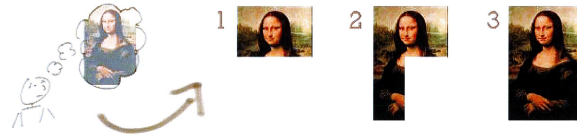


Incrementing



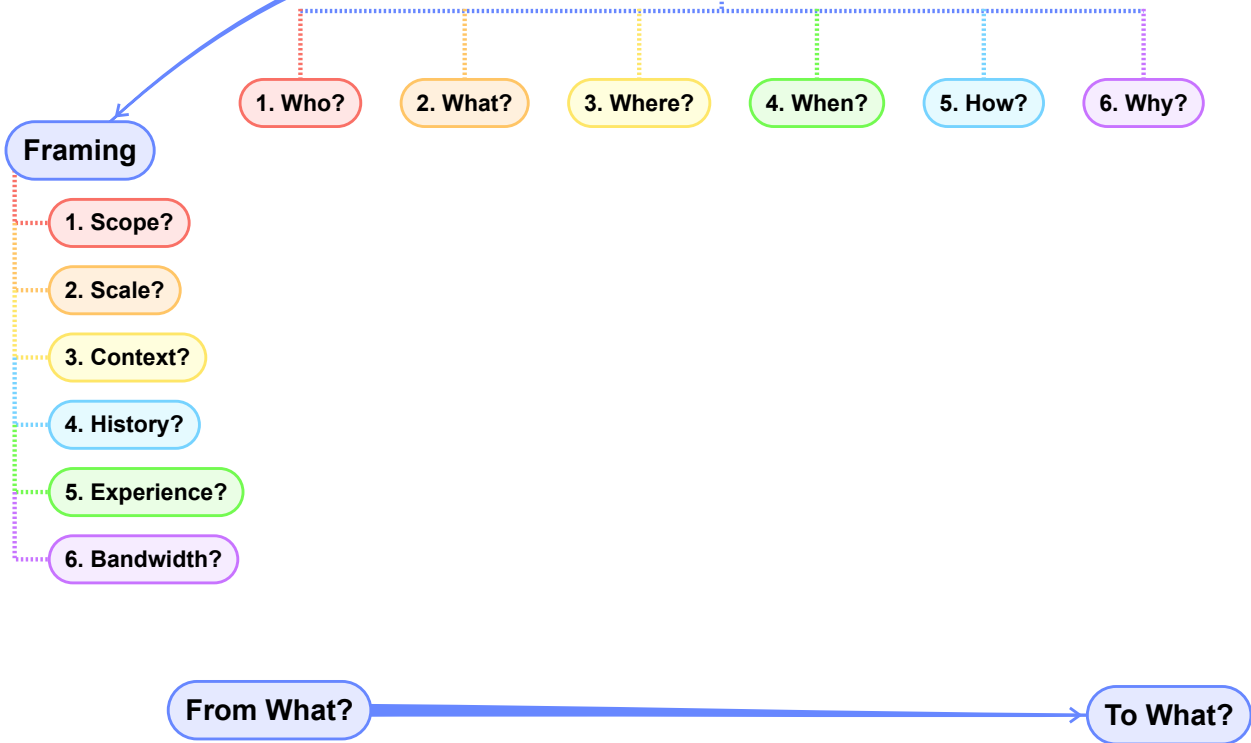
Iterating



Credit: Jeff Patton
jpattonassociates.com

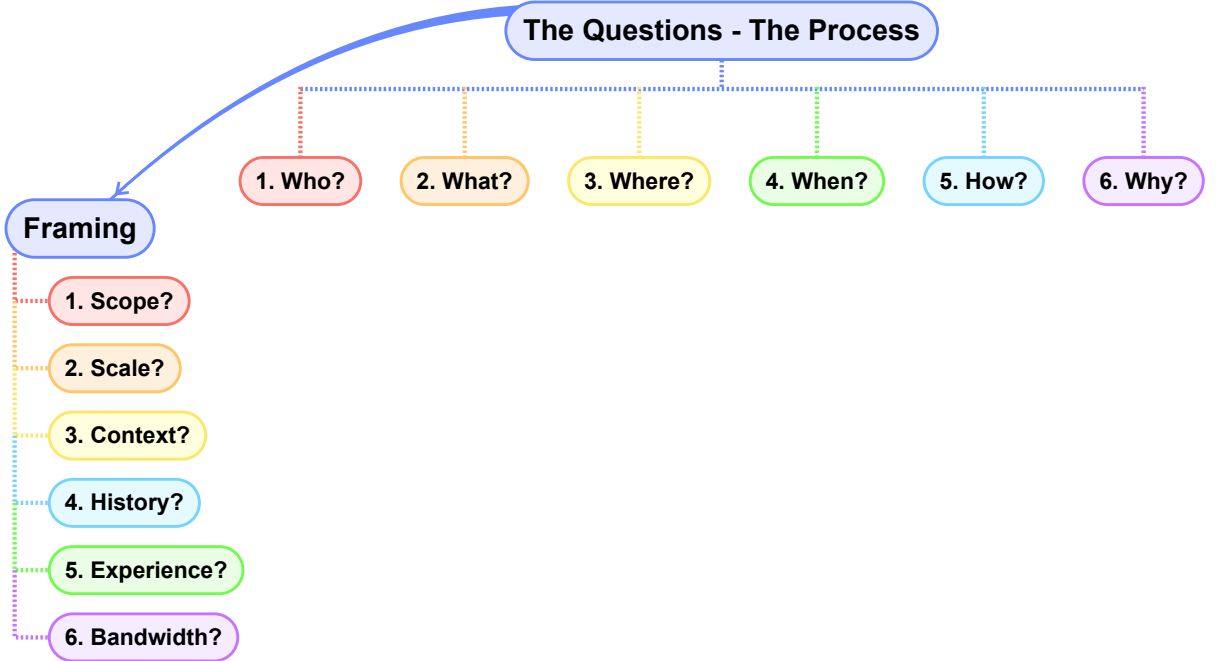
The Framing Questions - Processes

The Questions - The Process



The Framing Questions - Project Emergence

The Questions - The Process



Journey - Progression

From What?

To What?

How should... Who manage... Whom to do... What?

The Framing Questions - Project Emergence

The Questions - The Process

- 1. Who?
- 2. What?
- 3. Where?
- 4. When?
- 5. How?
- 6. Why?

Framing

- 1. Scope?
