Feasibility Studies and Business Planning Masterclass

8 – 12 February 2027
Barcelona (Spain)



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Why This Course

Launching a successful business or investment initiative begins with two essential capabilities: evaluating feasibility and developing a strategic business plan. The ability to assess viability, analyze markets, and forecast financial outcomes is critical for making informed, risk-aware business decisions.

The Feasibility Studies and Business Planning Masterclass is an intensive 1-week program designed to equip participants with the analytical tools and strategic frameworks needed to evaluate opportunities, design feasible ventures, and craft investor-ready business plans. Combining real-world case studies, financial modeling, and strategic planning techniques, this course prepares professionals to transform ideas into executable, high-impact business projects.

What You'll Learn and Practice

By joining this program, you will:

- Master the process and methodology of conducting feasibility studies.
- Develop the ability to prepare comprehensive and persuasive business plans.
- Conduct in-depth market, operational, and financial analysis.
- Apply financial modeling and risk assessment techniques for decision-making.
- Design implementation roadmaps and strategies to ensure project success.

The Program Flow

Day 1: Introduction to Feasibility Studies

- The role and objectives of feasibility studies in business development.
- Structure and key components of a feasibility study.
- Market analysis: tools, data sources, and interpretation.
- Assessing technical, operational, and financial feasibility.
- Workshop: Outlining the framework for a feasibility study for a new venture.



Day 2: Advanced Feasibility Analysis

- Conducting detailed market research and demand forecasting.
- Competitive analysis and market positioning strategies.
- Assessing resource requirements and operational capacity.
- Identifying risks and developing effective mitigation strategies.
- Case Study: Evaluating the feasibility of an emerging industry project.

Day 3: Fundamentals of Business Planning

- Key elements and structure of a professional business plan.
- Writing an impactful executive summary that attracts investors.
- Crafting mission, vision, and value propositions.
- Designing an organizational structure and defining key management roles.
- Workshop: Building a draft business plan for your selected project.

Day 4: Financial Planning and Projections

- Building financial models for feasibility and business plans.
- Preparing revenue forecasts, budgets, and cash flow statements.
- Conducting break-even and profitability analysis.
- Exploring funding options, investor perspectives, and capital structuring.
- Exercise: Creating a 3-year financial projection model in Excel.

Day 5: Strategic Implementation and Presentation

- Translating plans into action: operational and strategic milestones.
- Developing marketing and sales strategies for new ventures.
- Implementation roadmaps and performance measurement systems.
- Presentation techniques for feasibility reports and business plans.
- Capstone Project: Presenting a full feasibility study and business plan to a review panel.

Individual Impact

- Gain the capability to assess business opportunities with analytical precision.
- Build professional, investor-ready business plans from concept to execution.
- Strengthen financial modeling, budgeting, and forecasting expertise.
- Develop strategic thinking and communication skills to support business leadership.

Organizational Impact

- Improve project selection and investment decision-making.
- Strengthen strategic planning and financial forecasting processes.
- Increase organizational capability for innovation and venture development.
- Enhance the success rates of new initiatives through structured feasibility assessment.



Training Methodology

This program integrates analytical rigor with practical application for maximum business impact. Learning methods include:

- Real-world feasibility study and business plan case analyses.
- Interactive workshops on market research, risk assessment, and financial modeling.
- Group projects and peer reviews of feasibility and business plans.
- Hands-on exercises using Excel and business analysis tools.
- Facilitated discussions with expert practitioners in entrepreneurship and finance.

Beyond the Course

Upon completion, participants will return equipped with the skills and tools to evaluate opportunities, prepare investor-grade business plans, and lead projects with confidence. They will be ready to:

- Conduct comprehensive feasibility assessments for new ventures or expansions.
- Design strategic, evidence-based business plans that attract investment.
- Build robust financial models and analyze business performance metrics.
- Guide organizational strategy and decision-making through data-driven insight.

