Business Planning Guideline

The Business Plan should not be any longer than six pages and contain no more than 6,000 words. The Business Plan is intended to be the “showcase” of the proposal, and must have a professional appearance. It may include the following information or any other information deemed critical by the applicant:

Comprehensive Research and Business Plan:

- Clearly defined decision making criteria for various decision points.
- Proposed design, methods and analysis to achieve the stated goals of the project.
- Project plan with detailed activities, milestones and deliverables that are achievable.

Team Capabilities:

- Strengths and weaknesses of the team, explaining why the applicant team can deliver the proposed solution better than other potential competitors around the world.
- Well-balanced in the sense it represents technical skills with problem solving skills, essential for grasping the business challenges such as interacting with customers and potential partners. Define business and technical capabilities separately.
- Identify clear roles and responsibilities between team members.
- Highlight the level of commitment from each team member (in terms of time, resources, etc.).
- Mention previous training and experiences as individuals and as a team which are relevant to developing and executing the idea.
- Any other advantages the applicant team enjoys relative to its potential competitors.

Market assessment and competitiveness:

- Size of the primary target market.
- List specific consumers, organizations or businesses that this idea will benefit/serve.
- Identify the needs of your potential customers and describe how those needs are being met.
- Market potential of the technology (demand in target markets).
- Competitiveness of the proposed product relative to other competitors.
- Currently planned business model.
- Likelihood of further investment.
- Partnership agreements and or letters of intent secured from potential buyers.
- Expected Revenue Stream.
External dependencies

- Identify key partners/suppliers.
- Identify external dependencies (e.g. permits, licenses from relevant ministries).
- Identify third party intellectual property dependencies or provide licenses.
- Requirements for collaborations, partnerships or hiring of external consultants with justifications.