- 2. Scale?
- 3. Context?
- 4. History?
- 5. Experience?
- 6. Bandwidth?

Journey - Progression



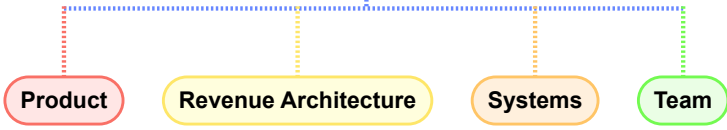
How should... Who manage... Whom to do... What?

Pillars that support Category Creation

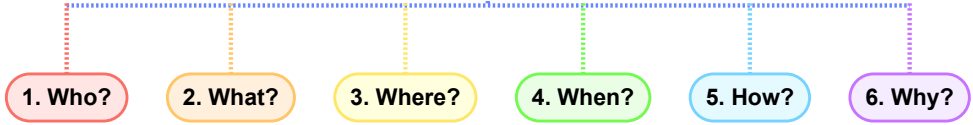
- Product
- Revenue Architecture
- Systems
- Team

The Framing Questions - Project Emergence

What is the Core Business?



The Questions - The Process



Framing

- 1. Scope?
- 2. Scale?
- 3. Context?
- 4. History?
- 5. Experience?
- 6. Bandwidth/Capacity?

How should... Who manage... Whom to do... What?

