

Business Plan – Suggested structure and marking scheme

1. Executive Summary: – 25%

How would you describe the business to a potential investor, team member or customer in brief? Use one to three paragraphs to summarise the idea/opportunity. (This information may be used in public, do not disclose any confidential information or technology.)

2. Background: – 5%

Give the area of your plan, what has been done before and what you are basing it on.

3. Product or Service Description: – 20%

What have you got that is of value? Describe what it is, what its development status is, what the first product and future products are? Also include here your intellectual property position, e.g. can it be protected with a patent, copyright or trademark? What impact will that have on how you set up your business?

4. Market and Customers: – 25%

Who will you sell to? Why will they buy? What existing problem(s) will you solve with your service or product? What are the primary benefits to customers?

5. Competitive Advantage: – 10%

Who will the competitors be? Where are they? How are they doing it? How will your service or product compare to those of your competitors looking at both strengths and weaknesses? Again Patents and/or other IPR.

6. The Business Model: – 10%

How will you sell your product or service? Where does your revenue come from?

7. Team: – 5%

Short description of each team member's background and experience relevant to the opportunity. What other experience in the team is needed? – Remember this is the type of individuals you would need to set up a particular business.