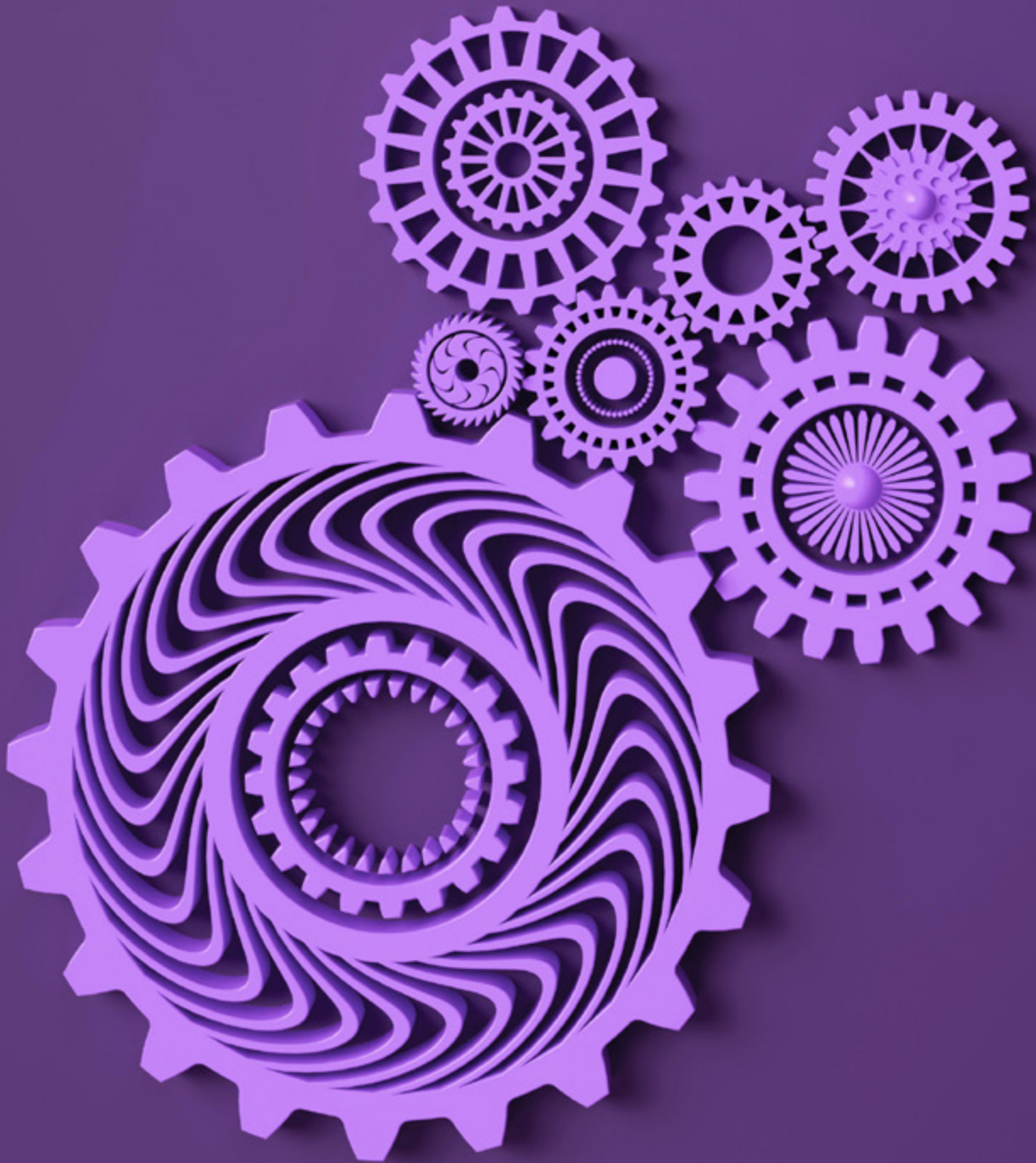


Youth in Gear

From business concept to market in **8 easy steps.**



Dream. Design. Do.

About Shifting Gears

Shifting Gears is a business learning and coaching bootcamp powered by SimplyBiz.

It is an opportunity for business owners and those considering entrepreneurship to take stock of where they are in their business and personal life, as well as to set a new direction and gain skills and tools to equip themselves for a shifted business world.



Youth in Gear

Under 35 and thinking of starting a business or want to grow your side hustle?

This is the place to get your business up and running quickly. Youth in Gear is aimed specifically at young entrepreneurs to take you from ideation to pricing, to presenting your business plan to potential funders, in just eight steps!

Eight Reasons to start

1. Structured learning offers real takeaways for you and your business.
2. You can learn from others' 'if I had to start over' lessons.
3. Online learning and relevant resources are a click away.
4. Learn at your own pace.
5. Assessments monitor your progress towards your business goal.
6. Ready-to-use templates and guides help you.
7. You get a completed business plan to present to potential investors or clients.
8. You can be ready to pitch in just two weeks if you go for it!

Who will benefit?

- ✓ Under 35s who want more.
- ✓ I have a dream.
- ✓ I have a side hustle.

