The following is suggested email text for announcing the Business Plan Development Café. Feel free to customize the invitation for your organization. For any bracketed text […], insert text appropriate to your organization and the Café you plan to offer.

**Business Plan Development**

Subject: Harvard ManageMentor Business Plan Development Café

Whether you are launching a new venture, pursuing an expansion opportunity, or initiating a large-scale internal investment, you need a business plan to help you sell your ideas, manage risks, and guide decisions. Done right, a solid business plan can be your blueprint for success.

To build your understanding of business planning processes and methods, join us for a Business Plan Development Café session, a learning opportunity sponsored by [sponsor] and based on material from Harvard ManageMentor. The Café will be led by [facilitator name and job title]. This hour-long session is scheduled for [date, time, web conference information or location]. The Café will help you to understand how to develop and adapt a business plan, propose a project, and sell an opportunity.

Before attending the Café, please complete the following six lessons and the online comprehension assessment in the Harvard ManageMentor Business Plan Development topic [LINK to Harvard ManageMentor Business Plan Development topic]:

* Why You Need a Business Plan
* Get Started on Your Plan
* Tell Your Organization’s Story
* Describe the Opportunity
* Document Your Marketing and Operations Plans
* Present Your Financial Analysis

In addition, please complete and have available:

* The online assessment from the Harvard ManageMentor Business Plan Development topic
* The practice activity “Propose a Project” in the “Get Started on Your Plan” lesson of the Harvard ManageMentor Business Plan Development topic
* The “Worksheet for Describing an Opportunity” in the “Describe the Opportunity” lesson of the Harvard ManageMentor Business Plan Development topic. Use it to identify and begin to describe a promising opportunity that solves a real customer problem in your business. Take no more than 30 minutes and fill in as much information as you can based on what you know about your industry, competition, and market.

Please feel free to contact [sponsor] if you have any questions about the pre-work assignment or the Café session.

Thank you. We hope to see you on [DATE],

[NAME OF PERSON OR GROUP SENDING THE EMAIL]