



Looking for an investor? Tips to help structure your Business Plan

- ✓ The person reading your Plan is unlikely to know you or your business, or possibly even the industry you are entering into - so make them clear!!!! A plan should 'stand alone' and be self explanatory - you may not necessarily be there when it is being read.
- ✓ Include industry statistics to help the picture eg how big is your industry, how much is spent in it annually, how many competitors are there, how long has your industry been around etc
- ✓ Keep your Plan fresh - cashflow projections, marketing plans and budgets in particular should be absolutely up to date.
- ✓ Visual aids are as powerful as the written word. Include items such as a print off your website, photos of prototypes, samples etc
- ✓ To highlight particular points, refer to them in an executive summary as well as expanding on your points in the appropriate section. Consider using an index or table of contents.
- ✓ Include notes on your cashflow i.e. how did you come up with your monthly sales figures. Provide calculations if this amount comes from several sources or keep separate.
- ✓ Be brief, specific and concise: an assessor will not want to spend hours reading. Summarise survey results, bullet point market research.
- ✓ If noting weaknesses or threats make sure you provide a counter to these - no investor will be interested unless you can demonstrate how you intend to overcome obstacles.
- ✓ Compare your plan to a template. Have you covered all the necessary areas: Overview and Strategy, Marketing, Costing, Operations and Contingency?
- ✓ Have another person read your plan before it is submitted. Find someone who doesn't know you or your business well. Do they understand it? Is the spelling and grammar all correct? Could you answer any questions they asked?
- ✓ Ensure there are no 'may be' words: Probably, sometimes, could, might, generally etc have no place in a Business Plan. Stick to the facts.
- ✓ Re-read your plan - does it accurately reflect your passion, experience and commitment? **Will an investor be convinced that your business is viable, you are the right person to run it and it is absolutely worth putting money into?**