Project Budgeting: How to Craft a Winning Business Plan

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Project Budgeting Is…..

• A game plan for managing a project successfully
• A tool for comparing actual and target results
• An important tool for attracting funding! Including SUNY

*Limited funds require prioritization*
In Project Budgeting:

The real value in preparing a plan is not as much the plan itself, but the PROCESS of creating it.

In preparing for battle I have always found that plans are useless, but planning is indispensable.

-- Dwight Eisenhower
Key Elements of a Business Plan:
1) Executive Summary
2) History
3) Assumptions
4) Budget
Budget

• Determines whether a project is on track
• Used as a guideline to fulfill certain project milestones
• Used to determine the success of an effort

Key Formats
• Income statement/Cash flow
• Capital expenditures
Income Statement

Compares expenses against revenue over a period of time to show net income (or loss)
When budgeting:

1) Be Realistic!
   Worst case, Most likely, Best case

2) Think multi-year – including start-up expenses

3) Perform a Risk Analysis:
   What happens if assumptions don’t come true? How flexible is the funding? Expenses?
Assumptions

• Timing – what needs to happen and when?
  • Start up costs – one time only
  • Ongoing operational – re-occurring
  • Operational, non-re-occurring
• Supplies
• Equipment
• Travel, conferences, training
Show me the money!

Start-up costs – One Time

- Personnel – salary, fringe
- Equipment
- Supplies
- Travel
- Consulting
- Research
- Marketing
Funding One Step At A Time

Need to prove concept, find additional support, invest in initial assessment

• Pilot programs
• Milestones – evaluate as the program progresses – Go, No go!
External Funding

Numerous opportunities for grants

Pre-award process:

• Leverage existing SUNY resources
• Look across requests to address overall resource need – Grants Writer
Internal Funding

Limited Strategic Planning Funds

• Can be used to pilot, seed money, start-up
• Not sustainable for all purposes

Long-Term

• Executive budget / SUNY priorities
• RF support (campus reinvestment)
• SUNY long-term funding model

Based on resources – requires prioritization