

Business Plan

General Guidelines:

This document serves as the template for developing a business plan to be submitted to the 5th Venture Capital Forum.

Try to fill in all the sections listed. Otherwise, provide an explanation stating the reason for not doing so.

Try not to exceed 25 pages in length.

All figures should be provided in Euro.

Once you have completed your Business Plan, submit it by the 14th of May to info@5vcforum.gr

Company/Research Institute/Researcher's name:

Address:

Telephone:

Fax:

E-mail:

Web site:

Nature of business:

Equity:

Founded in:

Executives (name and position):

	2000	2001	2002	2003
Employees*				

	2000	2001	2002	2003
Recent Sales*				

**If applicable*

Executive Summary

This is the most important chapter of your business plan. It must summarize in not more than 2-3 pages the whole argument, which is set out in greater detail in the following chapters. The executive summary will be the first thing that is read by the prospective financier. A well-written executive summary creates a positive predisposition for what is to be discussed in the remainder of the business plan.

Company/Institute/Researcher(s)

History, vision for the future

Core competences

Field of business (target markets/customers, products and services)

References/testimonials

Growth objectives

Market

Market analysis

Potential of the relevant market (market segment), barriers to market entry

Demand for product/service (e.g. result of marketing test), life-cycle of the product

Own market position/market share, position of main competitors

Competitiveness (e.g. meeting customers' buying criteria, size of marketing resources)

Marketing strategy

Positioning of product/service in the market, objectives for market share, expansion, etc.

Segmentation of market, product policy

Pricing policy

Sales and distribution system, marketing network

Promotion and market communication

Product and Technology

Competitive advantage (customer-benefits resulting e.g. from technological features, prod. process/costs)

Technological risk (regarding function or production process, danger of substitution)

Strategic options, based on intangible assets or property rights (e.g. transfer to other industries)

Research and development strategy

Protection of product/production process by property rights (patents), trade marks, etc.

Product updating/renewing or adapting to new market segments: effectiveness, swiftness

Significance/size of added value for the customer

Management

Main focus of experience and know-how of entrepreneur and management-team

Network experience

Process of gathering new information

Reference between management-experience and company-objectives

Commitment-assuring of management-team and key staff (e.g. shares, stock options)

Entrepreneurial experience and characteristics of the management team (previous success?)

Experience in dealing with pressure and uncertainty

Combining of complementary know-how elements in the team

Connection between company-objectives (strategy) and organizational scheme

Finance

Equity - total amount and percentage of each shareholder

Description of accounting and budgeting system

Ability for efficient controlling

Ability for financial forecasts

Quantification of financial requirements and financial resources

Additional amount of Equity required within 18 months

Additional amount of Equity required

Additional sources of financing, collateral potential

Strategic Development

Basic considerations and plans for the future development of the company

Basic considerations, what will the additional equity be used for

	2001 (Realized)	2002 (Realized)	2003 (Realized)	2004 (Planned)	2005 (Planned)	2006 (Planned)
Turnover						
Profit before tax						
Cash flow						

Benefits for the Investor

Expected growth of the company (and of the company's value)

Time-span to realize this growth (possible exit-year for the investor)

Conceivable or preferred way for realizing the exit (buy-back, sale to industrial partner, public offering at stock exchange)

Ways for containing the investor's downside risks

Company's expectations regarding the role of the venture capitalist

Additional Information