Name of Business

**Date of Business Plan:**

**Your Details**

**Business name:**

**Owner(s) name:**

**Business address and postcode:**

**Business telephone number:**

**Business email address:**

**Home address and postcode (if different from above):**

**Home telephone number (if different from above):**

**Home email address (if different from above):**

**Executive summary**

* **Business summary:**

* **Business aims and long-term objectives:**

* **Financial summary:**

**(Amount of raise for this round – what this will achieve, future rounds of funding planned and what they will achieve)**

**Management Team**

* **Who will be the key members of the Management Team?**

**(List with Bios)**

* **Future Team members to be recruited:**

**Products and services**

* **What are you going to sell?**

**a product**

**a service**

**both**

* **Describe the basic product/service you are going to sell:**

* **Describe the different types of product/service you are going to be selling or will be adding to your proposition in future:**

* **If you are not going to sell all your products/services at the start of your business, explain why not and when you will start selling them:**

* **Explain the Revenue Model**

**The Market**

* **Are your customers:**

**individuals**

**businesses**

**both**

* **Describe your typical customer:**

* **How big is the market?**
* **Where are your customers based?**

* **Have you sold products/services to customers already?**

**yes**

**no**

**If you answered “yes”, give details:**

**Have you got customers waiting to buy your product/service?**

**yes**

**no**

**If you answered “yes”, give details:**

**Additional information:**

**Market Research**

**Key findings from desk research:**

**Key findings from field research – customer questionnaires:**

**Marketing Strategy**

|  |  |  |
| --- | --- | --- |
| **How are you targeting your audience?** | **Why have you chosen this marketing method?** | **How much will it cost?** |
|  |  |  |
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|  |  |  |
| **TOTAL COST** |  | |

**Competitor Analysis**

**Table of competitors**

| **Name, location**  **and business size** | **Product/service** | **Price** | **Strengths** | **Weaknesses** |
| --- | --- | --- | --- | --- |
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**SWOT analysis:**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

**Unique Selling Point (USP):**

|  |
| --- |
| **Unique Selling Point (USP)** |

**Operations and logistics**

**Production:**

**Delivery to customers:**

**Payment methods and terms:**

**Suppliers**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name and location of supplier** | **Items required**  **and prices** | **Payment arrangements** | **Reasons for choosing supplier** |
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**Premises: (If identified)**

**Equipment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **If being bought** | | |
| **Item required** | **Already owned?** | **New or second hand?** | **Purchased from** | **Price** |
|  |  |  |  |  |

**Legal requirements:**

**Insurance requirements:**

**Management and staff:**

**Costs and pricing strategy**

|  |  |
| --- | --- |
| **Product/service name** |  |
| **Product/service components** | **Components cost** |
| **Total product/service cost** |  |
| **Cost per unit** |  |
| **Price per unit** |  |
| **Profit margin (£)** |  |
| **Profit margin (%)** |  |
| **Mark up (%)** |  |

**Summary Financial Forecasts (to be supported by full projection model)**

**Sales and Costs Forecast**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1st Year** | **2nd Year** | **3rd Year** |
| **Revenue** |  |  |  |
| **Total Costs** |  |  |  |
| **Net Profit (Loss)** |  |  |  |

**Cashflow Forecast**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Month** | **Pre-start** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **Total** |
|  | **Month name** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Money in (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Funding from**  **other sources** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Own funds** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Incomes from Sales** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Other** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Total Money in (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Money out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | **Total money out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Balance (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Opening balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Closing balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Costs Table**

|  |  |  |
| --- | --- | --- |
| **Cost item** | **What is included and how you worked it out** | **Total cost** |
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**Projected Balance Sheet**

**As at: (suggested 1 year from receiving funding)**

**Assets**

**Current Assets**

|  |  |
| --- | --- |
| Cash in bank |  |
| Accounts Receivable |  |
| Inventory |  |
| Pre-paid Expenses |  |
| Other Current Assets |  |
| **Total Current Assets** |  |

**Fixed Assets**

|  |  |
| --- | --- |
| Machinery & Equipment |  |
| Furniture & Fixtures |  |
| Leasehold Improvements |  |
| Land & Buildings |  |
| Other Fixed Assets |  |
| (Less depreciation of fixed assets) |  |
| **Total Fixed Assets (net of depreciation)** |  |

**Other Assets**

|  |  |
| --- | --- |
| Intangibles |  |
| Deposits |  |
| Goodwill |  |
| Other |  |
| Total Other Assets |  |
| **Total Assets** |  |

**Liabilities and Equity**

**Current Liabilities**

|  |  |
| --- | --- |
| Accounts Payable |  |
| Interest Payable |  |
| Taxes Payable |  |
| Notes, short-term (due within 12 months) |  |
| Current part, long-term debt |  |
| Other current liabilities |  |
| **Total current liabilities** |  |

**Long-term Debt**

|  |  |
| --- | --- |
| Bank loans payable |  |
| Notes payable to stockholders |  |
| Less: Short-term position |  |
| Other long-term debt |  |
| Total Long-term debt |  |
| **Total Liabilities** |  |

**Owners’ Equity**

|  |  |
| --- | --- |
| Invested Capital |  |
| Retained earnings – beginning |  |
| Retained earnings – current |  |
| Total Owners’ Equity |  |
| **Total Liabilities & Equity** |  |

**Innovative, Viable and Scalable**

Please provide a statement to support why your project will meet each of the following criteria:

**Innovative**

The applicant has a genuine, original business plan that meets new or existing market needs and/or creates a competitive advantage.

|  |
| --- |
|  |

**Viable**

The applicant has the necessary skills, knowledge, experience and market awareness to successfully run the business.

|  |
| --- |
|  |

**Scalable**

There is evidence of structured planning and of potential for job creation and growth into national and international markets.

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