

Business Plan



Executive Summary

Elevator pitch, Vision, Mission statement, and Core Values.



Business Description

Describe your business, product/service offered, USP (Unique Selling Point). The problem that you are solving, what need are you fulfilling?



Market Analysis

Understand your industry, market size, competitors, and target audience (avatar), and analyse their needs and preferences.



Organisation and Management

What you would do as a 1 person show, if you have a team, who are they and their expertise.



Products or Services Line

Describe in detail what you are selling, the main product/service, price strategy, and how you will fulfil orders.



Marketing & Sales Strategy

How you attract and retain customers, outline marketing channels (social media, newsletters, local events), explain the sales process and how you'll close deals.



Funding Request

Specify how much funding you need, what you'll use it for, and how it would benefit your business.



Financial Projections

Forecast the business's financial future (income statements, cash flow statement, balance sheet for 3-5 years, plan for profitability).



EXECUTIVE SUMMARY

Vision - short & long-term goals for the company

	ELEVATOR PITCH	MISSION
WHAT IS IT?	A short, catchy summary of who you are & what your business does.	A statement that explains what your business stands for & what it aims to achieve.
PURPOSE	To quickly grab someone's attention & make them interested in your business.	To guide your business decisions & communicate your core values.
WHEN TO USE	When you meet someone face-to-face where you have the need to introduce yourself.	On your website, in marketing materials, & as a foundation for your business strategy.

Core Values

(examples of principles that guide the company's actions)

- **Integrity:** Uphold honesty & strong moral principles.
- **Innovation:** Encourage creativity & new ideas.
- **Customer Focus:** Prioritise the needs & satisfaction of customers.
- **Excellence:** Strive for the highest standards in all aspects.
- **Teamwork:** Promote collaboration & a strong team spirit.
- **Accountability:** Take responsibility for actions & decisions.
- **Respect:** Value others' perspectives & contributions.
- **Transparency:** Be open & honest in communications & operations.
- **Sustainability:** Commit to environmentally friendly practices & social responsibility.
- **Diversity and Inclusion:** Foster a diverse & inclusive environment.
- **Adaptability:** Be flexible & open to change.
- **Empathy:** Understanding & sharing the feelings of others.
- **Passion:** Demonstrating enthusiasm & dedication.
- **Continuous Improvement:** Always seeking ways to improve & grow.
- **Quality:** Deliver high-quality products or services.
- **Community Engagement:** Give back & be involved in the community.
- **Learning and Development:** Encourage continuous learning & personal growth.
- **Safety:** Prioritise the health & safety of employees & customers.
- **Trust:** Build & maintain trust with all stakeholders.
- **Ethical Practices:** Adhering ethical standards & practices.



BUSINESS DESCRIPTION

- **State your business concept** (1-2 sentences)
- **Describe your offerings** - outline your main product/services
- **Identify the problem you're solving**
- **Highlight the need you're fulfilling** - how your product/service meets customer needs/desires

FINDING YOUR USP

1. Self-Assessment:

- Reflect on personal & professional achievements.
- Identify skills/attributes that are rare/exceptional in your industry

2. Market Research:

- Analyse competitors - their strengths & weaknesses
- Find trends/shifts in the market that you can leverage

3. Customer Insights:

- Use surveys/direct feedback to understand customers' pain points
- Identify features/services your customers value most

4. Value Proposition:

- How your unique qualities will benefit the customer
- How you solve a problem or meet a need better

5. Craft your USP Statement:

- Unique attributes + customer benefits = USP
- Why customers should choose you over others
- Adjust based on audience reactions & engagement
- USP is central to your branding & marketing strategy



MARKET ANALYSIS

	OBJECTIVE	STEPS
INDUSTRY OVERVIEW	Understand the scope of your industry	<ul style="list-style-type: none"> • Research industry trends • Evaluate industry segments • Assess regulatory environment
MARKET SIZE & POTENTIAL	Quantify the market & identify growth opportunity	<ul style="list-style-type: none"> • Determine market size • Analyse market growth • Segment the market
COMPETITOR ANALYSIS	Competitors & identify your competitive edge	<ul style="list-style-type: none"> • Identify 5 key competitors • Analyse their offerings • Evaluate their strategies
TARGET AUDIENCE (AVATAR)	Define & understand your ideal customers	<ul style="list-style-type: none"> • Create customer profile • Analyse their needs • Understand their preferences
ACTIONABLE INSIGHTS & STRATEGY	Develop strategies based on market analysis.	<ul style="list-style-type: none"> • Identify opportunities & threats • Develop strategic initiatives • Monitor and adapt



ORGANISATION & MANAGEMENT

- **Clarity & Detail:** Be detailed, upfront, & transparent about your trajectory, goals, & how your organisational structure supports your business strategy.
- **Alignment & Transparency:** Align roles, responsibilities, and structure with business goals. Keep the entire company informed about your vision, goals, & challenges to ensure alignment & motivation.
- **Highlight Strengths:** Acknowledge & celebrate the successes & contributions of individual employees & the company.



PRODUCTS OR SERVICES LINE

1. **List & describe each item/service**
2. **Highlight unique features**
 - What makes it unique?
 - What are their key features/innovations?
 - How do they differ from your competitors?
3. **Value & impact on prospects**
 - List benefits to customers relating to customers' needs & pain points
4. **Pricing & revenue**
 - Outline pricing structure & how you generate revenue
5. **Development & production details**
 - How your offerings are created & delivered, including any partnerships/suppliers involved
6. **Future products or services**
 - Any product/service development?
 - How will it expand/enhance your business?
7. **Intellectual property** (if applicable)
 - Patents, trademarks, copyrights



MARKETING & SALES STRATEGY

1. **Define your market positioning** - identify your UVP. Analyse the competition to find gaps and opportunities
2. **Identify target audience** - create detailed customer profiles/personas
3. **Set clear objectives**
4. **Develop your marketing plan** - valuable content marketing
5. **Create a sales strategy.**
6. **Budget & allocate resources.**
7. **Implement & monitor.**
8. **Analyse and adjust.**

UVP focuses on the value that the product or service offers to the customer, while USP focuses on the unique benefits and features of the product or service.



FUNDING REQUEST

Here are steps to creating a structured & compelling funding request that effectively communicates your needs, plans, & the potential for investor returns.

1. **Write a clear summary**
 - Objective, content, & impact
2. **Outline the business opportunity**
 - Describe market opportunity & model
 - Explain the problem you're solving, market size, & UVP
3. **Detail the use of funds**
 - Breakdown of how the funds will be allocated
4. **Showcase financial projections**
 - Include revenue projections, expense estimates, & profit margins
 - Highlight key financial metrics & growth potential to reassure investors
5. **Your team**
 - Demonstrate their capability & experience to achieve the funding objectives
6. **Outline the investment terms**
 - Specify the type of investment, valuation, & any special conditions
 - Articulate benefits & return structure for investors
7. **Address potential risks**
 - How you plan strategies to manage or mitigate them
8. **Call to action**
 - Clear & straightforward instructions on how to proceed
9. **Supporting documents**
 - Business plan, financial statements, & other relevant market research



FINANCIAL PROJECTION

How to write financial projection

- **Define financial goals** - set measurable ones
- **Gather historical data**
- **Estimate revenue** - based on market research, **industry trends, & sales strategies**
- **Project expenses** - include fixed & variable cost
- **Calculate profit margins.**
- **Create financial statements** - include income statement, balance sheet, & cash flow statement
- **Conduct break-even analysis** - identify sales volume required to achieve profitability
- **Review and adjust**
- **Communicate projections**