

# My Business Plan

Completing this ordered list of tasks will produce a rough draft of an implementable plan for starting a business that contributes to the conservation of a selected, at-risk species.

Task list developed by:

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## Details

1. [www.profitablebiodiversity.com/workshop/workshop\\_notes.pdf](http://www.profitablebiodiversity.com/workshop/workshop_notes.pdf)
2. <https://doi.org/10.14207/ejsd.2024.v13n3p57>
3. [www.profitablebiodiversity.com](http://www.profitablebiodiversity.com)

## Instructions

For each task, write down any ideas however wild, that might complete the task.

## **Task 1: Select a species to be conserved**

Also delineate geographic locations where it will be found. Write down those ecosystem characteristics it needs for survival and those that are currently driving it towards extinction.

## **Task 2: Identify a biodiversity project**

What project will your firm run that will help to conserve the species that you identified in Task 1?

### **Subtask: Estimate the project's scale**

How big does the project need to be for it to be ecologically effective? For instance, a project that seeks to draw would-be poachers away from poaching has a scale problem: The number of needed jobs may need to be large given the large number of economically-disadvantaged people in an ecosystem that see poaching as their main source of livelihood.

### Task 3: Identify a biodiversity offering

An offering is any product or service that is marketed by a firm with the intention of making money off of its repeated sales. A *biodiversity* offering is one whose price includes a *biodiversity premium*. This premium is used by the firm to run the above biodiversity project. This project then, is financially dependent on the offering. The offering in-turn, is dependent on the project through customer responses to the offering's *biodiversity dashboard* (see Task 4: 7. Channels, below).

## **Task 4: Complete the Lean Startup Business Plan**

The following nine activities have been developed by the United States Small Business Administration (SBA) as one approach to structuring a business plan. See <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>. Four sub-activities have been added.

## **1. Key partnerships:**

Note the other businesses or services you'll work with to run your business. Think about suppliers, manufacturers, subcontractors, and similar strategic partners.

**Sub-activity: Identify an in-country liaison**

A project initiated by a firm headquartered outside of the project's country will need a local liaison who understands how to acquire the necessary permits, and who can mitigate the nationalistic reservations many locals will feel towards the foreign-owned project.



## **2. Key activities:**

List the ways your business will gain a competitive advantage. Highlight things like selling direct to consumers, or using technology to tap into the sharing economy.

### **3. Key resources:**

List any resource you'll leverage to create value for your customer. Your most important assets could include staff, capital, or intellectual property. Don't forget to leverage business resources that might be available to women, veterans, Native Americans, and HUBZone businesses (see <https://www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program>).

#### **4. Value proposition:**

Make a clear and compelling statement about the unique value your company brings to the market.

## **5. Customer relationships:**

Describe how customers will interact with your business. Is it automated or personal? In person or online? Think through the customer experience from start to finish.

## **6. Customer segments:**

Be specific when you name your target market. Your business won't be for everybody, so it's important to have a clear sense of whom your business will serve.

## **7. Channels:**

List the most important ways you'll talk to your customers. Most businesses use a mix of channels and optimize them over time.

### Sub-activity: Design a biodiversity dashboard

In the space, below, make a rough sketch of what would be a simple, eye-catching but informative screen that a biodiversity-concerned customer could look at and easily get a sense of the species' state and what impact your project is having on it. One example of such a dashboard appears in <https://doi.org/10.14207/ejsd.2024.v13n3p57>.



Figure 1: My biodiversity dashboard idea.

**Sub-activity: Design a monitoring program**

List those ecological metrics that need to be monitored on the biodiversity project in order for their real-time values to be displayed on the biodiversity dashboard. Describe how each metric will be observed and how those observations will arrive at the dashboard.



## **8. Cost structure:**

Will your company focus on reducing cost or maximizing value? Define your strategy, then list the most significant costs you'll face pursuing it.

## **9. Revenue streams:**

Explain how your company will actually make money. Some examples are direct sales, memberships fees, and selling advertising space. If your company has multiple revenue streams, list them all.

### **Sub-activity: Populate a profit and loss statement**

Use ballpark cost and revenue values to fill-in the blanks of the Excel spreadsheet, [www.profitablebiodiversity.com/workshop/profit\\_loss.xlsx](http://www.profitablebiodiversity.com/workshop/profit_loss.xlsx). See also <https://www.vertex42.com/ExcelTemplates/profit-and-loss.html>.