

**New York StartUP!
Business Plan Competition
Business Planning
Research and Resources**



New York
Public
Library

Presented by
Paisley Demby, CEO
PBN Consulting, LLC
www.pbnconsulting.com
@PaisleyDemby



Download Slides



New York
Public
Library

Download slides at
<https://tinyurl.com/ybheqmfe>



Invitation to Share



@PaisleyDemby

#2018NYStartup



Where are You in the Process?



Business Plan Development Schedule 2018

Task	Required Reading/ Review	Duration	Dates
Go to nypl.org/bizplan and: <ul style="list-style-type: none"> Complete the online orientation session and quiz OR check the dates in January to attend a live orientation session 		Online: 30 min. Live: 90 min	1/1-12
Submit an entry form via <i>FluidReview</i> (details nypl.org/bizplan)		30-60 min	1/1-28
Meet with a Business Advisor		1 Day	1/12
Secure: Business Plan Template <i>Successful Business Plan</i> By Rhonda Abrams (amazon.com, half.com, campusbooks.com, textbooksrus.com) <i>Business Plan Pro</i> (Half.com, Amazon.com)	<i>Successful Business Plan</i> Chapters 1, 3, 4	5 Days	1/13-19
Identify your NAICS Code: census.gov/eos/www/naics/ Identify the Associations that cover your industry by researching the Encyclopedia of Associations (aka Associations Unlimited). Attend tradeshows and conferences. Join MeetUp, Yahoo, and Google groups. Contact a minimum of 5 members per day from the Association that covers your industry. Ask as many questions as you can to: 1) Determine if your business idea is sound; 2) Identify any trends in your industry that you should be aware of; and 3) Identify information, resources, and relationships that may be beneficial to your business.	<i>Successful Business Plan</i> Chapter 2 "How-to Videos and Podcasts" "Market Research: Information Sources for Small Business" smallbiz.nypl.org	5 Days (5 calls per day)	1/20-26
Meet with a Business Advisor		1 Day	1/27
Draft Cover Page, Company Description	<i>Successful Business Plan</i> Chapter 5	2 Days	1/30-31
Meet with a Business Advisor		1 Day	2/1
Research Your Industry Research industry sources such as newspapers, journals, and articles in	<i>Successful Business Plan</i> Chapter 6	15 Days	2/2-22



Contents



- **What is a Business Plan**
- **Why do Market Research**
- **Where to Begin**
- **Why Write a Business Plan**
- **Feasibility**
 - Operational, Financial, Checklist
- **The Key Elements**
- **Required Sections of the Plan**
- **Resources to Help You Write**
- **Q&A**

What is a Business Plan?



Definition:

A business plan is a document that summarizes the **operational** and **financial objectives** of a business and contains the **detailed plans**, **target dates** and **budgets** showing how the objectives are to be realized and who will complete the task.

Why Do Market Research?



Start-up Phase

- Learn about your industry, business environment
- Study market characteristics
- Identify your potential customers
- Identify competitors
- Select the best location for your business
- Key elements of your business /marketing plan
- Establish yourself as an industry expert



Where Does One Begin?



NAICS Codes

The North American Industry Classification System (NAICS) has replaced the U.S. Standard Industrial Classification (SIC) system.

Goto - www.census.gov/eos/www/naics/



Where Does One Begin? - NAICS Code



North American Industry Classification System

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the U.S. Economic Classification Policy Committee (ECPC), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

2017 NAICS Manual

[View or download this publication](#)

Announcements

- [The 2022 NAICS Update Process Last Sheet is now available](#) (PDF, 50KB)
- [The 2017 NAICS Manual is now available here to view or download](#)
- [NAICS 2017 Revision is final](#) (August 08, 2018) (PDF, 290KB) North American Industry Classification System - Revision for 2017. Notice. Vol. 81, No. 152
- [2017 NAICS Structure](#) (XLSX, 94KB)
- [2017 NAICS to 2012 NAICS](#) (XLSX, 59KB)
- [2012 NAICS to 2017 NAICS](#) (XLSX, 59KB)
- [August 04, 2015](#) (PDF, 329KB) North American Industry Classification System (NAICS) - Updates for NAICS 2017. Notice. Vol. 80, No. 149
- [August 08, 2014](#) (PDF, 290KB) 2017 North American Industry Classification System (NAICS) Revision - Notice Regarding Implementation of the Factoryless Goods Producer Classification in NAICS 2017. Notice. Vol. 79, No. 163
- [May 22, 2014](#) (PDF, 384KB) 2012 North American Industry Classification System (NAICS) - Updates for 2017. Notices. Vol. 79, No. 99



Where Does One Begin?



Associations

Encyclopedia of Associations - comprehensive source of detailed information on over 151,000 nonprofit membership organizations worldwide.



Where Does One Begin?



Talk to people in your industry

- Existing business owners
- Those in your supply chain
- Potential customers
- MeetUp Groups/ Twitter

How to identify those in your industry

- Business expos, conferences, tradeshow

Read Articles related to your Industry

- Set Google Alerts



Article Sources



News (Articles) for Industry Research

New York Times

Provides articles in full text from 1980 to the present

Regional Business News

Comprehensive full text coverage for regional business publications, including newspapers and newswires.



