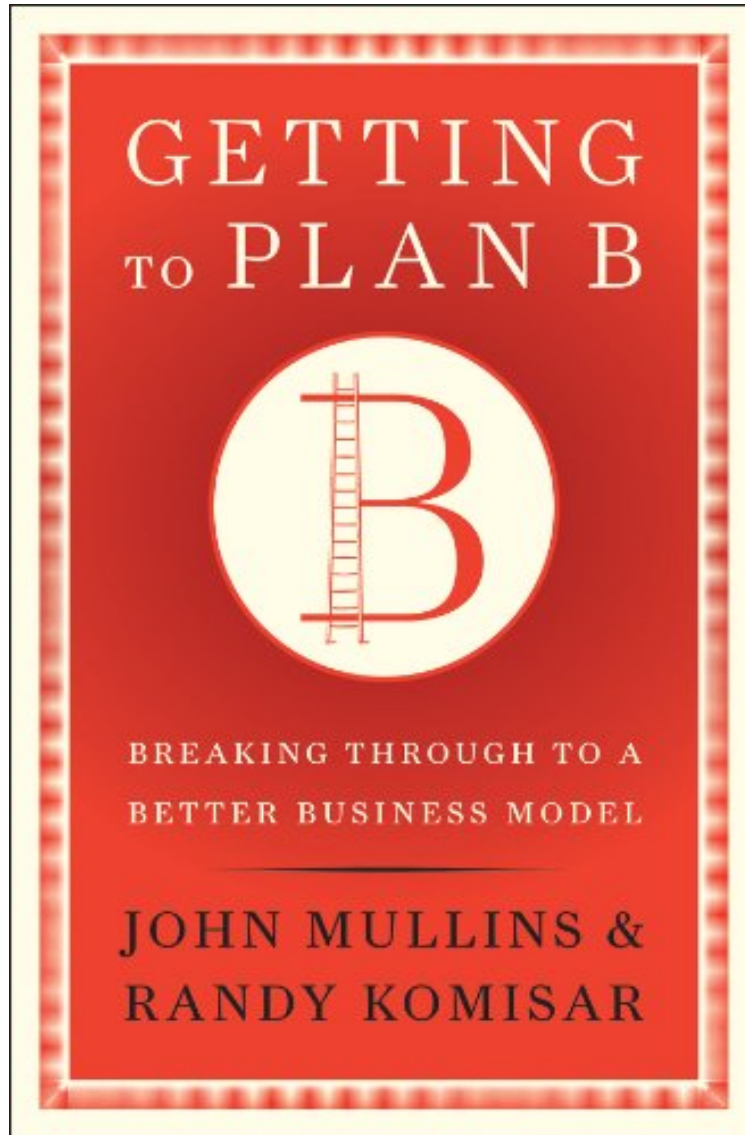


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Getting to Plan B: Breaking Through to a Better Business Model

John Mullins, Randy Komisar

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John Mullins, Randy Komisar : Getting to Plan B: Breaking Through to a Better Business Model before purchasing it in order to gauge whether or not it would be worth my time, and all praised Getting to Plan B: Breaking Through to a Better Business Model:

0 of 0 people found the following review helpful. ... located in underserved areas that are trying to do good. The tools and process outlined in the book ...By Darrell J. GlascoI mentor early stage companies located in underserved areas that are trying to do good. The tools and process outlined in the book has helped me develop a framework to increase their probabilities of success. It has also helped me convince entrepreneurs to change their focus and efforts from

raising capital to one on understanding their value proposition and generating revenue. I am a first hand witness of what the book says in doing, it is a "process for answering the single, simple, life-or-death question about your entrepreneurial dream: How can I break through to a better business model that will actually work?" This has become an invaluable manual in my work with startups. 7 of 7 people found the following review helpful. A New Model By Arnold A. Heggstad As a Professor of Entrepreneurship I have been a big believer in Randy Komisar. His book, The Monk and the Riddle has inspired hundreds of my students. Much to my surprise, this is a very different book. Most new venture planning and strategy books remind you of doctoral dissertations--moving bones from one grave to the other. There is nothing new. This is different. It challenges you to delve deeper into a venture (new or growing). What can you learn from other companies experiences. Mix and match what you learn. Figure out what you don't know and develop tests to learn. This book is also the best I have seen in blending its unique approach to the business model--revenue, gross margin, etc. It shows how the components work together to create a sustainable business. Its examples are stimulating. The answer to the riddle in this book is hard work and creative research and continual learning. There are no eggs. 1 of 1 people found the following review helpful. Recommend for start up and for growing revenue. By John Neumann As a retired co-founder of a design and manufacture business who just read Plan B, I would have benefitted from it not only at start-up but as our growth slowed. Another good book I just read (starting to mentor startup entrepreneurs) is Bootstrapping Your Business by Greg Gianforte. Bootstrapping would have helped our start up and guided us through the slow growth too. Both are highly recommended.

You have a new venture in mind. And you've crafted a business plan so detailed it's a work of art. Don't get too attached to it. As John Mullins and Randy Komisar explain in Getting to Plan B, new businesses are fraught with uncertainty. To succeed, you must change the plan in real time as the inevitable challenges arise. In fact, studies show that entrepreneurs who stick slavishly to their Plan A stand a greater chance of failing--and that many successful businesses barely resemble their founders' original idea. The authors provide a rigorous process for stress testing your Plan A and determining how to alter it so your business makes money, solves customers' needs, and endures. You'll discover strategies for: -Identifying the leap-of-faith assumptions hidden in your plan -Testing those assumptions and unearthing why the plan might not work -Reconfiguring the five components of your business model--revenue model, gross margin model, operating model, working capital model, and investment model--to create a sounder Plan B. Filled with success stories and cautionary tales, this book offers real cases illustrating the authors' unique process. Whether your idea is for a start-up or a new business unit within your organization, Getting to Plan B contains the road map you need to reach success.

...it is both a handbook for those already on the way to building a successful business as well as encouraging others to think they could do it. - The Financial Times, September 30, 2009