

### **Overhead 3-A: Understand importance of business planning.**

***“Begin with the end in mind.”***

– Stephen Covey, *The 7 Habits of Highly Effective People*.

***“If you don’t know where you are going, how can you expect to get there?”***

– Basil S. Walsh.

***“Goals determine what you’re going to be.”***

– Julius Erving.

- **What is a business plan used for? A business plan has 3 primary purposes:**
  - **1. Charts course for business owner**
  - **2. Provides introduction document for fundraising**
  - **3. Drives action**
  
- **Summary takeaways:**
  - **Choose something you love**
  - **Do the “work” (Research and Planning)**
  - **Sell it (Think: Elevator Pitch from Mind Mapping Exercise)**