Why Write a business Plan?



The Business Owner

- Traverse the Business Development Process
- Feasibility/Viability
- Operating assessment
- Communicates your business to others
- Serves as a basis for a financing proposal
- A blueprint and communication tool for your business.

Bankers

- Assessing your ability to repay their loan

Investors

- Expect above average returns, exit strategy



Feasibility: General



1. Is there **demand** for your product/service?
2. Is there a **sizeable market** for your product/service?
3. Are there **competitors** in your market?
4. Is there an **underserved niche market**?
5. How will you **reach your target market**?
6. Can you develop **sufficient revenue** to grow this business ?
7. Do you have the necessary management, sales, marketing, finance and operations **experience**?



Feasibility: Financial



1. Do you have **sufficient capital** to start your business?
2. What is the **cost to develop** your product / service?
3. Is **financing available** and do you qualify for it?
4. What are the **operating cost** to run your business?

Personal Expense

Salary

Vacation

Savings

+ Business Expenses

= Target Revenue

Target Revenue

Average Price of Product /Service

= # of Product/Service



The Key Elements



Cover Page

Table of Contents (with page numbers)

Executive Summary

Section I - The Business

Section II - Financial Data

Section III - Supporting Documentation



Cover Page



Identify the following:

- Name of the company
- Purpose of document
- Company address
- Company phone number (include area code)
- Logo (if you have one)
- Names, titles, addresses, phone numbers (include area code) of owners
- Month and year in which the plan is issued
- Name of preparer

Best Business Idea, Inc Business Plan

**To be Submitted to
New York StartUP! Business Plan
Competition
June 9, 2015**

John Doe
Founder and CEO
Best Business Idea, Inc
123 SomeStreet
Anytown, NY 10000
Phone: 555.555.5555
Fax: 555.555.5555
Email: joe@bbi.com

Plan prepared June 2015
by John Doe



Elements of a Business Plan



Elements of a Business Plan

1. **Executive Summary** ✓ (Chapter 4)
2. **Company Description** ✓ (Chapter 5)
3. **Industry Analysis and Trends** ✓ (Chapter 6)
4. **Target Market Analysis** (Chapter 7)
5. **The Competition** ✓ (Chapter 8)
6. **Strategic Position/Risk Assessment** ✓ (Chapter 9)
7. **Marketing Plan** (Workshop #2) (Chapter 10)
8. **Operations** ✓ (Chapter 11)
9. **Management & Organization** ✓ (Chapter 13)
10. **Milestones and Exit Plan** ✓ (Chapter 15)
11. **The Appendix** ✓ (Chapter 17)



1. Executive Summary (Chapter 4)



Write this summary last. The Executive Summary contains the **highlights** of your plan. It is often considered the most crucial part of the plan because it is the first section your readers will see and is designed to capture their attention and draw them into reading further.

2 Types:

Synopsis Summary – The conclusion of each section
Narrative Summary – Its like telling a story



1. Executive Summary (Chapter 4)



The Executive Summary should touch on most of the areas of the business plan, including.

- Your significant **products and/or services**.
- What makes the business **unique**, or distinctive.
- The **target market** analysis, and customer
- An overview of the **management team**.
- How your company will succeed in the future.
- The current **competition** in the market.
- Funds requested and how they will be used.
- Summary of your future **financial projections**



2. Company Description (Chapter 5)



- Legal structure (C-Corp, LLC, Sole Proprietorship)
- Ownership structure
- **Product / Service description**
- Legal (patents, trademarks, copyrights)
- Type of business (product/service or combination)
- Names of key managers, board members
- **Location** (where you will be based)
- Financial status

Products (or Service) Description



Key Points:

- What exactly is the product or service?
- What are its key **features** and **benefits**?
- What is the **Unique Selling Proposition (USP)**
- Is the product / technology proprietary?
- If so, is it protected by patents?
- Why will potential customers want to buy it?

Products (or Service) Description



- Avoid technical jargon
- List the product/service (if several, list majors)
- Use pictures and or diagrams if necessary
- Typical questions:
 - What is it?
 - How does it work?
 - What does it do?
 - What need does it fill?
 - What problems does it solve?
 - What is unique about it?
 - Why will your customers buy it?



Location of Business



When describing the location of your business consider the following:

- What are your location needs?
- What kind of building/storefront do you need?
- Why is this a desirable area or desirable building?
- How do you plan to keep an eye on demographic shifts in your area?
- Accessible by car, train, bus, railroad?



Space Requirements



- Space and location are important to stores, restaurants, manufacturing and other types of businesses
- Describe the neighborhood or desired location and its importance
- Describe the space; will you remodel, will you rent or buy, what will it cost?
- Research the costs of remodeling!
- Know the prevailing rates (leases per sq ft)

3. Industry Analysis (Chapter 6)



- Size and growth of your industry
- Maturity of industry
- Sensitivity to economic cycles
- Seasonality
- Technological factors
- Regulatory issues
- Supply and distribution
- Financial considerations
- **Anticipated changes** and **trends** in the industry

Market Research Reports



Companies and publishers produce and sell reports to clients or to the public. Electronic Resources at SIBL for finding Market Research Reports include:

- **IBIS WORLD**
- **First Research**
- **Business Source Premier (EBSCO)**
- **eMarketer** (For information related to e-business, online marketing and emerging technologies.)



