

## Business Plan - Commercial in Confidence

### 1 Summary

This acts as both a summary and a roadmap for the rest of the plan. It should be no more than 2 pages long and should contain six headings (items 2 to 7 below). These shouldn't repeat what you say in the following sections but should summarise them and should sell your idea and entice the reader further into the document.

### 2 The opportunity

Here, you explain the material/product and or services you have developed and list the most promising applications which will be explored during the next phase of the project. This section will act as an introduction to the 2 that follow - markets and technology/product and or service and will gently draw the reader in by starting with the "pot of gold" on offer at the end of the rainbow.

### 3 The markets

Provide background information on the distinct markets for the technology/product and or service. Explain the technologies which are currently in use, the problems which remain to be solved and the competing technologies/product and or service which have emerged to solve those problems.

We need to list the key industry players in this section, but all detail and names of lesser players should be relegated to an appendix.

### 4 The technology

Here, you explain the unique properties of your technology/product and or services and its suitability in principal for the chosen applications. List the hurdles that remain to be crossed and be honest about these. Evaluate your technology/product and or service solution by comparison to competing materials/solutions.

### 5 IP position

Summarise what (if any) this is and evaluate the strength of existing patent protection.

### 6 Development plan

This could helpfully be illustrated in a project plan/Gantt chart which should be included as an appendix.

### 7 The people

Include brief CV details of the key players. Indicate what role you see each of you taking in a future company.

## 8 Financials

Is it possible to state meaningful revenue projections? It is not a problem if we justifiably can't - repeat potential market sizes (£million or billion) which you will have quoted in the market section earlier.

Summarise what the budget/costs for phase I and II.

## 9 Appendices

This will include at least background information on companies in the comparable technology product and or services field(s) and also the project plan in graphical form.