

SERVICE: BUSINESS PROJECT MANAGEMENT

Seattle Bug Safari

Challenge

Brian comes from an entrepreneurial family, is married to an entrepreneur, and was itching to make a difference in the community with his own business. While working full time, Brian had been writing a business plan for a new Seattle attraction called the Seattle Bug Safari. Although he was making steady progress, Brian determined he needed a business coach experienced in startups to help him complete the plan. He asked Ventura Project Group to lay out a simple roadmap to validate his assumptions, morph the business to increase its revenue potential, get input on his financial model and accelerate the completion of his plan to obtain funding.

Solution

Ventura Project Group acted as a "guide on the side," meeting about every other week to review Brian's business plan writing progress. We offered suggestions to strengthen his plan, including ideas for new products and services to increase the revenue potential of the business. Ventura Project Group developed a market survey and approach to validate the assumptions in the plan, and reviewed the financial model to help Brian manage income and expenses to ensure realistic cash flow. Ventura Project Group advised him on funding options and provided support to secure funding. We employed strong, disciplined project management to help Brian stay focused and accelerate results.

Results

The business plan was completed and validated in just two months. Funding was secured and Brian is now working with his team to launch the company and build out the physical attraction. The Seattle Bug Safari is expected to open in March 2006 at the Pike Place hill climb, just above the Seattle Aquarium.

"David helped me finish and validate my business plan faster than I expected. His business startup roadmap helped me "see around the corner" and helped me listen to the truth about my business and morph it to make it stronger in the market. David helped make it fun to write a business plan and get it funded!"

—Brian Rolf, Owner, Seattle Bug Safari

Project Deliverables

- Business Plan Project Roadmap
- Market Validation
- New Ideas to Increase Revenue
- Feedback on Financial Model
- Support to Secure Funding

To grow your business by leveraging your organization's ideas, intellectual property and capital, contact Ventura Project Group at info@venturaprojectgroup.com.