

Business Plan Assessment Guidelines

Please ensure you read the Assessment Brief below in conjunction with the Marking Scheme and Structure document also uploaded on Blackboard.

Your plan must be for an idea that is linked to Biotechnology and Life Sciences with a Biological component. The idea could be based on your postgraduate research project, a scientific paper you have read, a scientific product you have used, a published patent or your own idea. Examples include: new scientific equipment or reagents; providing a service for scientific companies; products that are used in food, cosmetics, pharmaceutical, biotechnology industries; environmental products etc. Provided there is a Biological component this should be acceptable, if you are unsure about your idea ask before writing the plan.

You should aim for 2,000 words (with an absolute maximum of 4,000 words) describing your business idea under the headings as per the marking scheme. Please refer to the Enterprise Guide for further details but keep in mind that your target audience will appreciate terminology and presentation that is clear and concise. Also refer to the Enterprise Guide for a framework to help you think about the business opportunity and for details on where to find useful information.

The sections as highlighted in the Marking Criteria document (available on Blackboard) must be included in your business plan in the correct order and contain the relevant information. The percentage value indicates the weight each section carries to the overall mark of the business plan.

Feedback on business plans and the elevator pitch will be provided via Turnitin.