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**Executive Summary**

[Zinn Academy] is a company that aims to educate aspiring entrepreneurs on how to create a startup business. The company offers business instruction courses that can be consumed through the internet or through live seminars on week-long periods. This type of business has currently 100 million potential clients in the [US] where [40 percent] of American adults are wanting to start their own businesses.

**Company Overview**

[Zinn Academy] is founded by [Grant H. Hill] in [2010]. Hill has over [30 years] of experience as a business consultant to over [100] companies including some listed in the Fortune [1000]. Along with other competent mentors who have vast experiences in finance, marketing, and management, he teaches aspiring entrepreneurs the fundamentals of starting a business.

**Mission Statement**

[Zinn Academy’s mission] is to provide helpful educational materials to aspiring entrepreneurs who are striving to build their own company.

**Corporate Values**

[Zinn Academy] takes responsibility on each client’s success in starting a business and empathizes on their needs and inadequacies in order to come up with effective teaching materials.

**Vision**

[Zinn Academy] envisions a future where entrepreneurs will not be needing a master’s or even a college degree in business in order to succeed in building a company.

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| **[ZINN ACADEMY] SWOT ANALYSIS** |
| **INTERNAL FACTORS** | **EXTERNAL FACTORS** |
| **Strengths** | **Opportunities** |
| * Has thorough and in-depth instructional materials
* Flexible; can be consumed through the web or through in-person seminars
 | * Increased interest of many Americans in starting their own business
* New types of businesses are created because of the prevalence of the internet
 |
| **Weaknesses** | **Threats** |
| * Needs more funding for expansion and scaling
* Currently short in personnel
 | * An economic downturn
* Increase in competition against online academy sites, such as Udemy, Skillshare, and Iversity
 |

**Business Concept**

**Product/Service Offered**

[Zinn Academy] offers the following services:

* Online and Live Training Events
* Monthly Membership Program
* Corporate Training Courses
* Business Consulting
* Week-long Live and Online Courses

**Benefits to Clients/Customers:**

[Zinn Academy] provides business courses that can be viewed anytime and anywhere online or can be taken physically through live seminars and events. Clients are able to learn from exceptional mentors who have been leaders in the business world for many years.

**Target Customers:**

[Zinn Academy] offers courses that are thoroughly designed to match the current needs of the clients. The company is also open to all business-minded individuals, business owners or employees alike, who want to learn more about how to run a company.

**Market Analysis**

**Trends**

A recent survey by the [US government] reveals that [40%] of American adults are passionate about starting their own business. For [Zinn Academy], this number can be translated to over [100 million] potential clients.

With the rise of the demand for online education, there is no better time to be more aggressive on creating more programs and scaling the company. A substantial number of students online [(79%)] thinks that online education is better than or equal to classroom-based education. With this growth of demand and positive feedback for online education, the company will focus its efforts this year to create more materials to be distributed online.

**Market Size and Revenue Potential**

[Zinn Academy] is setting its eyes on the [100 million] potential clients that are on their way to set up their own businesses. In Phoenix, Arizona, the city where the company is based, more than [20%] of the total adult population were reported to have plans in starting their own business in the near future. Zinn Academy can maximize on this potential by enhancing its seminars and courses as well as producing more niched training programs on the internet.

**Zinn Academy Growth Forecast for 2019**

|  |  |  |
| --- | --- | --- |
|  | **FY 2018** | **FY 2019** |
| Clients | 10,234 | 20,000 |
| Revenue | $2.5 million USD | $4 million USD |

**Competition**

The following companies are currently [Zinn Academy’s] top competitors: [iUniversity and Online Business Academy].

**Competitive Analysis**

|  |  |  |
| --- | --- | --- |
| **Company Name** | **Services and Programs** | **Technology Use** |
| Zinn Academy | * Offers a week-long intensive business course
 | * Has courses that can be taken online
 |
| iUniversity | * Offers specialized courses and services not only in business but in other disciplines as well
 | * Is currently working on their own mobile application
 |
| Online Business Academy | * An online business school that has strong programs and services on business and management
 | * Has their own mobile application and distributes its contents online
 |

**Strategic Key Performance Areas (KPAs), Goals, and Objectives**

**Legend:**

**Definition of Priority Levels**

**Priority Name Definition**

**High** Low Cost, High Impact
**Normal** Average Cost and Impact
**Low** High Cost, Low Impact

**Definition of Status**

**Ongoing** - The activity is on track/on schedule.

**At Risk** - There are issues facing the activity, but can still be resolved.

**On Hold** - A serious issue needs to be resolved before the activity can continue.

**Done**-Accomplished.

**KPA: Financial**

Goal: Increase its annual revenue by [100%] in five years

Objective: Hit the quarterly quota of [2,500 clients] for the current year

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Develop more course manuals and become more active online  | CEO | March 3, 2019 | Ongoing | High |

