

IMPERIAL COLLEGE LONDON

DEPARTMENT OF COMPUTING

COURSE 350: MANAGEMENT AND BUSINESS FOR COMPUTING
ENGINEERS

SubZero Ice

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1 Disclaimer

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2 Executive summary

SubZero Ice is an innovative business aimed at providing ice-cream in a more personal, novel and exciting way. Our patented process allows us to use liquid-nitrogen as a freezing agent, providing customers with a fantastic visual display as they await their ice-cream. What sets us apart from our competition is that our ice-cream is not pre-prepared, but is made directly in front of our customers using the ingredients they choose. Interest in our product has already been shown by several companies including London Science Museum, Alton Towers, Odeon Cinemas and London Royal Parks. We have provided our product at events at London Design Museum, National Space Centre and the Tate Modern.

3 Vision statement

Our goal is not only to provide great tasting ice-cream but also to provide our customers with an unique and memorable experience. We hope that our appealing laboratory-themed stalls will soon be seen in many tourist locations and at large events throughout the UK. We also aim to streamline our equipment which will allow our product to be introduced to establishments in the hospitality sector such as bars and nightclubs.

ethics. fairtrade - look at poverty + with partners health - healthier than normal ice cream due to fresh ingredients and less use of preservatives eco(water recycling, using up all ingredients) - recycle waste. recycle all water. solar energy. supply of ingredients and LN2.

type = corporation

4 Market Analysis

4.1 Market Drivers

4.2 Market Segments

4.3 The Opportunity for SubZero Ice

Introduction to the market...

Target market

Market Context

Market size & characteristics

Market Validation

5 Products and Services We Offer

Detail of what we are actually going to offer

6 Business Model & Structure

How the business will actually work

6.1 Longterm & Shortterm Goals

objective - maximise sales - how

6.2 Current Equity Structure

6.3 Management team

7 Competition

7.1 Competitive Advantage

8 Intellectual Property Assets

8.1 Patents

Patented process

8.2 Know-How

8.3 Future Intellectual Property Development

9 Business Development Plan

9.1 Current Structure & Resources

9.2 Sales process

9.3 Target customers

$$LTV = (T_n + ATV + LT) - (CoA + CoR)$$

9.4 Current key customers

9.5 Marketing, PR and Communications

9.6 Staff Recruitment

9.7 Facilities

10 Financial Plan & Funding

Add more subsections

revenue - retail licence other sales

profit - gross net EBITDA NPV
costs ...

11 Risk Analysis & Exit Strategy

12 Corporate Information & Contact Details