



EXECUTIVE BUSINESS PLAN

CONTACT DETAILS *(Please answer all questions in this section).*

Company Name: _____
Contact Name: _____
Email: _____
Telephone: _____

COMPANY PROFILE *(Please answer all questions in this section).*

When was the company founded and how many full time staff are employed?

What phase of Development is the Company in?

- | | |
|--------------------------|----------------------------------------------|
| <input type="checkbox"/> | Concept phase |
| <input type="checkbox"/> | Product under development |
| <input type="checkbox"/> | Early Sales (<\$1 million annually) |
| <input type="checkbox"/> | Starting revenues (ie >\$1 million annually) |
| <input type="checkbox"/> | Market expansion (>\$5 million annually) |

What Industry/Market Sector is the company in?

i.e. Software development &/or Services, Communications and Networking, Biotechnology, Manufacturing etc.

How much capital is the Company looking to raise?

- | | |
|--------------------------|------------------------------|
| <input type="checkbox"/> | < \$0.5 million |
| <input type="checkbox"/> | \$0.5 million to \$2 million |
| <input type="checkbox"/> | \$2 million to \$5 million |
| <input type="checkbox"/> | \$5 million to \$10 million |
| <input type="checkbox"/> | > \$10 million |



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(Please address each heading – the questions in italics are simply intended as prompts. The Executive Business Plan should be no more than 3 pages long, excluding Contact Details and Company Profile).

1. Describe the business opportunity that you have identified.

What is the opportunity and what are the key assumptions upon which your business case is based? What is its market size, scope? How fast is it growing? What part of the market are you targeting? What share do you realistically aim to capture and by when?

2. Describe your Product/Service and the benefits it delivers.

Is there a clear and identifiable need for your offering by your target market? Describe what it is and how much it cost in comparison to other offerings. Is it differentiated or unique in some way? Is there any intellectual property and has it been adequately protected? Can it deliver new efficiencies? Will it disrupt the status quo? What frustration does it alleviate and why will customers pay a premium for it? What is the next evolution of your product/service and how will your market and/or product development strategies impact on future cash flows?

3. Describe the Competitive Market Environment you operate in

What is the nature of the market – highly consolidated with a few major customers or highly fragmented with lots of small customers? Do you have any customers yet? Who are they now and who might they be in the future? Can your business be a market leader? Does your business have a defensible niche? What is the basis of your competitive advantage? What is the major threat facing your position in the market and what do you need to do to protect it? Are you in a position of power and leverage in the value chain? Who are your major competitors now and who could they be in the future? How do/could they threaten you? Is your business reliant on key suppliers? How strong are the relationships you currently have? Do you have any supplier agreements in place yet? What about your competitors and their relationships with your/their own suppliers? How are you going to efficiently and effectively deliver your product/service into your target markets?

4. Management Team

Does the CEO have demonstrated leadership capabilities and has she/he been able to attract key management, capital, board members, customers and partners? Describe your management team and why you are best suited to exploiting this opportunity? Is the team complete and in place? Explain why you collectively have the required skills to successfully execute the business model over the next growth phase. Where are your weaknesses and what are your strategies to overcome them? What is your track record and experiences? How long have you worked together as a team? Have you worked together before? Have you a board of directors and other professional advisors in place and who are they?

5. Financials

Where will sales come from and how will revenues be generated? Identify Gross & Net Profits. When will you be cash positive? What are the key economic drivers of your business, now and in the future? Describe your current funding arrangements/equity split, current investors, current approx. valuation of your company.

6. The Investment Opportunity

What is the total capital required? What do you intend using the money for? How long will it last? How much will you need at the next round? What are you willing to offer the investor in return for the funds you need? What else, in addition to money, would you be looking for in an investor? How and when do you propose the investor can exit? What sort of returns do you envisage the investor will receive?

7. Milestones

What milestones have you achieved to date in terms of market testing, product development, strategic alliances, customer acceptance? What strategic milestones need to be met in the next 12 months to underpin success?