

## Business Plan Guidelines – Equity

Submitting a comprehensive business plan is, along with the completed and signed Application Form, an essential first step in seeking funding from the WDC Investment Fund. Your business plan should demonstrate clearly the project's commercial viability. It must also satisfy the WDC that it can exit the project and that it will make a return on its investment commensurate with the risk taken.

The business plan should contain the following information:

### Executive Summary

**Promoter/company background:** A full description of the promoter's background and the company's business. Details of the legal status of the organisation.

**Project:** Description and location of business/project, the products/services provided. Details of production process/technology involved. Details of IPR. Details of quality control/assurance.

**Market/marketing:** Description of the target market – its size and growth rate supported by market research. Details of sales projections and how these will be achieved.

**Customer details:** Who are they? Where are they located? Price, promotion and distribution plans.

**Competitor analysis:** Who else is providing a similar service? What is unique/innovative about this proposal?

**Management:** A detailed CV should be provided on each of the management team covering all aspects of the management functions with an organisation chart. Details of all external professional advisors and of all non-executive directors.

**Proposed investment:** Provide a schedule of all costs associated with the project and details of all funding sources and whether or not secured. Please provide copies of Letters of Offer/Terms & Conditions. Outline amount and purpose of the funding required from the WDC Investment Fund.

**Audited & management accounts:** Copies of signed annual audited accounts for the previous three trading years and up-to-date management accounts for the current trading year.

(Please note that you may be required to furnish ongoing updated management accounts during the evaluation process.)

**Financial projections:** Three to five years of financial projections. These should include cash flow, profit and loss and balance sheet. Cash flows should be completed on a monthly basis.

**Exit strategy:** An indication of how the WDC will be able to exit the investment in your company at a return commensurate with the risk taken.

**Any other information which you consider pertinent to your application.**