How it works

Simply follow the eight steps. Once you have completed the action in each step, this will effectively create a one-page business plan for you, which you can use in your pitch deck. The articles, video masterclasses and tools are there to help you. Assessments are built in for you to monitor your own progress.



Youth in Gear

Let us help you get started with a viable business concept that you can take to market.

Eight steps to your business plan.

✓ STEP 1	How to create an effective business pitch	Page 4
✓ STEP 2	How to define the problem	Page 6
✓ STEP 3	How to define the solution	Page 7
✓ STEP 4	How to define your target market	Page 9
✓ STEP 5	How to describe your revenue streams and marketing strategy	Page 10
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Step 1

Business pitch

You will have heard about an elevator pitch. Can you describe the business you are starting in 60 seconds? It seems easier than it is. It is essential to refine your pitch statement so that the audience understands what your business is about immediately, and what you offer.



Operations and admin

3 min read

How to test if you're onto a winning business idea

Small-business owners who are excited about their concept should test it before taking the plunge, particularly if they are first-time business owners or are unfamiliar with the industry they are considering entering ...

[READ NOW](#)

DONE



Motivation

2 min

Youth – Get Your Hustle On!

It's time to harness what makes you different as a generation and to use these characteristics to test and develop business ideas. It doesn't have to be your lifelong dream to bring you an income and opportunities for future growth ...

[WATCH NOW](#)

DONE

Write a one- or two-sentence overview of your business that sums up the essence of what you are doing.

Example

BUSINESS INTRODUCTION

Ask yourself these six questions when formulating your business introduction.

1	What is my company called?	In the Bag
2	What is it?	It is a bag manufacturer and online shop.
3	For whom?	It is aimed at meeting the needs of the eco-aware tourist market.
4	What problem do you solve?	We sell locally produced, environmentally friendly bags.
5	What solution do you provide?	We provide uniquely South African handmade bags, using only recycled materials.
6	What is unique about your product or service?	Our customers get unique, Africa-inspired bags made by local women, from recycled materials, shipped to their door. The planet wins, the community wins, and the customer wins.



Complete a SWOTA analysis

(Strengths, Weaknesses, Opportunities, Threats, Action)

[READ MORE](#)

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Step 2

What is the problem?

Eskimos have no need for ice: A common mistake entrepreneurs make is to start a business because they like an idea or a particular product. It is essential to start (and continue) with the customer in mind. Can you identify a problem or a need that you are able to solve and does your proposed solution directly meet that need?



Sales and marketing

3 min read

How to research a business opportunity

Protect yourself by understanding what a business opportunity really is and the steps you should take to ensure that you've found the best opportunity available ...

[READ NOW](#)

DONE



Sales and marketing

4 min read

Ideas on ideation

The diagram above shows the circular nature of ideation. It is something that all businesses should be doing regularly, not just in the start-up phase ...

[READ NOW](#)

DONE

ACTION

15 min

Describe the problem or need you are solving.

Example

CUSTOMER NEED

Limited access to genuine, locally made produce. Often mass-produced products are all that is available at tourist attractions. Desire to support community initiatives. Desire for unique curios and gifts. Desire for environmentally friendly products (green tax). Difficulty of transporting curios.

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Step 3

What is your solution?

An entrepreneur takes an idea and builds a business around it. Starting a business usually requires a massive investment of time, talent, energy and, yes, money. It is also high-risk, so do your homework and planning first. Having a plan is as essential as having the dream that sets the plan in motion.

- Is there a problem from the customer's perspective?
- Is the customer willing to pay for this solution? How much?
- Are there enough customers willing to pay enough to keep you in business?
- How will you attract and keep your customers?



Sales and marketing

How to write a sales plan

A sales plan lays out your objectives, high-level tactics, target audience, and potential obstacles. It's like a traditional business plan but focuses specifically on your sales strategy. A business plan lays out your goals, a sales plan describes exactly how you'll make those happen ...

[DOWNLOAD](#)

DONE



Sales and marketing

Marketing plan

The marketing plan has been designed to help you develop a marketing strategy that will work for your business and the product or service range you offer. Remember that you cannot be all things to everyone and it is important to set clear marketing objectives before you begin ...

[DOWNLOAD](#)

DONE

What is your solution? (This is your product or service.)

Example

SOLUTION

In the Bag has a small workshop in Alexandra that is open to the public, who can watch the women at work, but we aim to grow the e-commerce side of the business.

How does your product or service meet the need?

Example

CONCEPT

Each craftswoman is encouraged to design their own products, allowing for individual artistry, while the team checks each other for quality. Customers can request customisation and we offer branded products for corporates. We ship all over the world on behalf of the customer.

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Step 4

Who are your customers?

Whether you are selling to other businesses or directly to the public, it is important to build a picture of who or what your customer is. Who are they? Where do they live? What is important to them? When and how often are they buying? How are they buying?

ACTION

15 min ⌚

Build a picture of your customer and consider the demographics.

Example

TARGET MARKET

- *International and local tourists.*
- *Corporates.*
- *Internet shoppers (we intend to grow this market).*



Check your progress ...

