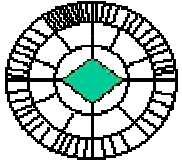


# Business/Life planning

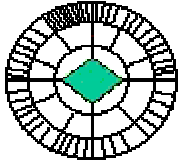
- What is a business/life plan
- Why you need one
- How to build one
- The 4 Es of a business/life plan
- Benefits Ripose provides
- Needs & wants
- Ripose value adds
- The cost of building it



# What is a business/life plan

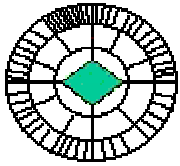
In essence a business/life plan is a blueprint or model detailing how an enterprise delivers its offerings to the market. The business plan addresses the stakeholders:

- Benefits
- Values
- Need & wants
- Issues
- Knowledge
- Strategies

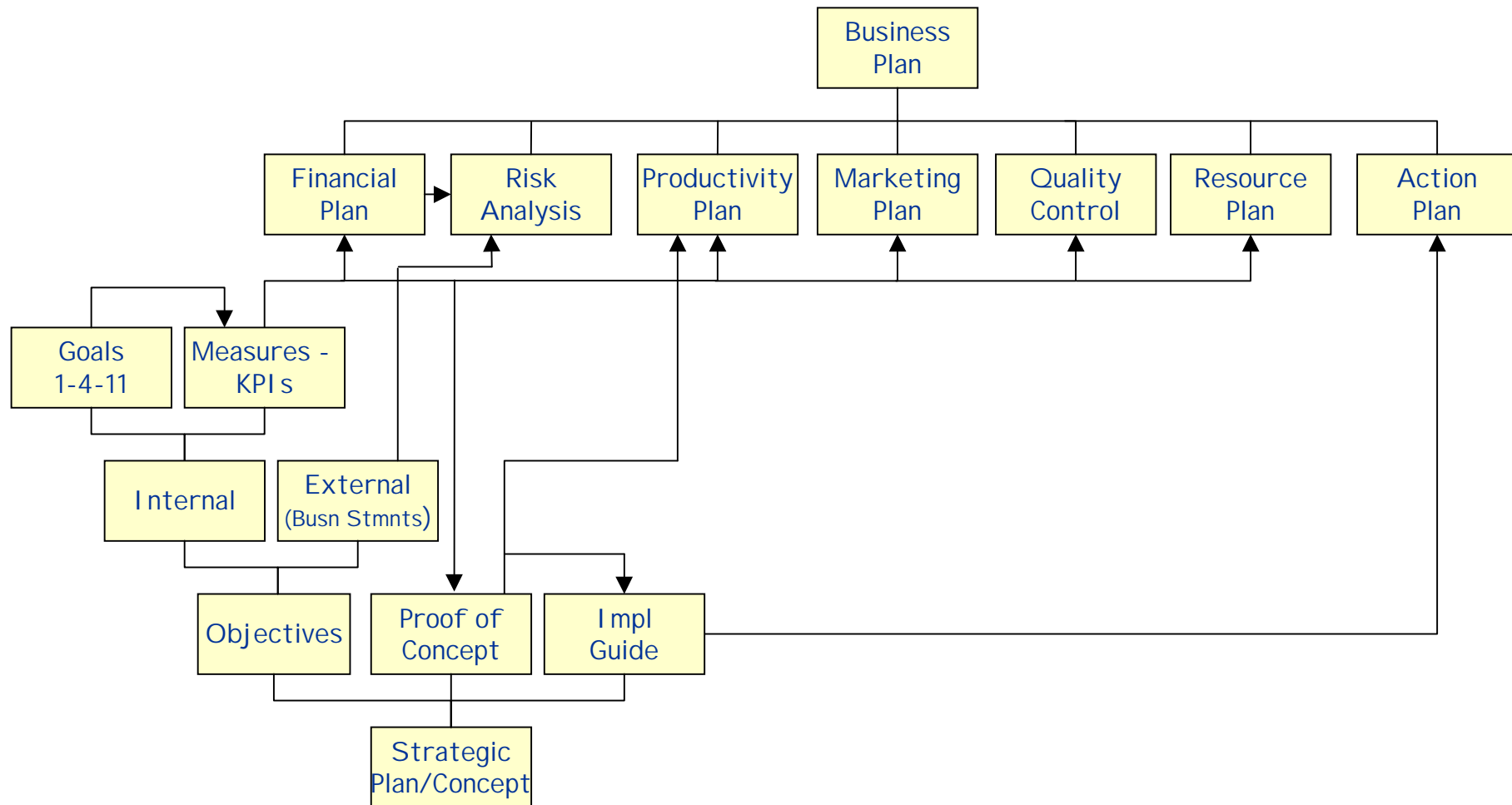


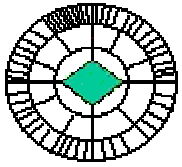
# Why you need a business/life plan

- I identify needs & wants
- I identify financial costs & savings
- Highlight risks
- Clarify your offerings
- Refine your marketing mix
- I identify quality control issues
- Set resource levels
- Document your action plans



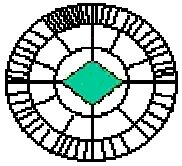
# Building a business/life plan





# The 4 Es of a business plan

- |             |              |          |
|-------------|--------------|----------|
| ➤ Efficient | ⚡ Prosperity | ⚡ Wealth |
| ➤ Effective | ⚡ Robustness | ⚡ Health |
| ➤ Ethics    | ⚡ Esteem     | ⚡ Love   |
| ➤ Ease      | ⚡ Perception | ⚡ Wisdom |

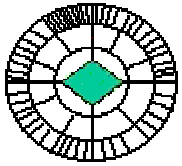


# Benefits Ripose provides



The Ripose Technique will help deliver a sustainable business/life plan that is:

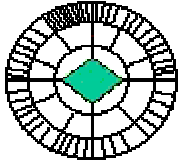
- Efficient
- Effective
- Ethical
- Easy to understand & implement



# Needs & wants

The Ripose Technique addresses the needs & wants of individuals who in turn provide the value to an enterprise. These values help develop a sustainable business/life plan

