

Writing Great Business Plan



NUS Extension

Date : 6 March 2009, Friday
Time : 9.00am to 5.00pm
Venue : NUS Extension (#12-01 Park Mall)
Fees : Complimentary for the first 60 registrants on a first-come, first-served basis



Objective:

The one-day business plan development workshop caters to entrepreneurs and professionals. It aims to equip the participants with the concept, methodologies and tools to develop effective business plan to meet the requirements of business, investors and financiers.

1) Purpose & Value Propositions

Business plan must address its intended objectives and audience: investors (bankers, venture capitalists, private equity, etc), management and stakeholders. Participants will identify and develop the value propositions for the business.

2) Market & Business Model

Participants will learn the tools of market segmentation, targeting and positioning. More importantly, a business model will be used to create values for customers, deliver values to customers, and to capture values from customers.

3) Strategies & Innovations

Disruptive innovations and competitive strategies are used to identify market sweetspots, develop market penetration plan and growth plan.

4) Risks & Returns

Participants are introduced to the risks and mitigation strategies to the stakeholders; including risk/return profiles.

Methodology:

All participants will be given pre-readings (articles and cases) a week before class. Participants should have a prepared business plan to bring to class for discussions.

Instructor:

Neo Kok Beng was Vice-President at Singapore Technologies Electronics, specializing in new business development. He had set up new businesses divisions and spin-offs in mobile payment, information security and telematics.

Kok Beng teaches technology entrepreneurship in NUS (both NUS Entrepreneurship Centre and NUS Business School). He is also researching technology management and technological innovation strategies at the Division of Engineering & Technology Management, Faculty of Engineering. Kok Beng graduated with an MBA (NTU) on Hewlett-Packard Scholarship, and PostGrad Diploma (ICIS) on Singapore Computer Systems Scholarship, and B.Eng (Hons) from NUS. He attended the Programme on Science, Technology & Innovation Policy at Kennedy School of Government, Harvard University; and the China Management Programme at Tsinghua University.

**For more information, please call 6338 8400
Or visit www.nus.edu.sg/nex/WritingGreatBusinessPlan.htm**