End-of-Chapter Questions

You and a partner have just come up with what you believe is a brilliant social venture idea, which you have evidence is also an opportunity. Your enterprise is called LearningSite.org, and it is dedicated to providing parents of kids with learning disabilities the learning tools their children can use—but which are often hard to find in public schools. A major foundation has taken an interest in your project and asked you for a business plan before they will provide the enterprise with seed funding.

1. Your partner volunteers to "crank out" the business plan for LearningSite.org—whatever it takes to get the money. Explain why this may not be the best approach.
2. You don't have a business model for LearningSite.org yet, either. Should you try and create one before writing the business plan? Why or why not?
3. Looking at the first draft of the business plan, you see that your partner omitted discussion of the risks from key personnel leaving LearningSite.org, or of not getting sufficient funding after the foundation grant finishes. You point this out, but your partner argues that this would "just open a can of worms." Comment.
4. You are debating whether or not to have LearningSite.org's business plan professionally designed by a graphic design firm. It will be expensive, but it will look great. Should you do it? Discuss the costs and benefits.