

Business Plan Fundamentals

Richard Brooks

Definition of ?

An idea about how things might be,
which can then be tested to see if
correct.



What is your business plan for?

If it is to generate funding and support
remember investors must be able to see...

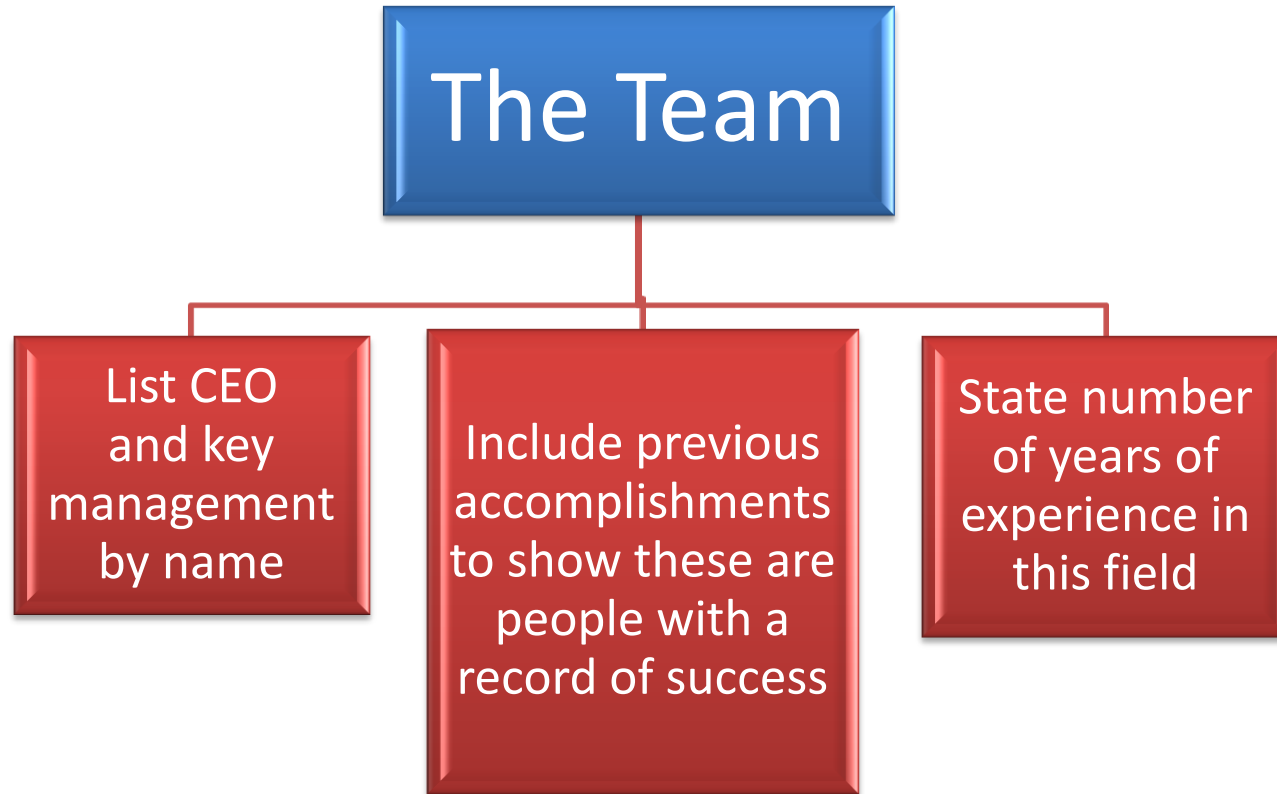
...Return on Investment

Good Business Plans 1

- Clearly defined market need
- Realistic business strategy
- Clear intellectual property position
- Understanding of competitors and your competitive advantage

Good Business Plans 2

- Uniqueness of business idea
- Mix of commercial, scientific and technical skills
- Experienced management team
- Robust integrated financial forecasts
- Exit route for investors



Marketing



Competition



Competition

Past, present and future

SWOT analysis of each

Development

Goals & Objectives

Five-year
goals,
specific,
measurable
objectives
for example

- **scientific milestones**
- **market share objectives**
- **revenue/profitability objectives**
- **sales person productivity**

Robust integrated financial forecast

High-level five year financial plan that defines financial model, pricing assumptions, and shows yearly expected sales and profits.

- Profit & Loss account (Income Statement)
- Balance Sheet
- Cash flow

Resource Requirements Where the money will be spent, and when!

Technology

Personnel

Financial, distribution, promotion, overheads

Products/services/technology required to be purchased
outside company

Risks and Rewards

Risks of proposed project

How risks will be addressed

Rewards - Estimate expected pay-off,
particularly if seeking funding

Summary 1

The business plan is a tool to enable funding to be obtained

It is demonstrating the commercialisation prospects that will determine success

Summary 2

What determines real success, is that you bring together the crucial factors of:

- Enthusiasm
- Commitment
- Strength of management team

Where to go for information

Your local resource

<http://www.bl.uk/bipc/index.html>

www.fdsolutions.uk.com/workshop-materials/

Other suggestions ?

Thank you

richard.brooks@fdsolutions.uk.com

 www.fdsolutions.uk.com

<http://fdsolutions.uk.com/workshop-materials/>

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