

Business Bullet ~ Could You Create Your Business Plan on Pinterest?

Lots of people are loving Pinterest, the fabulously successful new social platform for sharing pictures. People are posting not only personal pictures, but increasingly business pictures, as well. And Pinterest business-success stories are popping up everywhere on the Web.

But can you do a business plan with Pinterest? The answer according to Tim Berry on Entrepreneur.com, starts with the question: Why not? And it continues with a picture: His Pinterest sample business-plan board shown here. The original is available on [Pinterest here](#).


The Pinterest business plan shown here is based on a sample bicycle-shop business plan developed with the online Web application at www.liveplan.com, which is the source of the business charts. He added random public domain images, some of them from another of his boards on Pinterest, to illustrate hypothetical strategy, target market, ownership and so forth. The images don't really tie together, but if this were an actual business plan, they would.



It's perfectly compatible with his long-term take on business plans, emphasizing their use in planning, managing and steering a business, rather than merely as formal documents describing a business. The Pinterest plan, like the slide deck, elevator speech or summary memo, is not the plan itself but the output of the plan. It's a summary and reminder of what's important, and it's meant to be reviewed and revised often.

Sample Pinterest Business Plan Like

Entrepreneur.com asked me to write a column on 'Would you, could you develop a business plan using Pinterest?' and this board is part of my response. By the time you read this, there will be a column about it on entrepreneur.com



Tim Berry

Follow

82 followers, 16 pins

Net Profit (or Loss) by Year

Projected profit by year (sample from www.liveplan.com)

Uploaded by user

Expenses by Month

Projected expenses by month (sample from www.liveplan.com)

Uploaded by user

Projected Cash Flow by Year

Projected annual cash flow (sample from www.liveplan.com)

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Cash Flow Statement

	FY2011	FY2012	FY2013
Operations			
Net Profit	\$24,426	\$17,689	\$48,263
Depreciation and Amortization	\$10,289	\$45,339	\$45,339
Increase in Accounts Receivable	\$0	\$0	\$0
Increase in Inventory	\$10,245	\$24,900	\$22
Increase in Accounts Payable	(\$7,245)	\$6,462	\$34
Increase in Short-Term Assets	\$0	\$0	\$0
Net Cash Flow from Operations	\$16,705	\$103,487	\$114,912
Investing & Financing			
Share Purchase or Sale	\$0	(\$40,000)	\$0
Investments Received	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	(\$500)	\$0
Increase in Long-Term Debt	\$11,000	(\$12,200)	(\$20,000)
Net Cash Flow from Investing & Financing	\$11,000	(\$12,400)	(\$20,000)
Net Change in Cash	\$27,705	\$91,087	\$94,912
Cash at End of Period	\$188,884	\$279,971	\$374,883

Projected cash flow (sample from www.liveplan.com)

Uploaded by user

Projected Cash Flow by Month

Projected cash flow monthly (sample from www.liveplan.com)

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Budget Table

	FY2011	FY2012	FY2013
Expenses			
Salaries	\$120,000	\$130,000	\$140,000
Employee Related Expenses	\$45,760	\$43,844	\$40,754
Marketing & Promotion	\$24,866	\$27,400	\$30,521
General Expenses	\$1,000	\$1,000	\$1,000
Insurance	\$4,200	\$4,200	\$4,200
Rent	\$80,000	\$80,000	\$80,000
Utilities	\$1,000	\$1,000	\$1,000
Total Expenses	\$177,766	\$194,444	\$197,475
Major Purchases			
Long-term asset	\$0	\$40,000	\$0
Total Major Purchases	\$0	\$40,000	\$0


Projected sales by year

Uploaded by user

Sales by Year

Projected sales by year

Uploaded by user



The complete plan should be a collection of interrelated modules that lay out the goals of the business, the steps to achieve those goals, specific tasks and responsibilities, important milestones and dates, and basic metrics, including projected sales, costs, expenses, profits and cash flow. The business plan's function is to help entrepreneurs to follow function, so if you're looking for a collection of visual images that summarizes the plan, Pinterest is a perfectly reasonable platform to use.

This kind of plan looks and feels like a slide deck. Its main advantage, compared to a slide deck, is ease of access. Its main disadvantage, compared to a slide deck, is the lack of a structure to organize the images into headings or categories.

Remember in all cases that the business plan isn't about the document or the deck or the pictures. Instead, a business plan is worthwhile because of the decisions that result from it. If the Pinterest plan helps you organize a team and set the main points so you can move forward logically, why not?

Tim Berry is the president of **Palo Alto Software, Inc.**, based in Eugene, OR, which produces business planning software. He is also the author of **3 Weeks to Startup** and **The Plan-As-You-Go Business Plan**, published by Entrepreneur Press.

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