What is “Business Plan as a Thesis”? How to write a winning business plan for thesis?

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Nov. 27, 2019
Definition of a “thesis”? 

• Thesis: A statement or theory that is put forward as a premise* to be maintained or proved.

• Thesis: A long essay or dissertation involving personal research, written by a candidate for a university degree.

*premise: proposition, assumption, hypothesis -statement, or something you believe to be true

Source: https://www.lexico.com/
Outline of a Thesis

• Purpose or Thesis statement
• Introduction: background, scope
• Literature
• Methodology
• Analysis
• Discussion
• Conclusion
What is Business Plan as a Thesis?

• **Why?**
  • A business plan is not just a document to solicit investors to fund a new venture.
  • Many forms of business plans exist in business dealings and in regular operations.
  • It is a vital instrument which guides business professionals to plan, to evaluate, to invest, to implement, to operate and to execute for a new product, a new plant, business expansion, or a new venture.
What is Business Plan as a Thesis?

• **Why?**

• In learning how to write a winning business plan, students will be exposed to all aspects of business: innovations, strategies, market targeting, competitive analysis, planning, business models, organizations, operations, financial forecast, capitalization, exit and risk, etc.
What is Business Plan as a Thesis?

• **Why?**
• Learning how to write a successful business plan is like the whole entrepreneurship learning compressed in a box.
• An essential must training for all aspirants in business ventures.
What is Business Plan as a Thesis?

- **What?** Elements of a business plan
  - Executive Summary
  - Description of Business/Background
  - Product and Services
  - Market Analysis
  - Strategy and Business Model
  - Management and Organization
  - Assumptions
  - Financial
  - Uncertainty and Risks
  - Future Plan/Exit
  - Attachments (P/L, balanced sheets, etc.)
Social Business Plan (M.O.R.E.S.)

- **M.O.R.E.S. Core Elements:**
  - Executive Summary
  - Description of Business/Background *(Mission)*
  - Product and Services *(Opportunity)*
  - Market *(Opportunity)*
  - Strategy *(Resource Mobilization and Economic Model)*
  - Management and Organization *(Mission)*
  - Assumptions *(Economic model)*
  - Financial *(Economic model)*
  - Impact Measurement *(Social Return)*
  - Uncertainty and Risks
  - Future Plan/Exit *(for investor)*
  - Attachments *(P/L, balanced sheets, etc.)*
The 9 Building Blocks of Business Model Canvas

Source: The Business Model Canvas by Alexander Osterwalder
The 9 Building Blocks of Business Model Canvas

1. customer segments
2. value proposition
3. channels
4. customer relationships
5. revenue streams
6. key resources
7. key activities
8. key partners
9. cost structure

Source: The Business Model Canvas by Alexander Osterwalder
Validation: Testing Your Business Model

• The following techniques will help generate market facts about your business’ target customers, value proposition and business model.
  
  – Testing interest & relevance (e.g. Ad Tracking, Landing Pages, target customer survey)
  
  – Testing willingness & ability to pay (buy now button, pre-sales, prototyping)
  
  – Testing preferences & priorities (split testing, innovation games)

Source: www.strategyzer.com
Research Interests

- Passionate about the following important topics
  - Business Ethics, Social Responsibility
  - Social Business and Entrepreneurship
  - Green Economy and Green Energy
“Rather, ten times, die in the surf, heralding the way to a new world, than stand idly on the shore.”

Florence Nightingale

Nightingale is the founder of modern nursing, a prolific writer, statistician, administrator and social reformer, may have been one of the world’s first social entrepreneurs.