



# Practical Guide: Designing Business Plans Based on Entrepreneur Profile and Market Opportunities

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Successful business plans not only respond to market needs but are also deeply aligned with the identity, skills, and motivations of the entrepreneur. This guide provides a practical framework to design business plans that connect personal entrepreneurial profiles with high-potential market opportunities, creating ventures that are both viable and meaningful.

## 1. Know Yourself – Entrepreneurial Profile Assessment

- - Identify your strengths, talents, passions, and motivations.
- - Use tools like personal SWOT, DISC, MBTI, or entrepreneurial radar.
- - Reflect on previous experiences, achievements, and learning moments.

## 2. Define Your Entrepreneurial Vision and Purpose

- - What drives you to start a business? (impact, autonomy, wealth creation, etc.)
- - Define a vision that inspires and a mission that guides decisions.
- - Align your purpose with long-term business sustainability.

## 3. Explore the Market – Detecting Real Opportunities

- - Use trend analysis, customer problems, and industry gaps to identify opportunities.
- - Validate demand through interviews, surveys, or MVPs.
- - Use tools like market segmentation, competitor benchmarking, and the Business Model Canvas.

## 4. Match Profile and Opportunity

- - Evaluate fit between personal profile and selected opportunity (knowledge, skills, resources).
- - Prioritize ideas that amplify your strengths and minimize critical gaps.
- - Consider co-founding or partnerships to complement your capabilities.

## 5. Structure Your Business Plan

- - Executive Summary: Vision, business idea, and value proposition.
- - Market Analysis: Problem, target customer, and opportunity size.
- - Marketing and Sales Strategy: How to attract, convert, and retain customers.
- - Operational Plan: Key activities, resources, and partners.
- - Financial Plan: Revenue model, cost structure, and funding needs.

## 6. Validate and Iterate

- - Test your business hypothesis through prototypes, pilots, or pre-sales.
- - Use feedback to improve the product, plan, or business model.
- - Stay agile and open to pivoting if needed.

## 7. Prepare for Launch and Growth

- - Set clear short-term goals and KPIs.
- - Design a lean launch roadmap.
- - Build an ecosystem of support: mentors, networks, incubators, and investors.



### How to Use This Guide?

- Download and share it with your team.
- Apply the steps one by one or customize them based on your context.
- Connect with **K-OS INNOVATION** if you want strategic support.

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