Journey - Progression

From What?

To What?



The Framing Questions - Project Emergence - Journey - Progression

Core Business

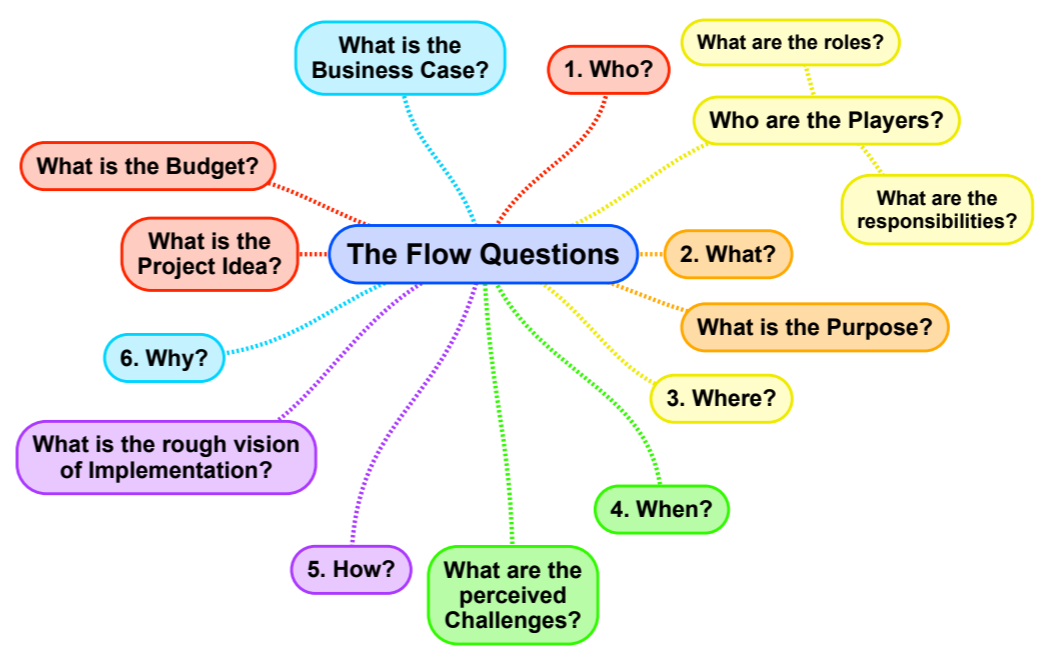
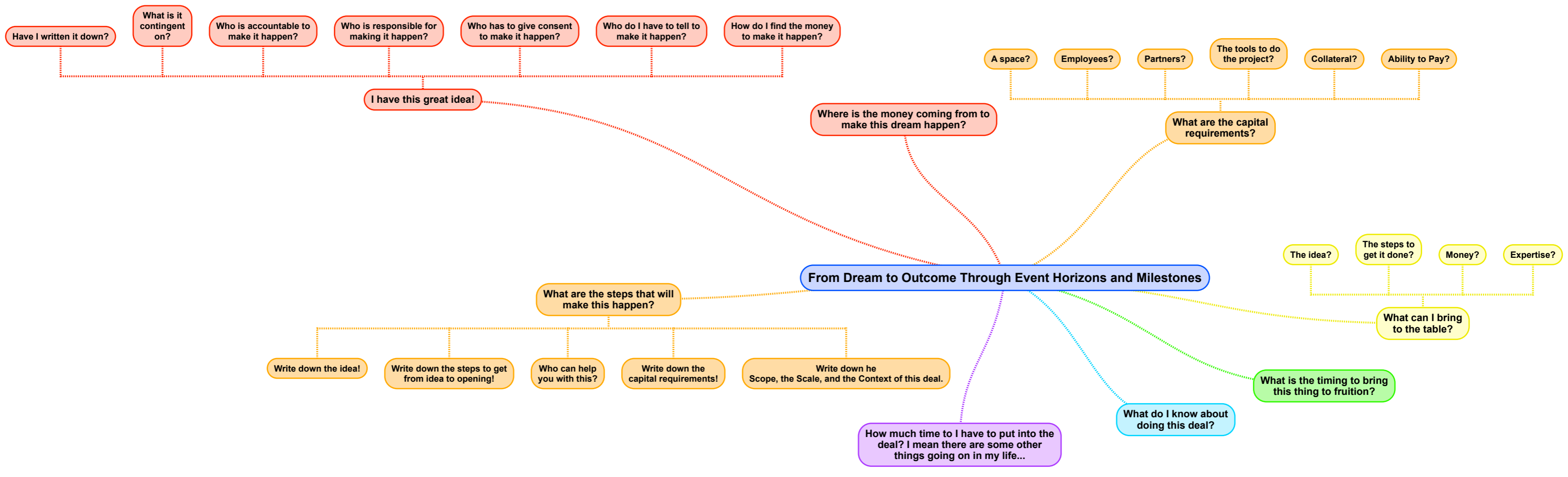
Product

