

The Business Plan

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Melys Diagnostics Ltd

ENTREPRENEURSHIP FOR SCIENTISTS AND ENGINEERS

Trieste, Italy
19th-23rd March 2018



Executive Summary

- Maximum 2 pages
- Create impact
- Write it last

The Business

- History
- Current legal structure
- Description of industry
- Details of your products or services
- Development plans
- IP

Management Team

- Who?
- Skills
- Gaps?

The Market

- Industry overview
- Competitors
- Compare the competition to your product/service

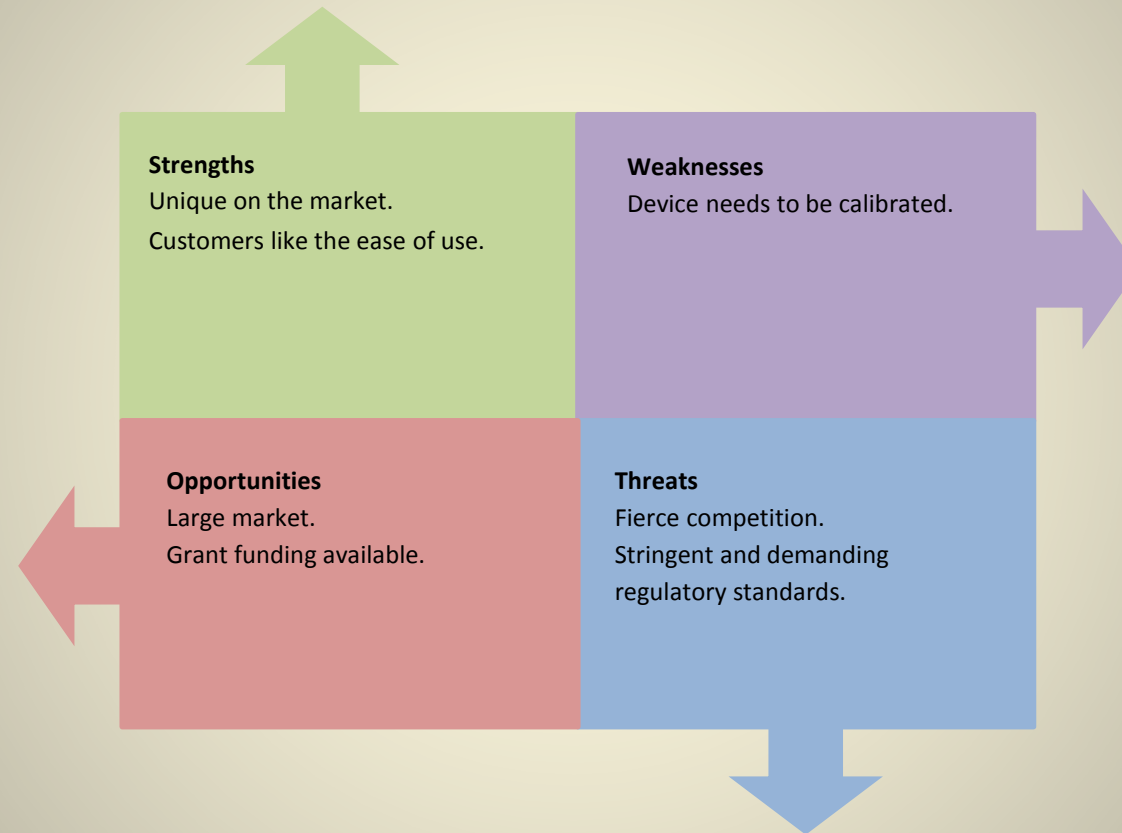
Marketing Plan

- Target market
- Route to market
- Selling costs

Research & Development

- Be clear about any further R&D needed now or later

Risks



Operations/Manufacturing

- Process
- Location
- Premises/facilities
- Costs

Sensitivity Analysis

- Show the effect of the major Opportunities and Threats (SWOT) on your financial projections

Exit

Financials

Equity

Equity is:

The ownership of a company, especially the right to share in the future profits or appreciation in value of the company.

Equity Investment

When you raise money for your company, your percentage ownership of the company goes DOWN.

Your objective is to make sure that the value of your company increases by enough so that even though you own a smaller percentage it will be of a much larger business – therefore even though your equity has decreased, it has attained real value which can increase further.

Equity Dilution

Example

You own 20% of a US\$1m company

Your stake is worth US\$200,000

By further developments, you raise the value of your company to US\$3m

You raise capital of US\$1m

This makes the “post-money” valuation of the company US\$4m

Your equity decreases by = 25% of your original 20%

(i.e. 5%).

You now own 15% of a company with cash of US\$1m

15% of US\$4m = US\$600,000

The Pitch Deck

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SLIDE 1

- Brief company profile
- Name the management team
- IP
- State the advantage your product has over competitors
- State what you are asking for, and for what share of the company

SLIDE 2

- Give details of the management team
- Include future appointments intended

SLIDE 3

- Brief description of product
- Emphasize the problem it solves
- Show why your product is better than the competition

SLIDE 4

- Your target market
- The business opportunity

SLIDE 5

- Give details of the competition
- State the advantages of your product

SLIDE 6

- Show how you intend to generate profits
- Outline the timescale to do this

SLIDE 7

- State your route to market
- Detail your milestones with timescales

SLIDE 8

- State the risks to your business
- Explain how you will overcome or minimise them
- Outline contingency plans

SLIDE 9

- Repeat what you are asking for
- Show that your business offers investors a great opportunity

SLIDE 10

- Encourage questions and comments.