**KPA: Customer**

Goal: Have a steady increase in client base

Objective: Gain a [100% increase] in clients for the current year.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Owner** | **Target Date** | **Status** | **Priority** |
| Advertise the company through online mediums and start producing more courses online | Marketing Manager, CEO | April 4, 2019 | Ongoing | High |

**KPA: Operational/Internal Processes**

Goal: Continuous development; be able to identify or anticipate client’s pain points

Objective: Be able to create and develop a course manual that targets the specific need of a client

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Owner** | **Target Date** | **Status** | **Priority** |
| Constantly monitor client’s feedback to programs, materials, and courses | CEO, R&D Personnel | January 3, 2019 | Ongoing | Normal |

**KPA: Employees**

Goal: Accommodate the demands for [highly-skilled and highly-experienced] business instructors and mentors

Objective: Open at least ten more positions for instructors this [year]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Items** | **Owner** | **Target Date** | **Status** | **Priority** |
| Advertise vacant positions online and spread through word of mouth | HR Manager | February 5, 2019 | Ongoing | Low |

**Management Team**

[Zinn Academy] is led by a former business consultant. His executives also come from business backgrounds with a combined experience of [50 years]. The company continues to hire positions in the managerial level as the company plans to expand its team.

**Financial Details**

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| **Zinn Academy** |
| **Balance Sheet** |
| [USD $] |
|  | **2018** | **2019** |
| **Assets** |  |  |
| Current Assets: |  |  |
| Cash | 2,000,000 | 3,000,000 |
| Accounts Receivable | 500,000 | 500,000 |
| Prepaid Expenses | 100,000 | 90,000 |
| Inventory | 50,000 | 60,000 |
| Total Current Assets | 2,650,000 | 3,650,000 |
|  |  |  |
| Property & Equipment | 70,000 | 100,000 |
| Goodwill | 500,000 | 550,000 |
| **Total Assets** | **3,220,000** | **4,300,000** |
|  |  |  |
| **Liabilities** |  |  |
| Current Liabilities: |  |  |
| Accounts Payable | 700,000 | 700,000 |
| Accrued Expenses | 700,000 | 900,000 |
| Unearned Revenue | 350,000 | 500,000 |
| Total Current Liabilities | 1,750,000 | 2,100,000 |
|  |  |  |
| Long-Term Debt | 600,000 | 600,000 |
| Other Long-Term Liabilities | 100,000 | 150,000 |
| **Total Liabilities** | 2,450,000 | 2,850,000 |
|  |  |  |
| **Shareholders' Equity** |  |  |
| Equity Capital | 500,000 | 600,000 |
| Retained Earnings | 270,000 | 850,000 |
| **Shareholders' Equity** | **770,000** | **1,450,000** |
| **Total Liabilities & Shareholders' Equity** | **3,220,000** | **4,300,000** |

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| **Zinn Academy** |
| **Cash Flow in [USD $]** |
|  | For the Year Ending | 12-31-2018 | 12-31-2019 |
|  | Cash at Beginning of Year | 2,000,000 | 3,000,000 |
|  | Cash at End of Year | 3,670,000 | 5,140,000 |
|  |  |  |  |
| **Operations** |  | **2018** | **2019** |
| Cash receipts from |  |  |
|  | Customers | 1,600,000 | 2,300,000 |
|  | Other operations | 400,000 | 700,000 |
| Cash paid for |  |  |  |
|  | Inventory purchases | -100,000 | -200,000 |
|  | General operating and administrative expenses | -500,000 | -600,000 |
|  | Wage expenses | -600,000 | -900,000 |
|  | Interest | -40,000 | -70,000 |
|  | Income taxes | -160,000 | -230,000 |
| Net Cash Flow from Operations | 600,000 | 1,000,000 |
|  |  |  |  |
| **Investing Activities** |  |  |
| Cash receipts from |  |  |
|  | Sale of property and equipment |  |  |
|  | Collection of principal on loans | 1,000,000 | 1,200,000 |
|  | Sale of investment securities | 90,000 | 90,000 |
| Cash paid for |  |  |  |
|  | Purchase of property and equipment | -100,000 | -200,000 |
|  | Making loans to other entities | -300,000 | -300,000 |
|  | Purchase of investment securities |  |  |
| Net Cash Flow from Investing Activities | 690,000 | 790,000 |
|  |  |  |  |
| **Financing Activities** |  |  |
| Cash receipts from |  |  |
|  | Issuance of stock | 900,000 | 800,000 |
|  | Borrowing | 200,000 | 250,000 |
| Cash paid for |  |  |
|  | Repurchase of stock (treasury stock) |  |  |
|  | Repayment of loans | -600,000 | -400,000 |
|  | Dividends | -120,000 | -300,000 |
| Net Cash Flow from Financing Activities | 380,000 | 350,000 |
|  |  |  |  |
| Net Increase in Cash | **1,670,000** | **2,140,000** |
|  |  |  |  |
|  | **Cash at End of Year** | **3,670,000** | **5,140,000** |