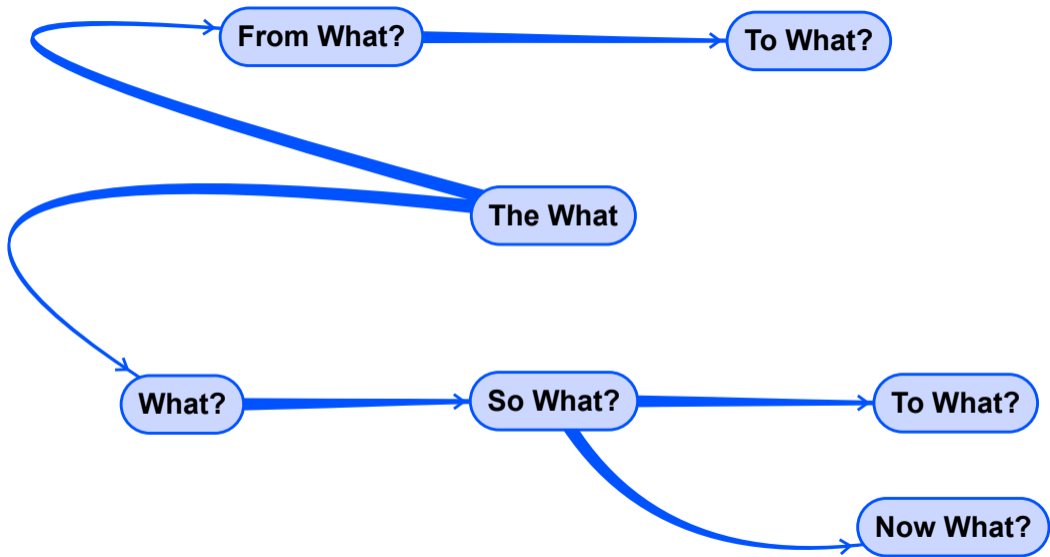
Revenue Architecture

Systems

Team

Bill Bartels
Date:
Time:





What is the Value Add?

How Much is this going to cost?

What?

Process

Input

Where?

What Is Your Foot Print?

What is The Money Flow?

Why?

When?

What is the Context?

