

Pitchfest Business Plan Guide

Please complete details for your business plan. The information provided must cover each of the sections and must answer all of the sub-questions for it to be considered.

We are not expecting a full business plan; this should be no more than four pages in total.

We appreciate that different businesses will be at different stages. If your business is not yet trading, don't worry! Please complete the details with your proposed business activity and how you intend to operate. If you need to carry out further activities to answer a question please say how you intend to conduct the activity. We appreciate that financial details may be difficult to forecast when you are not yet trading but please complete with an anticipated financial forecast.

Business Summary

- What does your company do or intend to do?
- How did it originate?
- What is the current state of activity?
- Why are you seeking funding?
- How much funding are you seeking?

Technology and Products

- Describe the technology/product/service
- What is the status of the product/service?
- Has it been used or sold or if still in development to what extent has it been tested?
- What intellectual property (e.g. patents, copyright, and knowhow) do you have or plan to have?
- What do you know about your ability to operate (e.g. do you need a license to operate or any third party IP)?

Market needs

- What are the market/customer needs?
- Who are your target customers?
- Why do they want your product?
- How do you know why they would want it?
- What is the estimated accessible market for your product/service?

Your Competition

- A table/matrix can be helpful when answering these questions:
- Who are your competitors?
- How do you compare on quality, price and other key parameters?

Commercial Strategy

- How do you plan to take your product/service to market (e.g. will you be working with partners, selling directly)?

Operations

- Where will you be based?
- What facilities do you need to operate?
- What equipment do you need?

The Team

- Who are the team?
- What skills are missing?
- Do you plan to recruit when you have further funding in place?

Financials

- Provide key details of your financials showing profit & loss (typically for three years) and cash in the bank.
- How much funding is being sought?
- What will funding be spent on and over what period of time?
- What are the potential exit opportunities/plans?
- How will investors get a return on their money?

Contact Details

- Provide full contact details for you and your business