

Alliance University
Master of Business Administration

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Account on Me, Financial Empowerment Center

CERTIFICATE OF AUTHORSHIP:

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

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Professor Comments:

Account on Me, Financial Empowerment Center

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A Concept Proposal

Submitted in partial fulfillment
of the requirements for the degree
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Abstract

This paper provides a template and discussion on submitting a proper concept proposal to develop a business plan for the Capstone project requirement. Capstone is a corporate applied project whereby the knowledge gained throughout the master's journey should be incorporated and assimilated to demonstrate optimal learning for a practical application. This should be a professionally written document, and you should avoid using the first person while writing. This first section, called an abstract, should provide the reader with an introduction and overview of the concept proposal and must be no longer than two hundred and fifty words. This should be a tight, concise summary of the main points in your paper, not a step-by-step of what you plan to accomplish in your paper. Excessive details must be avoided. Avoid phrases such as "this paper will," and just structure your sentences to say what you want to say. Ensure that proper sentence construction is utilized and attempt to acquaint the reader with what they should expect in reading this proposal for the Capstone project. Note that this is the only paragraph that does not begin indented; it is double-spaced, as is all American Psychological Association (APA) compliant written submissions. Lastly, it is written in a twelve-point Times New Roman font, one of the recommended fonts for APA (American Psychological Association, 2010).

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Mission, Vision, and Core Values

The first paragraph should provide a brief introduction to the section topic. It should include a brief introduction and discussion on the code of ethics this venture will adopt and operate within. The mission, vision, and core values should reflect your uniqueness and what sets your business apart from others.

Mission Statement

Account on Me hopes to inspire and educate low-income residents on financial management to fulfill their personal and professional financial goals. Our mission is to eliminate public assistance dependency nationwide by offering accounting and career services through a direct social service delivery. Account on Me wants to motivate individuals to gain autonomy with their financial situations and teach useful skills to lead clients to self-sufficiency to obtain the comfort of living life, not just surviving.

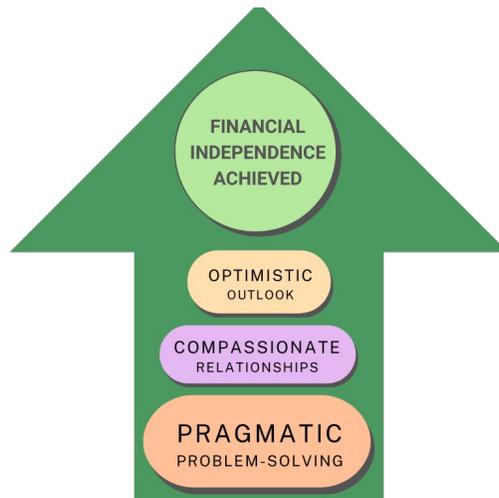
Vision

Our vision is to see individuals who are in their worst financial times prosper in life, surpassing all their financial dreams. Account on Me believes in becoming personal financial advocates, meaning clients will be invited into a space that allows them to open up about their vulnerabilities and life experiences that led them to financial dependency. Understanding these personal struggles as the central issue of what leads to financial dependency is necessary so that the clients see the need for accounting and career services. Without making space for the vulnerability, Account on Me might miss the target of what clients truly need to be financially independent. Building a system based on a social service delivery plan will be ideal for accomplishing Account on Me's goals.

Core Values

Figure 1

Core Values



Pragmatic

Account on Me believes in pragmatic problem-solving; having practical and real-life solutions to what leads to financial disarray for our clients.

Compassionate

Keeping our hearts open to the needs and vulnerabilities of our clients as we seek to assist them with their financial goals.

Optimism

Believing in the light at the end of the tunnel and maintaining a positive outlook despite the toughest moments for our clients.

Industry Description

Note that all major sections start on a new page. Once again, this first paragraph after the primary section title should provide an overview of subsequent information and sub-sections (as with all major sections throughout this document). This major section should discuss the macro view of the industry in which you propose your product or service. This section will typically be several pages and should give the reader a good description of the industry. Given that it is a business plan, this major section will probably be segmented into several subsections, including, but not necessarily limited to, an initial discussion on the industry, followed by a discussion on the proposed company and concept that the company is based upon. These new sub-sections will be secondary section titles that must be left justified and capital sensitive for significant words.

Proposed Company

This subsection should contain information about the type and location of your business. What type of business is this (sole proprietorship, partnership, LLC, S Corp, C Corp, ...), and identify why you selected this form.

PESTLE Analysis

The use of a preliminary PESTLE analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. These should be appropriately cited and then listed in the Reference List. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is warranted.

Table 1

PEST Framework

Political	Economical	Social	Technological	Legal	Environmental

Political

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. Ultimately you will need to complete a best-case and worst-case scenario analysis, which should be based partially on your PESTLE analysis.

Economical

Continue with the write up for each subsection

Product/Service Overview

This major section should focus on a full description of the opportunity proposed for the Capstone project. This section provides a detailed description of the products, services, or both that the company will offer. Some things to consider that will benefit the overall business plan as it relates to this section include (but is not necessarily limited to): the application of the product and/or service, how it will be delivered to the consumer, unique features that will differentiate it in the market; potential obstacles; the current state of development; and potential growth opportunities for expansion of the product and/or service.

An introduction description provides the overview of this major section and should be clearly articulated to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it is clear to them and whether they can clearly articulate the proposed opportunity.

Product (or Service) Description

The first sub-section after the introduction is a clear definition and description of the proposed product or service. This will probably be a short and concise section requiring only a few paragraphs with the crucial details of each offering described in subsequent level 3 subheadings.

Service 1

Each service offering should be described under its own subheading to keep the document clear and organized.

Purpose

The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

Significance

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

Background

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved should be presented in one of two paragraphs. This subsection is optional.

SWOT Analysis

The use of a preliminary SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

Table 2

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

Strengths

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Porter's Six Forces

The use of a preliminary Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

Table 3

Porter's Six Forces

Competitive Rivalry	Threat of New Entrant	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements

Competitive Rivalry

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Summary and Approach

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework for approaching the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan and this concept proposal will be provided to your advisor so they can properly guide you with the Capstone project. As will be reviewed in course work for research methods, two types of data are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.

References

American Psychological Association (2010). Publication manual of the American Psychological Association. Washington, DC: American Psychological Association.

Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21st century (10th ed.). NY: McGraw-Hill.