



*The Abdus Salam
International Centre for Theoretical Physics*



2335-1

**Workshop on Entrepreneurship for Physicists and Engineers from Developing
Countries**

23 - 27 April 2012

Business plan fundamentals - Creating a business plan

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Business plan fundamentals

Creating a business plan

**Joint ICTP-TWAS Workshop on Entrepreneurship
for Physicists and Engineers from Developing Countries
Trieste, Italy**

April 23-27, 2012



What is your business plan for?

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

...Return on Investment

Executive summary

- What is the problem that you have the solution for
- Who is your customer and what is market size, and growth, scalability
- Who is in the team and/or gaps
- How it will make money, how much cash is needed and what is on offer for that cash

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 cash flow forecasts
- Exit route for investors



Marketing



Competition



Goals & Objectives

Five-year
goals,
specific,
measurable
objectives
for example

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

Financial Plan

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**
- **Ratio Analysis**

Don't run out of cash



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

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

<http://www.innocentive.com/>



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



www.fdsolutions.uk.com

On the home page click the “client logon” button

Username : EFPE

Password : Pas5word

Thank you

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