



BUSINESS FITNESS ACCELERATOR

What is it? How does it work? What are its benefits?

BIG IDEA: The Business Fitness Accelerator (BFA) is an online expert content system that provides customized feedback, advice, reports, and specialized improvement plans for business owners in start-up, growth, or expansion mode. Subject matter experts design and maintain a computerized *intelligent information* system that emulates personalized coaching, mentoring, and priority-setting advice from experienced business development consultants. BFA is a virtual online Senior Business Advisor.

A Business Fitness Assessment is used to survey key stakeholders in a particular business at various points to determine their current status on critical factors that impact the overall fitness or health. Much like a physical health exam captures vital information that speaks to a person's overall health and wellness (such as weight, blood pressure, cholesterol levels, heart rate, etc.), the Business Fitness Assessment collects essential information. Based on the completed assessments, BFA produces detailed diagnostic feedback customized to each stakeholder's answer to the survey questions. This feedback is personalized, tailored to the assessor's role in the business, compared with other stakeholders, and organized into plans for improvement to enhance business fitness. It even compares one stakeholder's perceptions to other stakeholders to determine the agreement level. Variances are pointed out for attention and remediation.

MODEL: The foundation of the Business Fitness Accelerator has three essential components. They are:

1. Success Factors
2. Critical Influencers
3. Outcome Targets

Success Factors: Business fitness assumes five key factors that affect overall fitness (success). Businesses as physical fitness is a combination of physical, behavioral, emotional, and biological components; business fitness consists of elements working together to produce, maintain, and support the products and services that bring value to the customers of a business. These five **Success Factors** are the core elements of any business success formula. They are:

1. Idea
2. Model
3. Funding
4. Team
5. Timing



Upon completing an assessment, BFA produces a performance score, detailed textual and graphic reports filled with expert feedback, and multiple guidelines for improvement. Entrepreneurs benefit when they embrace and commit to an approach that optimizes each of these five **Success Factors**.

Fitness Influencers: Fifteen (15) critical *Fitness Influencers* impact the overall health of the business and the status of these **Success Factors**. They are the vital business signs that BFA monitors through its assessment process to determine how they impact the **Success Factors**. These are also the specific aspects of the company that can be improved to increase the likelihood that the venture will be successful. The checklist of *Fitness Influencers* includes:

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|--------------------------|---------------------------|
| 1. Business Concept | 9. Investment Required |
| 2. Opportunity | 10. Invest Available |
| 3. Product Status | 11. Operations |
| 4. Scalability | 12. Legal Status |
| 5. Competitive Advantage | 13. Risk Tolerance |
| 6. Business Plan | 14. Management Team |
| 7. Market Analysis | 15. Organizational Values |
| 8. Profit Potential | |

Outcome Targets: BFA provides a service for continually improving the fitness of a business. Outcome tracking is a vital part of that service. Our outcome model is based on improving the status of each of the 15 *Fitness Influencers* from one assessment period to the next. Our algorithms codify progress based on the answers to the assessments, the relative importance of each *Fitness Influencer*, and the particular impact of each of the 15 *Influencers* on each of the 5 **Success Factors**.

It doesn't sound straightforward, but it's not for the end-user. All of the heavy liftings is done by the system. The V2V Matrix engine is used to process all detailed assessment information according to customized scoring and weighting factors provided by our subject experts. The codification of this information enables BFA to personalize responses, including a customized set of guidelines for improvement that we call a **Blueprint for Success**.

The Outcome results are presented using different formats and several outcome viewpoints. BFA shows progress by **Success Factors** and **Fitness Influencers** and can even break down the progress made on aggregated management topics like Business Planning, Market Analysis, Financial Analysis, and Operations. The information can also be presented based on customized profiles developed by the business for its key stakeholders such as Management, Investor, Partner, and Portfolio Manager views.



BENEFITS: The Business Fitness Accelerator benefits all individual stakeholders involved with a start-up, growth, or expansion venture. This includes owners, investors, incubators, managers, lenders, and strategic partners. The benefits are best summarized as:

1. **Accurate assessment** of business fitness, readiness, and potential as a start-up venture;
2. **Accelerated identification** of challenges and strengths;
3. **Access to expert knowledge** that supports continuous improvement;
4. **Low cost/high return** business improvement strategies;
5. **Affordable customization** of content and output;
6. **Ability to monitor progress** on multiple ventures simultaneously.

In addition, a private label or co-branded option exists for organizations such as incubators and accelerators to integrate their unique methodology or approach for supporting ventures into the Business Fitness Model.

At a time when automation, technology, and superior information transmission capabilities exist for traditional business functions such as accounting, financial projections, market analysis, business planning, risk analysis, and HR functions, BFA offers on-demand access to expert knowledge, intuition, and experience of veteran entrepreneurs in personalized, affordable, and accurate formats – a personalized Senior Online Business Advisor.

For more information, contact:

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