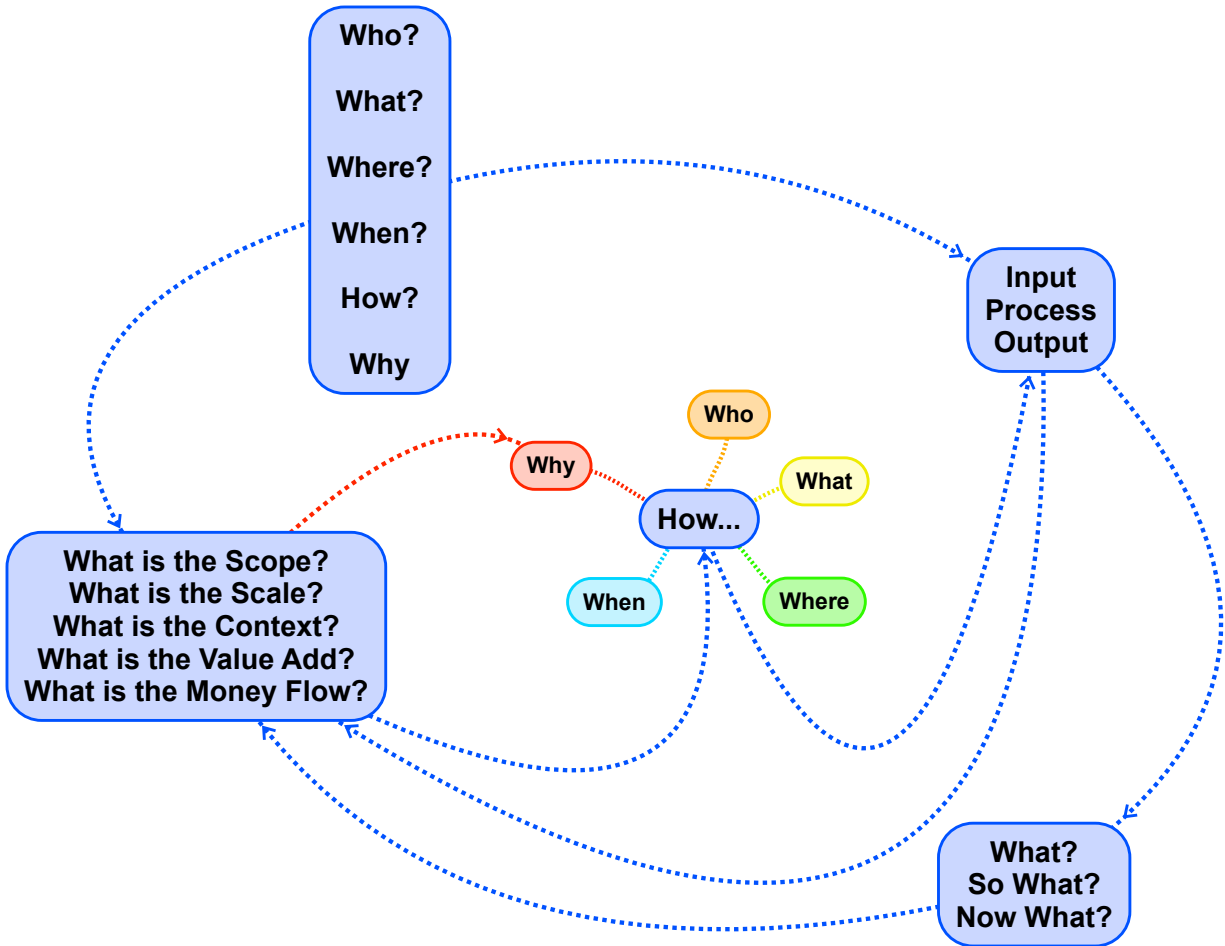
Getting Organized
What is your Footprint?