Journal Articles and Statistics



Searching for Articles and Statistics using Electronic Resources

- **Business Source Premier (EBSCO)**
- **Business Essentials**
- **FACTIVA**

County Business Patterns (U.S. Census)

www.census.gov/epcd/cbp/view/cbpview.html



Industry Information – Trade Journals



Trade Journals

Directories which list trade journals for different industries.

- **Ulrichs International Periodicals Directory**
- **Directory of Business Information Resources**
- **World Directory of Trade and Business Journals**
- **Directory of Business Periodical Special Issues**

Industry Info – Profiles, Trends



Databases which list industry profiles, trends, statistics, and associations.

- **First Research**
- **Plunkett Research**
- **Standard & Poor's Industry Surveys (S&P NetAdvantage)**

4. Target Market Analysis (Chapter 7)



Your target market is simply any group of current or potential consumers of your product or service.

Once you have identified your target market, break it down into smaller **segments** so that you can direct your marketing and sales efforts at the segments that are most likely to buy your products or services.

4. Target Market Analysis (Chapter 7)



Define your "typical" customer or target audience, in terms of

- **Demographic:** What age, gender, industry are they? What is their size in number of children/employees? What do they do for a living?
- **Geographics:** Where do they live? What is their income and buying power?
- **Psychographics** What is their lifestyle like? Consider their personality, values, attitudes, interests, and motivations.

Target Market Analysis (Chapter 7)



Once you have all this information, you'll write the Target Market Analysis in the form of several short paragraphs. Use appropriate headings for each paragraph. If you have several target markets, you may want to number each.

Also consider the following

- **Purchasing patterns**
- **Buying sensitivity**
- **Size and trends of market**



Target Market Research



Reference USA - Residential and 14 million businesses in the United States and Canada. S

Residential

- Name, Address, City, State, ZIP Code +4
- Telephone Number
- Median Household Income
- Median Home Value
- Percentage of Owner-Occupied Housing

Business

- Subsidiary information
- Management Information
- Location – radius search
- Credit Rating



Target Market Research



Infoshare Online

- Profile a neighborhood of your choosing
- Compare neighborhoods across the city and the state

Demographics USA

Country Edition

Zip Edition

American Incomes:

Demographics of Who Has Money



Spending Habits and Target Markets



Survey of Buying Power

(a special issue of the journal Sales & Marketing Management)

Household Spending

American Generations: Who they are. How they live. What they think. (Two more titles from New Strategist Publications. For more information, visit www.newstrategist.com)

Consumer Expenditure Survey www.bls.gov/cex



Target Market - Clients Demographics



Census Bureau's Website access to selected data from the Population Survey

Statistical Abstract of the United States contains a wealth of statistical information on various aspects of the U.S. population

American Demographics is also a good source of demographic and statistical information.



Target Market - Clients Demographics



United States Census / American Factfinder

The easiest way to search for demographic information on the Census Bureau's Web site

<http://factfinderr2.census.gov>



5. Competitive Analysis (Chapter 8)



Never say "we have no competition." No one will believe you!

- Who are your competitors, **direct** and **indirect**?

Competitive Position

- What **differentiates** your products and services from theirs?
- What are their/your **strengths, weaknesses** and are there **opportunities and threats (S.W.O.T.)**?

5. Competitive Analysis (Chapter 8)



Also consider the following:

- **Competitive Analysis**
- **Market Share and Distribution**
- **Barriers to Entry**
- **Potential / Future Competitive Challenges**

Descriptions, tables, and diagrams are good ways to present your competitive analysis

5. Competitive Analysis (Chapter 8)



Use a comparative assessment to evaluate Competitors:

(Sample)

Comparative Competitor Analysis						
	Product	Quality	Price	Service	Location	Brand
Company 1	5	5	4	5	1	2
Company 2	3	2	1	4	4	4
Your Company	5	3	2	3	4	3

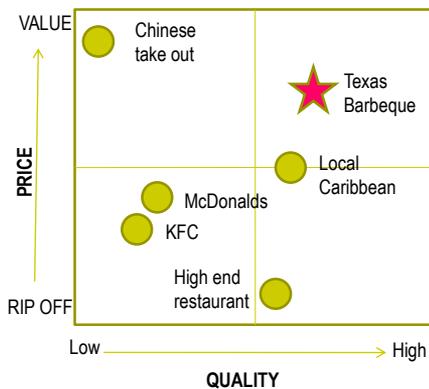
Or use something more visual:



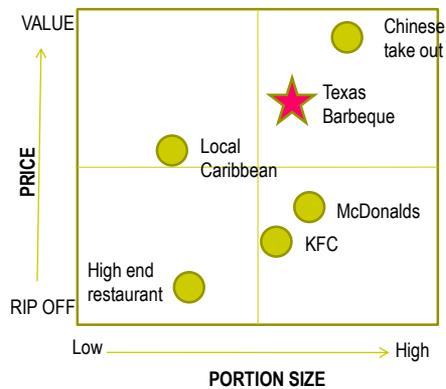
5. Competitive Analysis (Chapter 8)



