

Overhead 3-A: Understand importance of business planning.

"Begin with the end in mind."

– Stephen Covey, *The 7 Habits of Highly Effective People*.

"If you don't know where you are going, how can you expect to get there?"

– Basil S. Walsh.

"Goals determine what you're going to be."

– Julius Erving.

- What is a business plan used for? A business plan has 3 primary purposes:
 - 1. Charts course for business owner
 - 2. Provides introduction document for fundraising
 - 3. Drives action
- Summary takeaways:
 - Choose something you love
 - Do the "work" (Research and Planning)
 - Sell it (Think: Elevator Pitch from Mind Mapping Exercise)