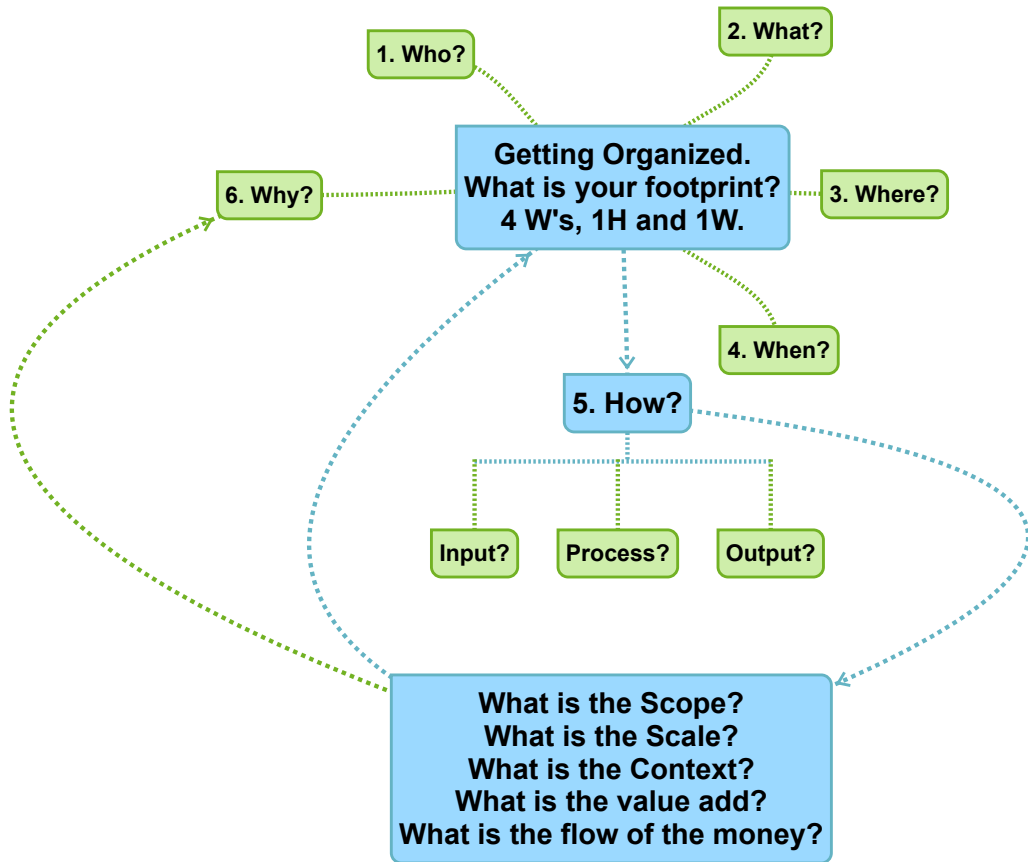
Output

Who?

What is the Scale?

What is the Scope?





What is it that you are trying to do?

**Steps to Start
(Getting it out of your head and on to paper)**

I.

- 1. Move the idea from your head to paper, computer, and image.**
- 2. Start with What is it that you are trying to do?**
- 3. What is the value add that you are selling?**
- 4. What business are you in?**
- 5. What is the Product?**

II.

- 1. Who is doing this business?**
- 2. Who is the Team?**

III.

- 1. What is the Product?**

IV.

Who is the Client?

V.

What are the Steps to the Market?

VI.

Where is the Start Up Capital Coming From?

VII.

What Systems are in place to manage:

- 1. Clients**
- 2. Content**
- 3. Cash**
- 4. Taxes**
- 5. Team**
- 6. Conflict**
- 7. Success**
- 8. Priorities**
- 9. Capacity**

VIII.

What is the Revenue Architecture?

How the Money Works

That Thing you do.

Everything that has a different name or is forgotten.

The Magic Pool that sits between billing and payment

...

The Float

The Product

That magic percentage of income over cost.

Costs of doing business

Margin

The Nut

That big pile that comes through the door before costs.

Gross

The Income Streams

What you get paid for...

Net

The Costs

What is left over after costs

Anything that you pay for...