FAST FOOD ESTABLISHMENTS IN 10 MILE RADIUS OF LOCATION



FAST FOOD ESTABLISHMENTS IN 10 MILE RADIUS OF LOCATION



5. Competitors, Clients, Suppliers



Reference USA - Residential and 14 million businesses in the United States and Canada. S

Residential

- Name, Address, City, State, ZIP Code +4
- Telephone Number
- Median Household Income
- Median Home Value
- Percentage of Owner-Occupied Housing

Business

- Subsidiary information
- Management Information
- Location – radius search
- Credit Rating



5. Competitors, Clients, Suppliers



ThomasNet (Thomas Register) www.thomasnet.com

Search ThomasNet to find

- Manufacturers
- Distributors
- Service providers



5. Competitors, Clients, Suppliers



D&B's Million Dollar Databases

- Find specific companies, or search by specific industries.
- Size new markets by using multiple selection criteria.
- List potential prospects or prospective employers in a targeted market.
- Identify key decision-makers so you can contact them directly.



5. Company Info- Annual Reports



Hoovers

FreeEdgar

Tenkwizard

Annual Report (10K filings), press releases, stock quotes , company profiles, industry Information, marketing Plans, financial statements



6. Strategic Position/Risk Assessment



This is where your company can differentiate itself from the competition. The key is to find the strategy that best addresses **real opportunities** in the competitive environment.

The following aspects should come together.

- **Industry** trends and developments
- **Target Market** changes and opportunities
- **Competitive** changes and opportunities
- Risk analysis
- Resources, interest, experience, relationships

} **Business Opportunities**

7. Marketing Plan (SKIP) (Chapter 10)



Details what marketing and sales activities the business will put in place to **generate sales** and lays out the **cost** associated with each activity. The purpose of marketing is to **create awareness** and drive sales. The marketing plan should concisely explain how your business will achieve those goals.

- Marketing strategy
- Marketing vehicles
- Marketing tactics and how they create sales

Books – NYPL Catalog



SIBL has a large collection of marketing and market research materials. For a list of available publications, search [NYPL catalog](#) for reference and circulating materials. Subject headings relevant to marketing may include:

Consumer Behavior
Consumers
Marketing
Marketing Research

Market Surveys
Market Segmentation
Target Marketing

<http://catalog.nypl.org/>



MY ACCOUNT

Sign in
Apply for a Library Card

SEARCH

Start Over
By Keyword
By Author
By Title
By Journal Title
By Subject
By Genre
By ISBN
By Call number
Advanced search

MY LIBRARY

Help
Comments
Recommend an Item for Purchase

Search the Classic Catalog

Keyword
Collection:

Type the search term you want to find. Examples:

- Italian cooking
- The Appeal

Other Search Tools

[Archival Materials](#)
[Articles and Databases](#)
[browse.nypl.org](#) (new catalog interface)
[Prints and Photographs Catalog](#)
[more research tools](#)

NYPL Recommends

See [NYPL Recommended Books](#) for Bestsellers, Award-winning Books, NYPL Staff Picks, and more.

[Subscribe to NYPL Newsletters](#)

8. Operations (Chapter 11)



Overview of the strategy for the day-to day implementation of the **business model**.

Demonstrate that you understand how the **daily operations** of the business will work.

It's important to discuss technology needed to help manage processes.

8. Operations (Chapter 11)



- Different types of companies have different operational components
- Explain how you will **make, distribute, deliver** your product and/or service
- What **internal processes** make or break your business
- What kind of **personnel**, equipment and space will your business require
- Useful tools **flow charts & time lines**

Manufacturing Ops (Chapter 11)



- Do you need skilled labor?
- What about packaging?
- Space requirements and location?
- Will you contract out some or all of the production?
- If not – What are your equipment needs? Your supply needs?

Service Business – Ops (Chapter 11)



For Example: Personal Trainer, Child Care, Travel agent, Website

- What technology and why?
- Personnel is key – credentials & skills
- Where will the service be performed?
- Identify space or equipment requirements
- Will you bill by the project or your time?

Retail Company Ops (Chapter 11)



For Example: Stores & Restaurants

- Location and space design is critical
- Suppliers – What are the product lines, what are the sales terms, are they reliable?
- How will you manage inventory?

9. Management & Org (Chapter 13)



- Create an organizational chart with support staff
- List advisory board members



- **Names of Top Management, *Title***
- Responsibilities
- Relevant work experience and expertise
- Education

Personnel



- How many people do you need?
- Current personnel needs? In five years?
- What **skills** will your employees need?
- What will your needs be in five years?
- What will be your **wage scale**: Salary or hourly? Overtime? Fringe benefits? Taxes?
- How do you plan to **train** personnel for both operation and management ?
- How will you **hire** new employees?
- What **incentives** do your plan to offer?

Citi Foundation
citi

10. Milestones & Exit Plan (Chapter 15)



Milestones sets the plan into practical, concrete terms, with real budgets, deadlines, and management responsibilities. It helps you focus as you are writing your business plan

This is where a business plan becomes [a real plan](#), with specific and measurable activities, instead of just a document.

