prepare a draft of your business plan for review.

Time Required to Complete Part 7

Part 7 can be completed in one to two class periods. Use this progression indicator to assess where you are in this part.

Start: Read text message

Screen 21: The Wiz explains types of risk

Screen 35: The Wiz explains a mitigation plan

Screen 51: Risk Assessment Template

Screen 60: The Wiz explains an executive summary

Screen 63: Assessment Rubric

Screen 75: End; access the Finishing the Plan Template

Part 7 Templates

In Part 7, you complete a risk assessment template in which you identify your commercial risks, and your property and liability risks. You also print a business plan assessment chart you can use to give the person who will be reviewing your plan:
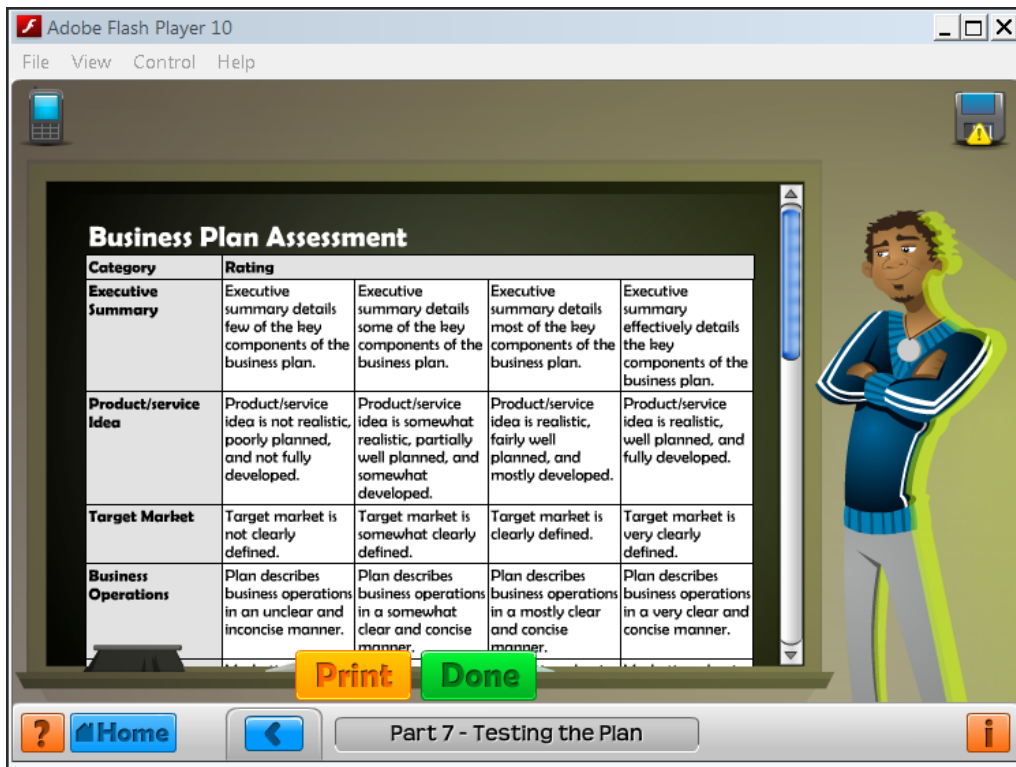
As always, remember to save any work you've done.

At the end of the part, you complete the Finishing the Plan template, where you review and summarize your risks, create an action plan, and write your executive summary. When you're done, click Compile Your Plan.

When you compile your plan, you'll be asked to select a location to download it. Give it a name you'll remember, select a location, and click Save. When you go to open this file, it will open in your browser. You can also print the Assessment Rubric from the Finishing the Plan template, in case you didn't print it during the part.

Here's a sample portion of what a completed business plan will look like. This one is blank; yours will have your information in it, compiled from all your templates:

Executive Summary

Enter text here

Business Idea

What will the business do?

Enter text here.

Who will pay the business to do it?

Enter text here.

Why will they pay the business to do it?

Enter text here.

Market Research

Target Market

Enter text here.

Customer Segments

Enter text here.

Industry Analysis

Enter text here.

Customer Characterstics

Demographics	
Age	
Income	
Marital/family status	
Ethnicity	
Language(s)	
Gender	
Education	
Other	
Geographic	
Where do my customers live and in what type of dwelling?	
Other	

Part 8 – Conclusion

Part 8 concludes your adventures in business planning, and concludes the Wiz's story. In Part 8, you'll learn the results of the business plan competition, and the Wiz's fate. There are no exercises or templates in Part 8; it serves to wrap up the story.

Time Required to Complete Part 8

Part 8 can be completed in one class period. Use this progression indicator to assess where you are in this part.

Start: Read text message

Screen 15: Trina explains...

Screen 27: The End; access other resources
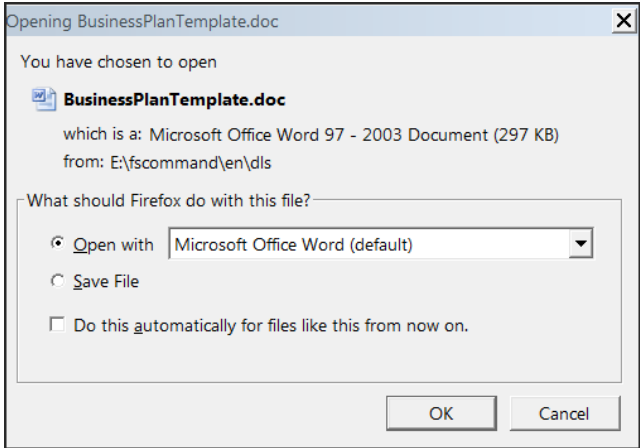

Resources for entrepreneurs

Resources

There are several resources available to help you in your entrepreneurial pursuits, many of which are compiled for you in the Wizard's resources section.

Number	Description
1	Select View Your Business Plan to view your Business Plan file, which is compiled from the templates you complete in each part. A dialog box asks you to save a BusinessPlanTemplate file. Once you've saved it, you can open the file, which will display your business plan in a browser window.
2	Select View Trina's/Jordan's Final Business Plan to open their business plans in a browser window.
3	Select Glossary to access a glossary of terms related to business planning. Click the Back button to go back to the Resources page. (If you click Return instead of Back, you'll go back to the part you were in before accessing the Resources.)

Number	Description
4	Select Links to access a number of links to business planning resources, including: ■ Small Business Enterprise Centres ■ Summer Company Program ■ Canada Business ■ The Entrepreneur's Toolkit ■ The Canadian Youth Business Foundation ■ Ontario Business Program's Guide ■ The Ontario Ministry of Economic Development and Innovation Click the Back button to return to the Resources page.
5	Select Business Plan Template to open a blank business plan template in Microsoft Word. You can open and edit it, or save it. It is a separate file from the business plan you created using the Business Plan Wizard.
6	Select Optimizer Spreadsheet to open a blank optimizer spreadsheet as an Excel file. As above, you can open and edit it, or save it. It is also a separate file from the spreadsheet you created using the Optimizer in the Business Plan Wizard.
7	Click any of these tabs to see the templates specific to that part.

Government of Ontario Contacts

For more information on the Business Plan Wizard, or if you have questions or feedback, please email businessplanwizard@ontario.ca.