Simple Math

Taxes

Income needs to be enough to cover cost, nut, float and ... pay you for the work. Anything less is not a business

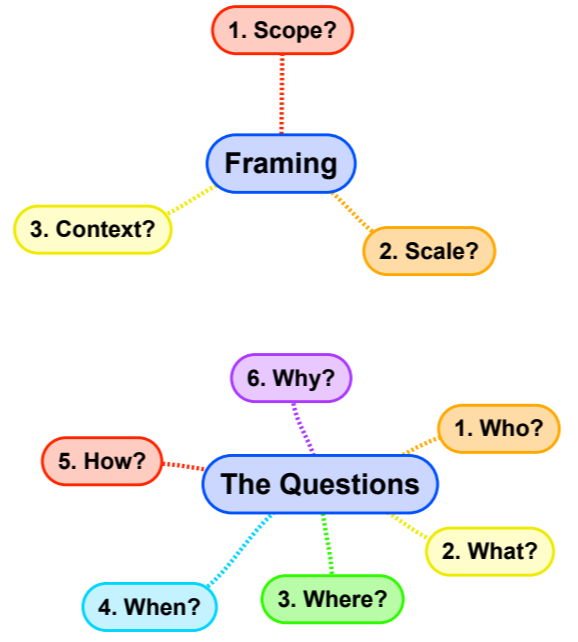
What you pay for the pleasure of being in business

Potential Permitting Schemes in need of coordination for an individual project
(Never a complete list)

- CEQA
- NEPA
- Environmental Health
- Building and Safety
- Planning
- Food and Drug Administration
- Agricultural Permissions
- Specific Plans
- Area Plan Overlays (Santa Monica Mountains, Hillside, Slope Density)
- Air Quality Management
- Map Act
- Fire
- Watershed Protection
- Flood Plain Management
- Public Works
- Local Agency Formation Commission (LAFCO)
- Police
- Business License
- Special material permits
- Regional Water Quality Control Board Storm Water/Discharge (MS 4)
- Coastal Commission
- Americans With Disabilities (ADA)
- State Regulations
- Federal Regulations
- Local, County, State, and Federal Taxing Authorities

What and who, are the permitting and regulating agents in the place which you choose to do a project of business?

Using the project description and researching the location of your project will illuminate the regulatory permissions that you need to engage.



2019 Project - Business Permitting Questions and Flow

Project Description Questions

- Where are you doing this project?
- Is the project on a legal lot?
- Is this a primary or ancillary use?
- What are the physical constraints of the site?
- How does the water flow on the site?
- What are the interface constraints? (Wild Land Fire, Animals, Traffic)
- What is it that you are going to do? Parking?
- What impacts will you have?
- Number of cars coming and going?
- How much power?
- Water needs?
- Gas?
- Will you make noise?
- Will you put out smoke?
- Do you need a buffer from your neighbors? Do they need a buffer from you?
- Food Prep?
- Access Easements?
- Is it hazardous?
- Pervious surface/impervious surface?
- Soils?
- Where are you going to do this?
- Is it allowed?
- What is the zoning?
- What is the process to start doing it? How is it allowed?
- Who do you have to ask permission? Business License?
- Building and Safety?
- Planning?
- Environmental Health?
- Fire?
- Public Works?
- Schools?
- Neighbors?
- Police?
- Who do you have to tell? Local Folks?
- County Folks? State Folks? Federal Folks?
- Who is the business? Just you?
- A company?
- Traffic?
- When are you going to do this?
- What are your hours?
- Are those hours flexible?

Project Description

Each project that moves from beginning to end begins with a description.

The process is step by step. The following flow boxes are created to help the applicant through the permissions from beginning to end. In order to do a Project/Business in Ventura County one must engage the regulatory schemes that exist in all jurisdictions. Those schemes may not be coordinated but, with a good project description, one can anticipate some of the challenges and navigate the processes with a clear vision of what your Project/Business is and how it will interact with the permitting processes.

Land Use Zoning: In every jurisdiction land use activities are regulated by a zoning ordinance. These documents identify the kinds of activities which will be acceptable on a specific piece of property.

As a result, every Project/Business needs to develop a description of its activity, its behaviors, in order to interact with the zoning code. This description will also help the Project/Business navigate all of the other regulatory schemes that impact Project/Business activities.