Citi Foundation
citi

10. Milestones Part I (Chapter 15)



Set as many milestones as you can think of to make it more complete. Give each milestone:

- name
- start date
- end date
- budget
- department
- person responsible

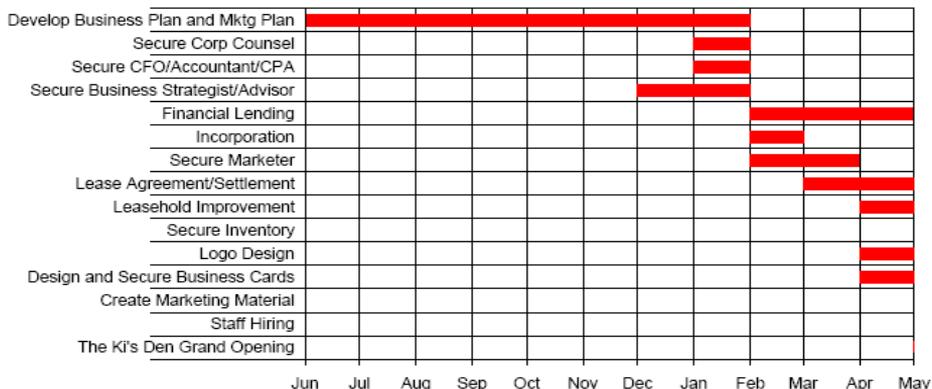
Table: Milestones

Milestones Milestone	Start Date	End	Budget	Manager	Department
Develop Business Plan and Mktg Plan	6/1/2003	2/1/2004	\$10,000	PBN	Business Development
Secure Corp Counsel	1/1/2004	2/1/2004	\$2,000	John Doe	Legal
Secure CFO/Accountant/CPA	1/1/2004	2/1/2004	\$1,500	John Doe	Finance
Secure Business Strategist/Advisor	12/1/2003	2/1/2004	\$0	John Doe	Business Development
Financial Lending	2/1/2004	4/30/2004	\$1,500	PBN	Finance
Incorporation	2/1/2004	3/1/2004	\$1,500	John Doe	Legal
Secure Marketer	2/1/2004	4/1/2004	\$0	John Doe	Marketing
Lease Agreement/Settlement	3/1/2004	5/1/2004	\$500	John Doe	Owners
Leasehold Improvement	4/1/2004	5/1/2004	\$7,500	John Doe	Owners
Secure Inventory	4/1/2004	4/1/2004	\$1,673	John Doe	Owners
Logo Design	4/1/2004	5/1/2004	\$1,000	John Doe	Owners
Design and Secure Business Cards	4/1/2004	5/1/2004	\$0	John Doe	Owners
Create Marketing Material	4/1/2004	4/1/2004	\$2,000	John Doe	Owners
Staff Hiring	4/1/2004	4/1/2004	\$0	John Doe	Owners
Hugs For Charity Grand Opening	5/1/2004	5/1/2004	\$3,750	John Doe	Owners
Totals			\$32,523		

10. Milestones Part II (Chapter 15)



A graphical representation of milestones allows the reader to quickly assess what tasks have been completed and what tasks run concurrently.



11. The Appendix (Chapter 17)



Include any documents which lend support to statements you have made in the body of the business plan. Items included will vary according to the needs and stages of development of your particular business. Some things which might be included:

- Resumes: **very important!**
- Estimates for any startup costs
- Quotes or estimates
- Supplier information



11. The Appendix (Chapter 17)



- Letters of Intent from prospective customers
- Copies of Leases
- Floor plans or other Agreements
- Sample logo, advertising, brochures
- Legal documents relevant to the business
- Photos and designs of products or location
- Census/Demographic data
- Contracts



TIPS to Writing Effectively



❑ Be Concise

- 20 pages with no less than 1 line spacing (not including Cover Page, TOC, Financials, Appendix)

❑ Engage and Convince Your Reader

- Articulate unique benefits your business offers
- Capitalize on Industry Trend(s)

❑ Write Clearly

- Answer the following questions
Who, When, What, Why, Where, How?



NYPL.ORG/BizPlan



Search Current Opportunities

History

Mission

Collections

Contact List

Divisions

Locations

Science, Industry and Business Library

Conference Room Rentals

Contact Information

NYC Small Business

New York StartUP! 2018 Business Plan Competition

Like 2018 | Recommend | Post | Email | Print | Share

The New York Public Library, supported by the Citi Foundation, is proud to announce the 9th Annual New York StartUP! Business Plan Competition for New York-based startup entrepreneurs. Entrants can win \$15,000 to start their business, as well as gain practical insights about starting and growing a business, while using the comprehensive small business resources at NYPL's Business Library (SIBL).

Eligibility

- You must live in **Manhattan, The Bronx, or Staten Island**
- Your business must be in **Manhattan, The Bronx, or Staten Island**
- All businesses must have ideas or business models in the start-up phase and have earned less than \$10,000

For more details see our [Rules and Eligibility page](#).

