



Appendix A: Business Plan Criteria

A.1: Business Plan Criteria 1

How do you prove your tech (something tangible) in the market?	<input type="checkbox"/>
How do you prove your tech makes money? (Prove with transaction)	<input type="checkbox"/>
How do you scale your customers / volume transactions?	<input type="checkbox"/>
Prove that you can do at least one deal that is a valid deal (first case). After proving this, you may proceed to repeat and scale.	<input type="checkbox"/>
Find an example where you can productize your idea> (Go to a target customer and sell)	<input type="checkbox"/>
Initial Cost: How much to create the product	<input type="checkbox"/>
Marginal Cost: How much to create the second product for target customer	<input type="checkbox"/>
If Customer does not pay above the marginal cost of your product, you have no business	<input type="checkbox"/>
May need to let the first customer to try	<input type="checkbox"/>
What is the simple use case that is manageable, and you can do it? (first bite)	<input type="checkbox"/>
How much value is generated?	<input type="checkbox"/>
What will we do next?	<input type="checkbox"/>
Where are we going to get data?	<input type="checkbox"/>
Who will we talk to sell it?	<input type="checkbox"/>
How will potential customer benefit from it	<input type="checkbox"/>
Think Tactically. Real Actions. Real Facts	<input type="checkbox"/>



A.2: Business Plan Criteria 2

GOOD AND BAD STRATEGY		
Chapter 1 GOOD STRATEGY & WHY IT MATTERS	Create a simple, actionable, and coherent strategy with a robust design, and focus all your planned resources and efforts on it	<input type="checkbox"/>
Chapter 2 DISCOVERING POWER	Question traditional practices and look for advantage, opportunities, weaknesses, and threats in each component of your business individually and with one another and compare them to your competitor's existing practice and create a coherent strategy that maximizes all your resources that are difficult to replicate.	<input type="checkbox"/>
Chapter 3 BAD STRATEGY	Bad strategy contains 1) fluff 2) failure to face the challenge and 3) mistaking goals for strategy.	<input type="checkbox"/>
Chapter 4 WHY SO MUCH BAD STRATEGY?	Bad strategy is created when one avoids the uncomfortable process and analysis required to create good strategy such as 1) using vision/mission/goal templates instead of crafting a coherent strategy 2) not making a decision to prioritize one primary objective while ignoring others and dedicate all or most resources towards achieving it and 3) believing that a positive 'mental state' is all that is required in place of a designed coherent strategy. Crafting a good strategy is not easy, and lacks analysis, and focus.	<input type="checkbox"/>
Chapter 5 THE KERNEL OF GOOD STRATEGY	A good strategy is created through 3 steps: 1) diagnosing the specific challenge, 2) creating a guiding policy on how to navigate the challenge, and 3) executing coherent actions coordinated by the guiding policy towards the challenge.	<input type="checkbox"/>

A.3: Business Plan Criteria 3

SOURCES OF POWER		
Chapter 6 USING LEVERAGE	Strategic leverage is when you 1) anticipate the actions and reactions of your competitors and market; 2) identify a pivot point where the effects from your actions are intensified; and 3) concentrate all your efforts onto a critical objective that will return a great payoff.	<input type="checkbox"/>
Chapter 7 PROXIMATE OBJECTIVES	Identify and pursue objectives that are feasible, and work towards making sure each objective lead to market dominance and business excellence.	<input type="checkbox"/>
Chapter 8 CHAIN-LINK SYSTEMS	By making sure your chains (business departments, networks, units) are robust and coherently designed and support all other chains intentionally, you will maximize your overall business impact and make your business unreplicable. Each business unit must understand how they impact other units and must make compromises for the business.	<input type="checkbox"/>
Chapter 9 USING DESIGN	A grand strategist focuses its efforts to design a strategy that coordinates available resources coherently to tackle a specific challenge that yields the highest value, which in turns creates a high quality and high performing competitive advantage over its' giant competitors.	<input type="checkbox"/>
Chapter 10 FOCUS	1) Focus on all components of your business to make sure they are optimized for your value provided, and 2) once the extra value is generated, use it to target groups or prospects and create specific applications.	<input type="checkbox"/>
Chapter 11 GROWTH	Without a coherent strategy, healthy growth cannot occur. The best form of growth comes from natural demand of a company's offerings, which suggests innovation. Furthermore, one should not merge or acquire another company if there are no strategies or plans to increase the value of the company they are acquiring through increased innovation or changes.	<input type="checkbox"/>
Chapter 12 USING ADVANTAGE	Strengthen your competitive advantage. 1) Deepening Advantage 2) Broadening the Extend of Advantage 3) Creating a Higher Demand 4) and Strengthening Isolating Mechanisms.	<input type="checkbox"/>

<p>Chapter 13 USING DYNAMICS</p>	<p>During waves of change in society from innovation or market shifts, a small group of individuals with foundational knowledge and expertise in an industry can rapidly disrupt the respective industry and steal market dominance by rebuilding the respective foundation utilizing newer and more innovative inventions that drastically change the industry standard, while also providing a more attractive service or product compared to the then-major competitors.</p>	<input type="checkbox"/>
<p>CHAPTER 14 INERTIA AND ENTROPHY</p>	<p>All successful companies are created from the result of inertia- from routine, third-party, or work culture. However, the same inertia that brought success can also lead to the companies' demise if the inertia is never redirected to business evolvement or if the company infrastructure and practices remain stagnant. Entropy, whether in financial or physical form, is the result of such stagnation; however, to remain competitive, leaders must exercise voluntary entropy, that is, to dismantle and reassemble all aspects of their business constantly. Therefore, there must be a balance of inertia and entropy in a business to sustain a competitive advantage and remain successful</p>	<input type="checkbox"/>
<p>CHAPTER 15 PUTTING IT TOGETHER</p>	<p>A good strategy consists of</p> <ol style="list-style-type: none"> 1) Diagnose: Define the key challenge in clear, simple terms. 2) Guiding Policy: Define a clear direction for addressing the challenge. 3) Power of leverage, identifying and pursuing proximate objectives to expand competence, focusing towards strategic goals, engineering chain-linked systems, growth by natural market demand, designing a coherent strategy using all available resources tightly that cannot be replicated, constantly increasing your advantage, riding dynamic wave of changes, understanding and utilizing inertia and entropy. 	<input type="checkbox"/>

AL