Complete the online assessment to see how well you understand steps one to four.

**START
NOW**

Step 5

How will your business make money?

Now that you have a clear idea of your target market, it is easier to devise a sales and marketing plan to appeal directly to that customer. For instance, if your idea is to sell vintage clothing to the hip and green-conscious youth, then Instagram would be a logical platform to promote your products on. Be clear as to what, to whom (segment your market), and how you are selling.

ACTION

30 min ⌚

Describe your revenue streams.

Example

REVENUE STREAMS

- Manufacturers and retailers locally and online.
- Branding of products.
- Partnering with the hospitality and tourism trade.
- Partnering with 'green' platforms.

Briefly summarise your sales and marketing strategy.

Example

Sales and marketing STRATEGY

Sales will be generated at the interactive workshop in Alexandra, as well as through social-media advertising driving customers to our e-commerce site.

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Step 6

What makes you unique?

You make great doughnuts. So what? Why should the customer buy your doughnuts? What makes you unique? How does your product or service stand out?



Sales and marketing

4 min read

Does your small business really need a website?

In a world where ever-growing numbers of people have access to computers, cellphones and other devices that facilitate access to the internet, it seems obvious that small-business owners can only benefit from having a website ...

READ NOW

DONE



Sales and marketing

5 min read

Should every business have a Facebook business page?

To have or not to have?
Being an entrepreneur is a never-ending list of things to do ... is running a Facebook page really worth adding to the list?

READ NOW

DONE



How to register a domain name

READ NOW



Sales budget and reconciliation

READ NOW



Design-an-effective-logo checklist

READ NOW



How to build a basic website

READ NOW

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ACTION

20 min ⌚

Explain your value proposition.

Example

VALUE PROPOSITION

Green, all-female, community initiative; fair trade; physical and online shop.

Describe your unique selling point?

Example

UNIQUE SELLING POINT

Unique products with an African flavour.



Step 7

Who is in your team?

You first need to sell the 'who' of the business before you can sell the 'what'. You may have a fabulous idea or product, but unless people buy into you and your team, it is unlikely to make it to market.








People management
6 min read 

10 things business owners should do and know before hiring

If you didn't hire good people to start off with, it can cause you a great deal of stress and impact your business. Mistakes carry a cost, but there's also a great deal to be gained from them ...

READ NOW
DONE

People management
5 min read 

Skills or talents – harness both

To successfully develop and implement a business concept, business owners must possess various traits. Included among these are skills and talents that, when combined, allow the small-business owner to execute their vision ...

READ NOW
DONE

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People management

60 min ⌚

What you need to know about employment law

Growing your business also means growing your team and exploring the different types of employment relationships. Learn everything you need to know about employment law from Aadil Patel, Director and Head of Employment Law, at Cliffe Dekker Hofmeyr.

[WATCH NOW](#)

DONE



The employment contract

[DOWNLOAD](#)



Contract of employment basics

[READ NOW](#)



Build relationships not walls!

[READ NOW](#)

ACTION

30 min ⌚

Explain why an investor should believe in you and your team.

Example

THE TEAM

- AB Developer has six years' e-commerce app experience.
- CD Marketer has 15 years' marketing experience.
- EF Production Manager has 12 years' experience in manufacturing and logistics.
- Eight craftswomen have turned traditional African crafts into modern and desirable bags.

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Step 8

Financial summary

You don't need to be an accountant, nor do you need an expensive bookkeeping system to be able to make sense of the numbers. Consider all your start-up costs and your predicted total operating costs and measure these against your sales forecast.

The profit equation: Total revenue - total costs = a profit or a loss.



Operations and admin

35 min

Introduction to business accounting for small businesses

Learn Business Accounting 101. From registering your business, what type of business registration is right for your business and compliance to managing your finances on cloud accounting software ...

[WATCH NOW](#)

DONE



Finance and funding

8 min read

Applying for finance

As a business owner, there will likely come a time when you want to apply for finance – when you need working capital to help bridge cash flow gaps, additional vehicles or equipment to expand your operations or decide to buy your own business premises ...

[READ NOW](#)

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Essential guide for small business

DOWNLOAD



Markup guide

READ NOW



VAT invoice template

DOWNLOAD



Sales budget and reconciliation template

DOWNLOAD



Income statement - actual vs budget

DOWNLOAD



Consumable stock sheet template

DOWNLOAD



Petty cash register template

DOWNLOAD

ACTION

Prepare your basic financial planning

- Highlight the key aspects of your business plan: expected sales, costs, break-even and projected profitability.
- Divide the funding required into start-up and running capital.
- Explain your expected return on investment.
- Use graphs to show this information.

Example

FINANCIAL SUMMARY

You will see from the attached documents that we expect to break even within 12 months and to be profitable within 18 months.



Check your progress ...

Complete the online assessment to see how well you understand steps five to eight.

START NOW

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Well done!

You've completed the Youth in Gear bootcamp.

Now you can use the information from each step to populate your business plan and pitch deck and get your idea to market.



Business plan template

DOWNLOAD



Create a pitch deck online

START NOW



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SimplyBiz Shifting Gears

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