Requirements

- **Complete the online orientation session and quiz** by Saturday, March 31, 2018
- **Submit an entry form** by Saturday, March 31, 2018
- Attend 3 out of 4 technical workshops scheduled February - May 2018. [View the schedule](#)
- Meet regularly with a business advisor throughout the Competition. [View the list of business advisors](#)
- Upload your business plan to the [NY StartUP! 2018 site on FluidReview](#) no later than midnight, **June 12, 2018**

To Enter

1. Create an account on the [NY StartUP! 2018 site on FluidReview](#)
2. Complete the online orientation and quiz on the [NY StartUP! 2018 site on FluidReview](#)
3. Submit an entry form on the [NY StartUP! 2018 site on FluidReview](#) by midnight, Saturday, March 31, 2018
4. Upload your plan in PDF format to the [NY StartUP! 2018 site on FluidReview](#) no later than June 12, 2018 at midnight

Prize: **\$15,000**

Past Competitions

The Library Lenses

President and I eaderfish

Contact [Anne Lehmann \(annelehmann@nypl.org\)](mailto:annelehmann@nypl.org) and [Madeleine Cohen \(madeleinecohen@nypl.org\)](mailto:madeleinecohen@nypl.org) if you have any questions about the StartUP! Competition.



FROM OUR BLOGS

Noticias de Febrero 2018

Celebrando el Mes del Corazón

Una lista selectiva de historias

recientes de amor y amistad y otros

temas del corazón para celebrar

[LEER MÁS](#)

- Search Current Opportunities
- History
- Mission
- Collections
- Contact List
- Divisions
- Locations
 - Science, Industry and Business Library
 - Conference Room Rentals
 - Contact Information
 - NYC Small Business Resource Center
 - Featured Entrepreneur Market Research & Industry Profiles
 - Small Business Events & Training Calendar NYC
 - Small Business Forms
 - Smallbiz Services Directory - Help for Your Business
 - The Immigrant Business Connection
 - New York StartUP! 2017 Business Plan Competition SCORE
 - Share Your SIBL Story
 - Job Search Central at SIBL

NYC Small Business Resource Center

Like 14 | Recommend | Tweet | Email | Print | Share

Small Business Events & Training Calendar NYC

Services Directory - Help for your Businesses

Helpful Resources | Business Events | Notices & Press

Meet the 2017 Business Plan Finalists



2017 StartUP! Business Plan Competition Finalists

See the finalists talk about their businesses.

The top prize of \$15,000 went to **Tara Holloway**, founder of **All Things Fitness**, a lifestyle and social fitness company that emphasizes group engagement and accountability to promote healthier lifestyles and physical activity for communities with health and weight challenges.

Alexandria Carroll received the second-place award of \$10,000 for **License to Drift**, a business cultivating a passionate community of travelers, influencers, and partners who are invested in helping you take your ideal trip.

Noelle Minter received the third-place award of \$5,000 for her Bronx-based **3rd Wind Network**, an organization that supports the recently retired and helps them transition into their new lifestyle with classes and events focused on personal growth and social connection.

Read the press release.

The Immigrant Business Connection

TRANSLATE THIS PAGE

Select Language

NEW YORK TIMES - SMALL BUSINESS

These Triplet Models Want to Take This Town by the Throat
 Entrepreneurship: Bringing a Personal Touch to Plus-Size Fashion
 New Jersey Is the Last State Where It Is Illegal to Pump Your Own Gas

ENTREPRENEUR'S RUN & GROW

1-on-1 With 'Boss Babe' Alex Wolf, One of the Most Creative People in Business
 Cannabis Industry Likely to Employ More Than 400,000 By 2021, Study Projects
 How This Entrepreneur Helps Passionate People Stand up for Their Beliefs With Socks

INC.COM

These Famous Tech Logos Have Hidden Messages You've Probably Missed
 Want to Grow Faster? Borrow This Tech Company's Playbook
 Want to Stay Grounded in Your Career? This Football Star Just Revealed his Humbling Secret to Success

TOP SMALL BUSINESS BLOGS

Top 100 Small Business Blogs

FROM OUR BLOGS

- Search Current Opportunities
- History
- Mission
- Collections
- Contact List
- Divisions
- Locations
 - Science, Industry and Business Library
 - Conference Room Rentals
 - Contact Information
 - NYC Small Business Resource Center
 - Featured Entrepreneur Market Research & Industry Profiles
 - Small Business Events & Training Calendar NYC
 - Small Business Forms
 - Smallbiz Services Directory - Help for Your Business
 - The Immigrant Business Connection
 - New York StartUP! 2017 Business Plan Competition SCORE
 - Share Your SIBL Story
 - Job Search Central at SIBL
 - Blueprint for your Business Future
 - Research Guides
 - Small Group Meeting Rooms

Small Business Forms

Like 0 | Share | Recommend | Tweet | Email | Print | Share

New York City:

NYC Department of Consumer Affairs. Business Toolbox Main Page.
<http://www1.nyc.gov/site/dca/businesses/licenses.page>

NYC City Record Online. Search Procurement Bids and Awards.
<https://a856-cityrecord.nyc.gov/https://a856-cityrecord.nyc.gov/>

Sell to NYC.
<http://www.nyc.gov/html/selltonyc/html/home/home.shtml>

NYC Department of Health and Mental Hygiene. License, Permit, and Course Information.
<http://www1.nyc.gov/site/doh/business/permits-licenses.page>

