



## Business Plan outline guide

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<b>Disclaimer/legal warning page</b>		
<b>Contents page</b>		
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<b>History and Background</b>  Past and Present  Key stages in development Current ownership and funding  Industry Overview  Background Maturity and barriers to entry Success factors  Key People  Vision		
<b>Product and Services</b>  Description  Current position Profitability by line IPR, licensing matters Product life cycle and pipeline, R&D  <b>Product and Services cont.</b>		

<p>USPs</p> <p>Business Opportunity</p> <p>Future Plans</p>		
<p><b>The Market</b></p> <p>Size and Scope</p> <p style="padding-left: 40px;">Market Research Future growth prospects</p> <p>Potential - organic and acquisition, export</p> <p>Market Drivers - Customer Needs</p> <p>Route to Market - Strategy</p> <p style="padding-left: 40px;">Current market positioning Sales and Promotion plan - 'marketing' Distribution, selling methods Likely competitor reaction</p> <p>Competition</p> <p style="padding-left: 40px;">Evaluation of Offering v competition Distribution, selling methods</p> <p>Customer base</p> <p style="padding-left: 40px;">Spread, dependency, strategic importance Geographic and sector Current order book/pipeline View on price, quality, service</p> <p>Pricing</p> <p style="padding-left: 40px;">Sensitivity, strategy Basis of contracts</p>		
<p><b>Team</b></p> <p>Organisation chart</p> <p style="padding-left: 40px;">Commentary on key roles NEDs</p> <p>Recruitment needs and succession</p> <p>Policies and ethos</p>		
<p><b>Operational Plan</b></p> <p>Structure</p> <p>Resource Requirements</p> <p style="padding-left: 40px;">Premises Capacity</p> <p>Suppliers</p> <p>Logistics</p> <p><b>Operational Plan cont.</b></p>		

<p>Sales Service and Support</p> <p>Milestones</p>		
<p><b>Financials</b></p> <p>Summary Projections</p> <p style="padding-left: 40px;">P&amp;L Bal Sheet Cashflow Ratios</p> <p>Assumptions</p> <p>Commentary</p> <p style="padding-left: 40px;">Key aspects Exceptionals etc Seasonality</p>		
<p><b>Risk Analysis</b></p> <p>SWOT</p> <p>Commentary on identified risks</p> <p style="padding-left: 40px;">Operational, Market, Financial, Legal, Environmental</p> <p>Break even sensitivity</p>		
<p><b>Current Status</b> <b>- shareholders, bankers etc</b></p>		
<p><b>Investment</b> <b>- details on amount required and why; exit</b></p>		
<p><b>Appendices</b></p> <p>Historical accounts summary Projections CVs Other relevant information</p>		
<p><b>p.s. Compelling Investment Requirements...</b></p> <ul style="list-style-type: none"> <li>• Value proposition for the customer</li> <li>• Defendable strategic asset</li> <li>• Strong USP</li> <li>• Growth sector</li> <li>• Scalable</li> <li>• Demonstrable market demand</li> <li>• Not pre-revenue</li> <li>• Strong management team</li> <li>• Product is ready and proven</li> <li>• High potential profitability</li> <li>• Exit strategy</li> </ul>		