

# **CS4081 Individual Assignment**

**Prof Donal O'Mahony**

## **Mini-Business Plan**

You are asked to put together a short business plan to be read by a potential investor on a business of your choice. The objective of the plan is to show the investor that:

- There is a good business opportunity
- You have, or can assemble the right team to exploit that opportunity
- You have thought carefully about who would buy the product/service
- You have a clear idea of how to come to their attention and to get the product into their hands
- You have thought about how to build the business to match the scale of demand
- If the plan works, there is a clear path to a substantial return on investment
- You are making a clear request for an appropriate amount of money and have plans to spend it on appropriate things

You are limited to a maximum of 5 pages – and it can be shorter. It is a summary plan – so no need for a separate executive summary. Sections that should be in there include:

- Description of the product/service/business idea is
- The salient details of the market (who?, size? How-to-reach?)
- The relevant competition
- Who is proposing this (Team) – think about the skillset you need, but be realistic about the team you can recruit (e.g. Bill Gates is not going to take time out to help you out)
- The actions you are planning to get this product to market
- Back-of-the-envelope style financial projections for 3 or 5 years

Keep your sentences short, your language simple. You only have 5-pages, so make sure you get the important points across by crafting your sentences carefully. Please try to communicate your enthusiasm for the plan in the document.

Please submit the plan using Blackboard on Wednesday of Week 10 ( November 13th) by 10pm. Please do ask for advice on this as you go – I'm available after lectures and by appointment (send me an e-mail to set this up).