

“Learn How to Create a Successful Business Model”

Conducted by Dick Hall

Dick Hall has experience in a broad range of business environments. He was a director at a major telecommunications company, a senior business consultant with a large technology-consulting firm, and owner of a consulting firm working with small business startups. He is the author of several business-planning books and has developed and taught courses based upon those books. This seminar is based upon the principles and concepts from one of his books. He is a long time SCORE counselor.

This seminar is based upon a new book by Dick Hall entitled “The Good Idea and Good Resources Business Plan Workbook”. The seminar presents a unique approach to developing a business plan and starting a business. It includes discussion of the following concepts and principles:

- The formula for every successful business is a Good Idea and Good Resources. A Good Idea cannot compensate for Poor Resources and Good Resources cannot compensate for a Poor Idea. Both are required for success!
- The secret to creating a business concept that incorporates the Good Idea and Good Resources principles starts with understanding how to identify and assess the business elements that make up the Good Idea and those that make up the Good Resources.
- There are six business elements that make up the Good Idea and the six business elements that make up the Good Resources.
- These twelve business elements also create a Business Model Schematic that converts the somewhat elusive term *business model* into a real, understandable, business tool.
- Twelve simple, work-saving worksheets are used to define the specific business elements of your business model. The worksheets are not writing exercises. They are designed to minimize writing and focus on the important data through the use of multiple choice, tables and key words.
- These twelve elements can then be assessed to measure the quality of both the Idea and the Resources. This is accomplished in three stages: (1) assessing each of the twelve elements as Good, Fair, or Poor, (2) assessing the Idea and the Resources, (3) and finally assessing quality of the total Business Model. This process provides a simple but rigorous critique of the business concept and identifies areas of risk.
- The data from the twelve worksheets and the business model are easily transferable into a well-organized and comprehensive formal business plan.
- You may not even have to write a formal business plan – the worksheets and the business model may satisfy your planning requirements.

WHEN ... See Seminar Schedule for Dates

WHERE... At local libraries and at the SCORE office in the Bank of America building at 6128 US Highway 19, New Port Richey. Park in rear of the building, enter the rear door, and take the elevator to Suite 302 on the third floor.

Excellent handouts are provided.