

Getting Started

Start Right

- Review general resources about the blockchain technology industry
- Read books related to your industry and business planning
- Review sample business plans for ideas
- Find capital

Checklist

- Are there books about running a business in this industry?
- What does a comparable business or marketing plan look like?
- What funding or financing opportunities might be available to me?

Find Books

This section will introduce several "how-to" books on business to help you get started with your research. These books will also introduce various aspects of blockchain technology and the "blockchain revolution", as it has come to be called, and give you an idea of how the startups involved in blockchain are meeting customers' needs through the development of blockchain protocols and capabilities.

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Find Books Using Relevant Subject Headings

Subject headings are words or phrases that describe your topic; the most extensive subject heading vocabulary in the world, the Library of Congress subject headings, are used by and assigned to millions of books. Use the below subject headings in your searches for books to find relevant information for the blockchain technology industry.

- Blockchains (Databases).
- Electronic funds transfers.
- Cryptocurrencies.
- Electronic funds transfers — Security measures.
- Data encryption (Computer science).
- Cryptocurrencies— Law and legislation.
- Electronic funds transfer — Law and legislation.
- Bitcoin.
- Electronic commerce.
- Electronic commerce- Law and legislation.
- Small business.
- Business planning.
- Leadership.
- New business enterprises -- Management.
- Small business -- Management.

Where to Search

The sites below include millions of books and are helpful places to begin your search for books on the blockchain technology industry.

[Google Books](#)

Google Books is a search feature offered by Google. It enables users to search the full text of approximately 10 million books that Google has scanned and stored in its digital database. It also offers previews of books that are currently still in print.

[Worldcat](#)

A global catalogue of library collections from various libraries around the world. You can search for books on business planning, new enterprises, start-ups, or your specific industry. You can search for all the locations with copies of a specific item, and then locate the item in a nearby library. In Worldcat, you can also view research articles and other digital content directly online.

[illum](#)

A search portal to BC's post-secondary and public library collections (93 libraries).

Find Business Plans

In the page below you will find examples of successful business plans. Researching your business plan can be a very time-consuming experience, but it is an essential and worthwhile investment. Your business plan will become your most important day to day operating tool. The information resources and strategies in this guide will help you create an effective plan and increase your chances for business success.

Review Sample Plans for Ideas

Most books about starting a business will include examples of business plans, as well as business planning templates. In addition to books, online business resources frequently include sample business plans. Here are a few to get you started.

Business Plans

[Bplans.com](#)

This site offers a selection of free sample business plans, as well as articles on business planning. Bplans.com also sells business planning software.

- [Technology Investment Business Plan](#)
- [Information Technology Business Plan](#)
- [Investment Consulting Business Plan](#)
- [Medical Services Management Business Plan](#)

Business Plans Handbook, Gale Publishing

This is a database of actual business plans written by North American entrepreneurs seeking financing for their businesses. Includes examples of many start-up business ideas. Access is available through many BC public libraries, made possible by a generous donation from the Sutherland Foundation. [Affiliates of UBC can start here.](#)

- Technology Solutions Provider Business Plan - *Exceed Expectations*
- Blockchain Technology Consultant Business Plan - *Blockchain Advantage, LLC*
- Financial Solutions Architect Business Plan - *Cambry Solutions, Inc.*
- Electronic Document Security Company Business Plan - *Real Business Solutions*
- Software Developer Business Plan - *Data Technologies Corporation*
- Supply Chain Consultant Business Plan - *TechBridge Supply Chain Solutions, Inc.*

SCORE

SCORE is a non profit association helping small businesses. Their library includes templates for business plans, SWOT analysis, financial projections and more.

TIP: Because the blockchain technology industry is still emerging, you may not find the exact business plan you need above. Modify them, or search for blockchain-specific business plans using LOC subject headings or keywords such as “blockchain technology”, or “blockchain solutions. You’ll find myriad plans, including Pro Business Plans’ [Blockchain Business Plan](#), Zen Business Plans’ [Blockchain Startup Business Plan](#), or Joorney’s [L1 Blockchain Sample Business Plan](#).

Business Plan Template And Cash Flow Forecasting Tool

Our friends at Small Business BC provide two valuable tools in one download: the first is a well-structured business plan template that will help communicate what you plan to do, and how you plan to do it, while the second is a spreadsheet you can fill in to, among other things, project costs and expenses using common line items.

Marketing Plans

Marketing is extremely important for blockchain startups since the strength of their protocol relates to the size of the community and members who run active nodes. Find

sample marketing plans below as well as marketing plans specific to blockchain businesses.

[Marketing Plan Outline from Government of Canada](#) | This Government of Canada page reviews the components of a marketing plan and why a marketing plan is necessary for your small business.

[BDC Marketing Plan Template](#) | This comprehensive marketing plan template from BDC is for Canadian entrepreneurs specifically and includes all the important sections of a marketing plan, including an executive summary, identification of your target customer, and how you'll measure your sales.

[Small Business BC - How to Write a Marketing Plan](#) | This guide shows you how to develop a marketing plan that includes details like how you intend to meet your customers' needs and communicate the benefits of your products or services to them. When making any decisions about market positioning, pricing, promotions, and sales, your customers should always be top of mind.

[BloomKing's Guide to Blockchain Growth Marketing Strategy](#) | This blog post from BloomKing outlines why marketing strategies are important for blockchain businesses in allowing them to connect with customers and reward customer loyalty.

[6 Steps to a Strong Healthtech Digital Marketing Strategy](#) | This article is relevant to blockchain ventures for healthcare, and outlines methods for success in establishing your healthcare and records management solution as a go-to.

Find Capital

No business can function without money to pay for overhead expenses and production or product costs. It is also unusual for a business founder to have the capital to fully fund their business. With proper planning and a few resources to guide you on your way, identifying and securing capital to start and grow your business becomes a much smoother and gentler process. The suggestions in this section will help you consider the best source of funding for your business.

Government Funding: This is money that the government gives you to fund your business, based on your application to the funding grant. There are other types of government assistance you might wish to explore here: [Business Grants and Financing](#).

Personal Savings: This involves saving your money from your current employment to invest in your business.

Personal Loans: This option means using your personal credit to secure a loan or using your personal credit card for business expenses.

Crowdfunding/Micro-Lending: Crowdfunding and micro-lending are both alternative ways of raising capital that involve having large groups of people pre-buy your product before it is launched or loan you small amounts that you can then use to finance your business.

Private Financing/Equity Financing: This type of financing comes in the form of loans from banks or individuals. It is obtained through your business' credit availability or through providing equity in your business in exchange for money. This financing involves going into debt or giving up some control of your business.

Accelerators and Incubators: Accelerators and incubators help business owners define goals for their startups, provide the funding and space necessary to work on building the business, and secure seed funding. These program often require a business owner to apply and show a proof of concept or business plan.

Below, we have some resources that can help you find funding options for your business:

- [Fundica](#)
- [Funding and Grants Database](#)
- [Innovation Canada](#)

TIP: You can use the same keywords as above to find blockchain-specific funding opportunities.