



Cambridge Culture Exchange

Business Plan

[Company Name]

Date: [dd/mm/yy]

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Executive Summary

- What is the business of the company?
- What is your unique selling point?
- What are your funding requirements?
- For what purposes are the funds being requested? What are the expected benefits to the company?
- Besides funding, what are the organisations other needs?
- How much are you investing in the venture?
- Provide a one paragraph summary of each of the major sections contained within the business plan
- Summarise financial projections (Yearly Sales, Gross Profits, Net Profits, break-even, Return On Investment and Cash Flows) Indicate major financial milestones (Note when cash flow turns positive when break even is achieved, etc.).

Company Summary

Company name:

Trading Address:

Registered company number:

Incorporated:

Domain name:

VAT registration:

Registered Office:

Contact Details

Name 1

Director/ Founder

Tel:

Mob:

Email:

Name 2

Director/ Founder

Tel:

Mob:

Email:

Lawyers:

Accountants:

IP Advisers:

Business Advisers:

Bank:

History and Ownership

- History of the company (how did you come up with the idea?)
- What is the status of the venture: pre –start-up, start-up, pre-incorporation, incorporated, expansion of a going concern, purchase of an existing business?
- What is the legal structure of your business? Is it a Sole Proprietorship, Partnership, Limited Company, Limited Liability Partnership, Social Enterprise, Franchise?
- How many people are involved in the ownership of the business?
- How is the equity distributed between the organisations owners and others?

Start-Up Summary

- Explain the list of start-up expenses (expenses you make before you start the business in the first month). Typical start-up expenses include legal expenses of establishing the business, expenses for developing logo and stationery, and for setting up an office (eg. rent deposit).
- List the assets you want to have in the company as it starts. (Computers, vehicles, equipment).
- Describe how you intend to finance both the expenses and the initial assets, which may mean borrowing money and bringing in new investments. What can you put in? Where will you get funding from? (Family, friends, grants, loans?)

Products and Services

- Clearly explain all products and services.
- What advantages does the product or service provide to the customer? Value proposition.
- What underlying technology does the product or service use? Who owns this Intellectual property? Is it protected or protectable? (Patent, trademark, design registration, copyright).
- Where is the product now in development?
- Equipment, facilities and people necessary to generate your products and services.
- How will your products and services be produced and made available to the customer?

Premises

- Where will you operate from?
- What costs are associated? (Rents, rates, insurance, heat and light, repairs).
- What are the terms (Lease? Buy?).
- What licences are required?

The Market

Customers

- Who will your customers be, describe them, what are their needs?
- Summarise any market research you have done to date.
- Do you have any evidence of customer demand for your product?

Market Size and Growth

- Who and how large is your market? What is the trend in the business, segment and industry? (Are revenues growing, stable, or in decline?) Include copies of supporting documents, ideally independent market surveys, in the appendix.
- Is the market growing? Investors are only likely to be interested in strong and growing markets.

Segments

- How have you segmented the market? (i.e broken it down into manageable, identifiable parts).
- Which segments are your targets?
- What are the size and growth rates of the segments of interest?

Competition

- Who are your competitors? What are their strengths and weaknesses?
- Identify competitive or substitute products/services.
- Can any of your competitors be used as a role model?

Other important information might be:

- Size and growth
- Goals
- Market sectors focussed on
- Location
- Market Share
- Product Quality
- Marketing Strategies

Suppliers

- What are your major suppliers? What are their terms of trade? Initially you may have to pay pro-forma (in advance)
- Do you have back-up suppliers?

Route to Market

How will you move your product or service into your target market?

Competitive Edge

- How will you be competitive?
- What is your unique selling proposition (USP)
(i.e. what are you offering over and above what is already out there?)
- Why would I buy from you rather than a competitor?
- What are your strengths/weaknesses?

Marketing Strategy

- How will you market your products and services?

Sales

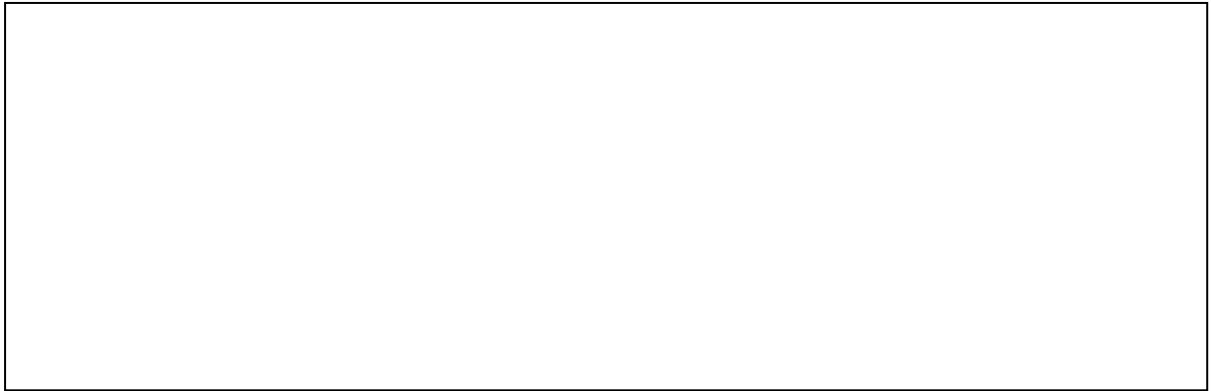
- What pricing and sales terms are you planning on? What licensing terms?
- What percent of the market do you have now? How much do you think you will have in the future?
- How quickly will you reach that percentage? Document the sources of your estimates.
- Is your business seasonal? Explain.
- Describe significant customer relationships or prospects.
- What revenue model do you use?
- What is the typical sales cycle?

Milestones

This is where a business plan becomes a real plan, with measurable activities, instead of just a document.

Include as many specific programmes as possible. For each programme, give it a name, a person responsible, a milestone date, and a budget. Give your plan as many milestones as you can think of to make it more concrete.

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Management Team

This is often one of the most important sections of a Business Plan and should be supported by providing detailed chronological resumes in the appendix. This section should include a one-paragraph summary for each key personnel: (e.g MD, Technology Officer, Sales and Marketing Director, Operations Director) within the organisation. (Note - there may just be one person in the business who does all these activities). Include:

- Name of those that will have day-to-day responsibility of managing the business?
- Details of their business backgrounds, management experience and contractual details?
- List proposed salaries and wages. Are they consistent with industry norms?
- Include “gaps” in your team and how you propose to fill them.

Include an organisational chart if necessary

- You should also provide information on non-executive directors and external advisors who have an equity or future revenue involvement.
- What management assistance resources are available to you and what will you need in the future? (e.g.: accountant, lawyer, outside consultant, financial advisor) What is your relationship to these people and what is the associated cost?
- Recruitment Plans – What are your anticipated personnel needs for the next three years? What skills must your employees have? Will you train the people, or will you hire an outside trainer? Will you hire only already skilled workers? Do your plans include recruitment costs? What assumptions have you made regarding staff turnover?

Insurances

- What insurance will you need? (Public liability, employer liability, equipment, premises).
- What is the cost?

Financial Data

Profit and Loss Projections

Cash Flow Projections

Balance Sheet

Appendix 1 Management Team Resumes/CVs

Appendix 2 Detailed Financial Projections

Appendix 3 Product Brochures

Appendix 4 Market Research and Customer Feedback and Letter of Support

Appendix 5 Other Important Supporting Material

Appendix 6 S.W.O.T. Analysis

Strengths (internal)	Weaknesses (internal)
Opportunities (external)	Threat (external)