

# The New4P™: Blueprint To Revolutionize Business Growth

We are in the middle of a renaissance. The startup generation is booming with innovative ideas that are set to change the way we live. But our business plans are still stuck in the Industrial Age.

On March 15, 2017, Biz Plans Masterminds is launching a revamped business plan that will change that. The business growth and solutions provider was founded by business growth strategist, Edith Flowers.



Flowers, who has nearly two decades of experience working with businesses and entrepreneurs, began to notice the differences between the companies that struggled and the ones that thrived. She found that these business owners weren't integrating themselves into their own business and business plan.

In that moment, she said she decided, "Instead of working on problems, I'm going to work on a cure."

Flowers then created *The New4P Advanced Success System*™ (The New4P™) a revamp of the conventional marketing plan that would solve the business plan crisis.

The average business plan is expected to be 30-50 pages long and is not only time consuming, it's ineffective.

Research shows that 50 percent of businesses fail their first year of operation. Only 66 percent of small businesses survive their first two years. One of the main contributors to these numbers is inadequate planning and ineffective implementation of strategies.



With *The New4P*™, entrepreneurs get the full value of a traditional business plan, a traditional business model and a traditional marketing model without the traditional complexities.

It's built around four key pillars: purpose, passion, people and profit plan. It delves into the mindset and heartset of the entrepreneur to uncover the lifeblood and essence of the business. Biz Plans Masterminds is looking to reform the business environment, by implementing business growth strategies around advancement in science, art and technology to help startups mobilize speed to market while enhancing the sustainability of relatively established businesses.

We're in a new business era and *The New4P*™ is its new blueprint.

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