NYC Department of Health and Mental Hygiene. Filing for a separate smoking room in a bar/restaurant.
[faq2.pdf](http://www1.nyc.gov/html/doh/html/faq2.pdf)

NYC Minority and Women-Owner Businesses Certification

NYC Business Express. Starting a Business

NYCEDC New York City Economic Development Corporation

New York State:

NY State Division of Corporations. Corporations and Business Entities.
<http://www.dos.ny.gov/corps/index.html>

NY State Division of Corporations. Corporations and Business Entities Database.
http://www.dos.ny.gov/corps/bus_entity_search.html

New York State Contract Reporter.
<http://www.nyscr.org/Public/Index.aspx>

NY State. E- Government. Agencies.
<https://data.ny.gov/>

New York State Business Wizard
<https://www.nysbiz.gov/BW/guestHomeAction.els>

TRANSLATE THIS PAGE

Select Language

NEW YORK TIMES - SMALL BUSINESS

Global Shopper: A Stylish Curiosity Shop in East Hollywood
 Entrepreneurship: For Young Entrepreneurs, College Debts Can Snuff Out Start-Up Hopes
 Feature: Neanderthals Were People, Too

ENTREPRENEUR'S RUN & GROW

Create a Business That Inspires Change (in the World and in Your Pocket)
 Are Your Employees Capable of and Willing to Do the Job?
 10 Reasons Why People Quit

INC.COM

Need To Power Up Your Mornings? Start The Night Before
 The Case for Offline Marketing in the Digital Era
 Are You Ready To Try The Yelp For Drugs?

TOP SMALL BUSINESS BLOGS

Top 100 Small Business Blogs

FROM OUR BLOGS

Booktalking "A Mayor's Life" by David Dinkins

READ MORE

Search Current Opportunities

History

Mission

Collections

Contact List

Divisions

Locations

Science, Industry and Business Library

Conference Room Rentals

Contact Information

NYC Small Business Resource Center

Featured Entrepreneur

Market Research & Industry Profiles

Small Business Events & Training Calendar NYC

Small Business Forms

Smallbiz Services Directory - Help for Your Business

The Immigrant Business Connection

New York StartUP! 2017 Business Plan Competition

SCORE

Share Your SIBL Story

Job Search Central at SIBL

Blueprint for your Business Future

Research Guides

Small Group Meeting Rooms

Citi Foundation

Small Business Events & Training Calendar NYC

The Science, Industry and Business Library offers events and business seminars. See what's coming up on our [calendar](#).

Find upcoming NYC business events and training from more organizations:

Brooklyn

- Brooklyn Business and Career Library/Brooklyn Public Library
- Business Outreach Center (BOC) Network
- CAMBA (Church Avenue Merchants Business Association)

Bronx

- SOBRO (South Bronx Overall Economic Development Corporation)

Manhattan

- Baruch CUNY-Zicklin/Field Center for Entrepreneurship-Workshops
- Business Center for New Americans
- Columbia Harlem Small Business Development Center
- Czain's New York Business
- General Assembly: Technology and Start Up
- Greater New York Chamber of Commerce
- ITAC: Industrial Technology Assistance Corporation
- Manhattan Chamber of Commerce
- SCORE NYC
- Start Small Think Big
- Workshop In Business Opportunities (WIBO)

Queens

- Queens Economic Development Corporation (QEDC)

Women in Business

- Asian Women In Business
- Financial Women's Association
- National Association of Women Business Owners (NAWBO)
- Women's Venture Fund

TRANSLATE THIS PAGE

Select Language

NEW YORK TIMES - SMALL BUSINESS

These Triplet Models Want to Take This Town by the Throat

Entrepreneurship: Bringing a Personal Touch to Plus-Size Fashion

New Jersey Is the Last State Where It Is Illegal to Pump Your Own Gas

ENTREPRENEUR'S RUN & GROW

1-on-1 With 'Boss Babe' Alex Wolf: One of the Most Creative People in Business

Canabis Industry Likely to Employ More Than 400,000 By 2021, Study Projects

How This Entrepreneur Helps Passionate People Stand up for Their Beliefs With Socks

INC.COM

These Famous Tech Logos Have Hidden Messages You've Probably Missed

Want to Grow Faster? Borrow This Tech Company's Playbook

Want to Stay Grounded in Your Career? The Football Star Just Revealed his Humbling Secret to Success

TOP SMALL BUSINESS BLOGS

Top 100 Small Business Blogs

FROM OUR BLOGS

An Emotional Archive: Hise Saumaa on Jerome Robbins

On January 26, 2018, six Jerome Robbins Dance Research Fellows presented at a symposium, focusing on Robbins' life and work and looking at his

Search Current Opportunities

History

Mission

Collections

Contact List

Divisions

Locations

Science, Industry and Business Library

Conference Room Rentals

Contact Information

NYC Small Business Resource Center

Featured Entrepreneur: Rohit Arora

Market Research and Industry Profiles

NYC Business Solutions

NYPL, Small Business Forms

Small Business Events & Training Calendar NYC

Smallbiz Services Directory

Help for Your Business

The Immigrant Business Connection

New York StartUP! 2015 Business Plan Competition

SCORE

Job Search Central at SIBL

Blueprint for your Business Future

Research Guides

Small Business Services Directory

Use the search fields below to find hundreds of organizations in New York City that can provide you with help in starting or running your small business. Included in this searchable database are programs which offer business advice, loans, grants, location assistance, and a wide range of other services for small businesses throughout the city — often at no cost or for a low fee.

