

Business Plan for Investors Template

To be used with “Guide to Writing a Business Plan for Investors.”

-



Front Page

<p>Business Name: Type here</p> <p>ABN / ACN: Type here</p> <p>Address: Type here</p>	<p>Business Logo here or other suitable image</p>
<p>Date the plan was completed Type here</p>	<p>Contact Details:</p> <p>Your Name Type here</p> <p>Phone Number Type here</p> <p>Email Address- Type here</p>

Proprietor Background



Your background is extremely important. You don't need to have a rocket science background to impress everyone but you do need to think broadly about your personal and career background and give a good summary of your skill set and why you will succeed as a business owner.

Include direct and transferrable skills that are relevant to the proposed business.

Direct skills: Where you've worked in the industry in the past, note that experience

Transferrable skills: For example, you may have prior small business management experience, general managing staff, staff rosters and an understanding of HR issues, you may have experience selling to the same customer targets that the proposed business will aim for.

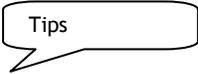
Don't forget your passion. You may simply have a passion for the proposed business so this is where you talk about your passion; where it came from and other activities that you undertake because of this passion.

Do you have a recent resume? Why not include it as an Appendix.

Key elements of my background that will help in this business include;

-type here

Executive Summary



Tips

The Executive Summary goes at the beginning of the plan. It should give a concise one page overview of what is included in the plan. Think of the four or five main points that you would like to express to the reader of the plan and build the skeleton of the Executive Summary around these points.

Suggested lead in statements...

The purpose of this business plan is to raise... \$type here in investor funding

The market opportunity this business will seek to address may be described as follows
... type here

My solution to this market opportunity may be described as follow... type here

The main use of the funds I am seeking to raise is as follows... type here

The competitive landscape of the market may be described ... type here

The strategic competitive advantage of my solution is... type here

Background

Tips

The background should detail the history of the company to date including how the company came into being, major milestones in product and company development.
Suggested lead in statements...

The idea for this business started when... type here

My experience in this market includes... type here

The main reasons I am choosing to start this business is... type here

What I like about this market is... type here

The Board

Tips

Many deals have been made or lost on the strength of the Board. An experienced and reputable Board adds credibility to the company and the project you are pursuing. The Board Members are the ones who are charged with the responsibility of leading the company and ensuring the prudent use of the investor's funds.
Suggested lead in statements...

Board members include the following people... type here

A brief bio on board members... type here

I intend to attract the people with the following experience to the board... type here

Key attributes of board members include... type here

***End Preview. Actual "BusinessPlan for Investor Template" Continues for 13 pages....
See below for preview of accompanying Guide to Writing a Business Plan for Investors..***

Guide to Writing a Business Plan for Investors

-To be used with Business Plan for Investors Template -



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Introduction

One of the most often asked questions put to us is “*what does an investor want to see in a business plan?*” Unfortunately there is no hard and fast rule for this as different investors have different investment criteria and investment strategies. Some investors may be more risk adverse than others, or be more lenient in their due diligence process as they are familiar with industry the business operates in.

However, one thing that does remain a constant is the requirement to have a solid management team who are charged with leading the business into the future and thereby responsible for the management of the funds injected into the business by the investor. The best idea, concept or product in the world will struggle to raise investor funds if the management team cannot be trusted to run the company effectively.

This last point to certain extent, governs the level of detail required to attract investors. If the investor is known to the business and has built a strong relationship, then generally speaking the less robust the business plan needs to be. The main objective of the plan is to provide an overview of the current business operations, fill in any gaps the investor may not be aware of, and outline the plans for the future and where the money will be spent.

A business plan designed for a ‘cold’ investor requires much more detailed analysis of the business. It needs to include bios of the directors, management team and other key personnel in the organisation. The future plans, how the plans will be implemented, use of funds and even an overview of corporate governance policies should be included in the plan. The objective of the plan is to provide the investor with enough information on the business to make a decision of “Yes, I would like to know more”, or, “No it’s not for me”.

This is a balancing act which must be handled delicately. On the one hand we need to provide sufficient information to make a decision, however we don’t want to produce a 100 page document which is too consuming and daunting to read. It is important to keep the reader of the document in mind when writing the plan. Investors are approached by many businesses on a daily basis. We are fighting for their time, we need to present our case in a professionally presented succinct document that addresses the main areas of concern for them. We generally try to keep the body of the document to twenty pages. If the business story can’t be told in twenty pages then there may be a problem with the business model or concept.

A good way to set the parameters of what information to include is to ask “is the information key for the investor to making the initial Yes / No decision?” A good way to judge this is to think about it in terms of a two-minute meeting. If you had two minutes with an investor, which information would take priority and which information is more ‘supportive’ information. In simplistic terms the business plan can be divided into two separate but balanced parts. An easy way to think about is with the simple equation below.

WHAT WE ARE GOING TO DO => HOW WE ARE GOING TO DO IT.

What we are aiming for is a business plan that presents the case by addressing these two parts with everything tied off and no loose ends. A balanced business plan goes into the same level of detail in terms of the market opportunity present for the business (what we are going to do), and explaining how the business will take advantage of the opportunity (how we are going to do it). If the plan then introduces further ideas on the first part of the equation (what we are going to do) it must then go into further detail on the second part of the equation.

Below are two common problems we regularly come across when reading business plans written by the company.

Product Centric – A business plan is not a product brochure. Yes the product is definitely a key factor of the business, however there is more to the business than the product. Many plans we see dedicate too much space to the product. Remember there is a lot of information we need to provide the investor in a limited amount of pages. Generally speaking investors are quite intelligent people and once you've provided an understanding and concept of the product it is time to move on to how the business is going to manage the operations of the business to take advantage of the market opportunity present.

Jargon and Technical Centric – When writing the plan to the wider investor market, it is important to assume low level of understanding of your market and industry. Many plans we see base their case on intricacies in market or industry dynamics that those outside the industry would have very limited or no knowledge of. If the opportunity the business is planning to exploit relies on such situations it is important to build the framework by laying the foundations securely with a thorough analysis of the market or industry dynamics early in the document. If jargon is commonly used within the industry it is imperative that you introduce and explain the jargon so the investor will have a chance of understanding the point you are making.

Executive Summary

The Executive Summary goes at the beginning of the plan. It should give a concise one page overview of what is included in the plan. Think of the four or five main points that you would like to express to the reader of the plan and build the skeleton of the Executive Summary around these points.

Ideally it should take snippets out of each of the three books in the 'Trilogy' with a weighting towards the latter books, and especially the future direction of the business. It should include information that is relevant to the objective of the business plan.

After reading the Executive Summary the reader should be able to understand where the business is going and the logic in taking that direction.

Take account of the reader or the general audience and make sure that after reading the Executive Summary, their appetite has been wet for the rest of your business plan.

Financiers have their own specialist needs from a business plan and the Executive Summary. Priority Funding Corporation can make sure you include the important finance related highlights.

Background

The background section of the business is very important. An investor coming on board for an equity stake in your business also inherits, to a certain extent, the 'baggage' the business has. The background should detail the history of the company to date including how the company came into being, major milestones in product and company development. Below are the key points to be covered in this section.

Logical Progression

The background section should trace the company's history from inception to present in an easy to follow logical progression. It should cover the key moments that have shaped the company to what it is today. This may be major product developments, contracts won, relationships or other events that had a significant impact on the business.

Snapshot

The background section should provide a snapshot of how the company is positioned today. This should encompass a summary of the financial position, product development, key customers and relationships, operating systems and personnel.

End preview..... Actual ' Guide to Writing a BusinessPlan for Investors' continues for 14 pages