

# CREATING A STARTUP – A DECISION NOT TO LAUNCH

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## THE SITUATION

Anastasia Button, author, speaker and millennial coach, was considering starting a new business venture with a partner and other stakeholders. The startup was in ideation phase, so there was a lot of critical analysis required.



Even though the team included experienced entrepreneurs, the startup analysis still felt daunting.

According to Anastasia, at times, the team felt “overwhelmed seeing a huge to-do list.”

Meanwhile, it was difficult for Anastasia, herself, to “see the whole picture.”

Complicating matters, business planning tools and templates to which the team was accustomed felt overwhelming.

## THE IMPACT

Without an effective means to organize thoughts and draft meaningful plans, the team was at risk of making a considerable investment in time, money, and emotion on the new venture before determining if it was viable or not.

## THE RESOLUTION

The team sought input from entrepreneur coach, Virginia Phillips (Academy of Entrepreneurial Excellence). Virginia advised that they try Plan Canvas to develop the business plan and analyze the startup’s validity. At that point, Virginia had personally tested Plan Canvas, but had not yet put it into actual practice.

Following Virginia’s advise, the team created a cohesive model using Plan Canvas to do so, and could now make a better informed decision – go or no-go. In this case, Anastasia ultimately made a determination that moving forward was not in the team’s best interest. Subsequently, the startup was not launched.

Defining the business model in Plan Canvas allowed Anastasia to make that decision more quickly and with confidence.

## THE EPILOGUE

The bottom line in this case study is that in not launching the startup, Anastasia saved critical resources including time, money, and emotion. As importantly, this left her free to focus more on her current business as well as her next venture.

The following are some of the comments Anastasia made about her experience using Plan Canvas:

- Overall - “Simplistic, effective and easily navigated. I enjoyed Plan Canvas from the get-go and encourage startups, pre-startups and even my own clients to use Plan Canvas as a tool for their business and team, to get their plan in action!”
- Action Items – “My team members used to get overwhelmed seeing a huge to-do list. Now, from the dashboard, they just see what the next 7-days include.”
- Big picture – “The team appreciated having immediate goals and I, on the back end, could see the whole picture.”
- Business Planning – “The tool was helpful in bringing focus to certain sections of the business plan. Instead of seeing a 10+ page business plan template and feeling like you have to fill it to the brim, Plan Canvas has you focus on small sections at a time. Before you know it, your business plan is written – and with brevity.”