[Reset Search Form](#)

Title Keyword

Description Keyword

Service Categories

- Business Advice and Networking
- Business Libraries
- Counseling/Consulting
- Courses and Educational Programs
- Industry Associations
- Networking and Support Groups
- Workshops or Seminars
- Dealing with the Government
- Government Listings

Locations

- DC
- Washington
- NJ
- Cliffside Park
- Morristown
- Newark
- West Caldwell
- NY
- Albany

Industry Specialization

- Any -

Service Group Focus

- Any -

FIND

TRANSLATE THIS PAGE

Select Language

NEW YORK TIMES - SMALL BUSINESS

Entrepreneurship: Global Brands, Taking Cue From Tinkers, Explore Crowdfunding

Entrepreneurship: ShopAdvisor Lets Retailers Target Shoppers by Location and Interests

In Season of Returning, a Start-Up Tries to Find Homes for the Rejects

ENTREPRENEUR'S RUN & GROW

5 Simple Ways to Reach Customers

How to Get Paid Millions to Drive Your Dream 'Supercar'

How to Get 1,000 Visitors to Your Next Blog Post Using an Influencer Group Post

INC.COM

Gillian Anderson on Staying Motivated at the Top of Your Game

5 Awesome Things That Happen When You Build a Personal Brand

Here's How One Venture Capitalist Tries to Find the Next Uber

TOP SMALL BUSINESS BLOGS

Top 100 Small Business Blogs

FROM OUR BLOGS

#nyplremix: Get Creative With the Public Domain

This is one of a series of blog posts related to the

Avoiding Common Mistakes



- ❑ Plan not including an essential element
 - Table of Contents, Page Numbers, Cover Page with Contact information
- ❑ Disorganization of your plan
- ❑ Poor research and outdated market data
- ❑ Over-hype
- ❑ The numbers
 - Not knowing the numbers, Not including all required statements
- ❑ Inconsistencies across the plan
- ❑ No focus on your competition
- ❑ Not having a defined target market
- ❑ **Sepllign nad Garmamr**

Keys to a Good Plan



- ❑ Clearly Define your Product or Service
- ❑ Clearly Define your Target Market
- ❑ Know and Research Your Industry
- ❑ Identify your Competitive and Strategic Advantage(s)
- ❑ Develop a Strong Marketing Plan
- ❑ Develop Target Dates to Complete Milestones
- ❑ Articulate your Internal Operations
- ❑ Make Realistic Financial Projections
- ❑ Excellent Spelling and Grammar

Keys to a Good Plan



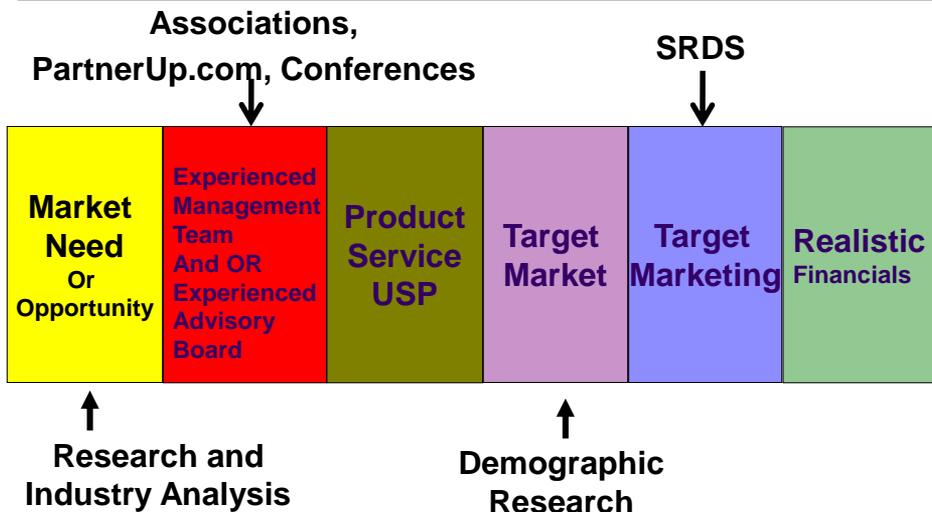
What Judges will Remember

A story such as we identified a **PROBLEM** and thought we could develop a **SOLUTION** so we developed a **TEAM** because

1. No one else was addressing this issue
(Something New)
2. We thought we could provide a better SOLUTION
(Something Better)
3. We thought we could serve an underserved market or Niche (Underserved or New Market)
4. We could deliver the product or service better
(New Delivery System or Distribution Channel)
5. Increased Integration



The Story





PaisleyDemby

- WOE – Words of Encouragement
- WSD – Workshop Dates
- BPR – Business Plan Resources

#2018NYStartUp

THANK YOU

Download slides at
<https://tinyurl.com/ybheqmfe>

QUESTIONS