The purpose of working through the questions is to allow a Project/Business to identify those regulatory schemes which apply and to have a coordinated method for navigating the various schemes. If the process begins with a clear project description then the impacts of the Project/Business activity, where it can occur and how the permissions can be coordinated, all fall into place.

The Questions

- 1. Who?
- 2. What?
- 3. Where?
- 4. When?
- 5. How?
- 6. Why?

2019 Project - Business Planning/Permitting Questions and Flow

Framing

- 1. Scope?
- 2. Scale?
- 3. Context?
- 4. Capacity/Bandwidth

The first step... Where are you doing and what are you doing and ... what is the scope, scale and context of what you are doing?

Ask and ask again and again. Is there a congruency in the project description and the narrative that follows?

Only when there is a complete foot print that is described in the project description is there a good reason to engage the regulatory schemes.

Where, What, and How... What is the scope? What is the scale?

1. Project Description

Each project that moves from beginning to end begins with a description.

The process is step by step. The following flow boxes are created to help the applicant through the permissions from beginning to end. In order to do a Project/Business in Ventura County one must engage the regulatory schemes that exist in all jurisdictions. Those schemes may not be coordinated but, with a good project description, one can anticipate some of the challenges and navigate the processes with a clear vision of what your Project/Business is and how it will interact with the permitting processes.

Land Use Zoning: In every jurisdiction land use activities are regulated by a zoning ordinance. These documents identify the kinds of activities which will be acceptable on a specific piece of property.

As a result, every Project/Business needs to develop a description of its activity, its behaviors, in order to interact with the zoning code. This description will also help the Project/Business navigate all of the other regulatory schemes that impact Project/Business activities.

The purpose of working through the questions is to allow a Project/Business to identify those regulatory schemes which apply and to have a coordinated method for navigating the various schemes. If the process begins with a clear project description then the impacts of the Project/Business activity, where it can occur and how the permissions can be coordinated, all fall into place.

2. What and who, are the permitting and regulating agents in the place which you choose to do a project of business?

Using the project description and researching the location of your project will illuminate the regulatory permissions that you need to engage.

3. Project Description Questions

- Where are you doing this project?
- Is the project on a legal lot?
- Is this a primary or ancillary use?
- What are the physical constraints of the site?
- How does the water flow on the site?
- What are the interface constraints? (Wild Land Fire, Animals, Traffic)
- What is it that you are going to do? Parking?
- What impacts will you have?
- Number of cars coming and going?
- How much power?
- Water needs?
- Gas?
- Will you make noise?
- Will you put out smoke?
- Do you need a buffer from your neighbors? Do they need a buffer from you?
- Food Prep?
- Access Easements?
- Is it hazardous?
- Pervious surface/impervious surface?
- Soils?
- Where are you going to do this?
- Is it allowed?
- What is the zoning?
- What is the process to start doing it? How is it allowed?
- Who do you have to ask permission? Business License?
- Building and Safety?
- Planning?
- Environmental Health?
- Fire?
- Public Works?
- Schools?
- Neighbors?
- Police?
- Who do you have to tell? Local Folks?
- County Folks? State Folks? Federal Folks?
- Who is the business? Just you?
- A company?
- Traffic?
- When are you going to do this?
- What are your hours?
- Are those hours flexible?

4. Potential Permitting Schemes in need of coordination for an individual project (Never a complete list)

- CEQA
- NEPA
- Environmental Health
- Building and Safety
- Planning
- Food and Drug Administration
- Agricultural Permissions
- Specific Plans
- Area Plan Overlays (Santa Monica Mountains, Hillside, Slope Density)
- Air Quality Management
- Map Act
- Fire
- Watershed Protection
- Flood Plain Management
- Public Works
- Local Agency Formation Commission (LAFCO)
- Police
- Business License
- Special material permits
- Regional Water Quality Control Board Storm Water/Discharge (MS 4)
- Coastal Commission
- Americans With Disabilities (ADA)
- State Regulations
- Federal Regulations
- Local, County, State, and Federal Taxing Authorities