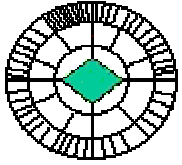
- 5 needs ≈ 52% - 55%
- 6 wants ≈ 48% - 45%



# Ripose value adds

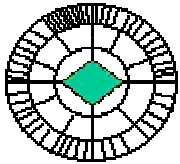
The Ripose Technique will help deliver a sustainable business/life plan that will:

- Lower operating costs
- Better identify your audience
- Improve your competitiveness
- Improve your productivity
- Better utilise your resources
- Better utilise available channels



# Values - continued

- Empower stakeholders through good will
- Improve quality
- Assist you master technology
- Improve your planning methods
- Improve stakeholder communication

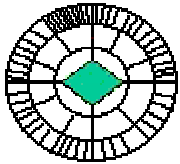


# The cost of building a business/life plan

Enterprise	Objectives	Proof of concept	Busn plan	Total
DIY	\$ 50		~\$450	~\$550
Individual	\$ 500	\$ 1,250	\$ 200	\$ 1,950
2 people	\$ 1,000	\$ 2,500	\$ 400	\$ 3,900
Small (3-6)	\$ 3,000	\$ 7,500	\$ 1,200	\$ 11,700
Medium (7-15)	\$ 20,000	\$ 80,000	\$ 2,000	\$ 102,000

Prices are only estimates. A fixed price will be calculated once a contract is drawn up.

DIY - We offer a starter pack (next slide). The business plan cost is based on the approximate price of 3rd party software  
Rest - Consulting face to face or over the internet

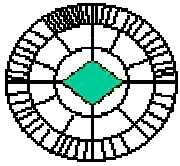


# The DIY plan

We offer you over 400 objectives statements to get you started:

Objective	Number of objects	Select from
Your passion/purpose	1	0
Benefits you deliver	4	>40
Values you live by	11	>100
Issues addressed	11 - ?	>300

The cost of the DIY plan is for the provision of over 400 business objectives. You select the one you feel best suits. Or create your own.



# Contact us



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Free web site <http://www.ripose.com/Mydream>

Our offerings <http://www.ripose.com>