

We Assess Four Interdependent Factors Critical To Every Business

The People

The men and women starting and running the venture, as well as the outside parties providing key services or important resources for it, such as lawyers, accountants and suppliers.

The Opportunity

A profile of the business itself - what it will/does sell and to whom, whether the business can grow and how fast, what it's economics are, who and what stands in the way of success.

The Context

The big picture - the regulatory environment, interest rates, demographic trends, inflation, and the like - basically, factors that inevitably change but cannot be controlled by the entrepreneur.

Risk and Reward

An assessment of everything that can go wrong and right, and a discussion of how the entrepreneurial team can respond.

There Are Five Steps in Business Plan Preparation

- Lay out the basic business concept
- Gather data on the feasibility and specifics of your concept
- Focus and refine the concept based on the data you compile
- Outline the specifics of the business
- Present the plan in a compelling format

How We Read Your Business Plan

The People - Management

The Executive Summary

Financials

Exit Plan; or

Terms of the Offer

What We Want To Know

- Is the management experienced and capable?
- Is the Business Idea sound?
- Is there a sufficient market for the products or services?
- Are the financial projections realistic?
- Does the plan describe how Investors or Lenders will get their money
back?

Presentation

- Aim for 20 pages plus financials
- Project three to five years
- Historical performance up to five years
- Use factual language to convey success
- Avoid superlatives - “Best” “Terrific”
- Avoid subjective comment & hype “We believe this will be the best.....”
- Use business terminology
- Edit and proof read
- Number pages
- Disclaimer and Confidentiality issues
- Bind and number copies
- Date

Points of Style

- Use numbers for impact - demographics, market growth, market research data
- Incorporate data from your financials into the text of your plan
- Use bullet points
- Use visuals - photographs, graphics, charts, etc