



## BUSINESS PLAN GUIDELINE

### Section 1: Personal background

- + Education (Submit transcripts of your qualification(s)).
- + Experience.
- + Submit current CV.
- + Tell us a bit about yourself.
  - Executive summary about yourself.
- + Where did you get this idea?
  - Synopsis of the source of your idea in no more than 300 words.

### Section 2: Describe the technology/idea:

- + How does it work?
  - Please submit your solution's framework (i.e. any technical drawings, solution architecture diagram etc.).
- + Explain the concept high level.
  - Synopsis of your idea in no more than 300 words.
  - Has it been done before/have you had any success with the concept?
  - Please provide evidence i.e. proof of concept where it has been implemented.
- + Has it been done internationally?
  - Submit evidence, if any.

### Section 3: What is the market size?

- + Who are the players in the market?
  - Please name potential competitors and how is the market split between them?
- + What is the market size?
  - Who are the potential customers? What is the value of the market?
  - What are the barriers to entry?
  - What is preventing you from competing in this market or expanding? Please provide examples.
- + Are there other substitutable products/solution?
  - Name any products/solutions that will directly compete with you.

### Section 4: Competitive advantage

- + What makes your product/solution better than other products/solution in the market?
  - What makes your product different to other products/solution in the market? Is it cheaper? Is it better? Please clarify.
- + Why will consumers prefer your product(s)?
- + What makes your product/solution unique?

### Section 5: Take us through your financial forecasts

Detailed forecast for 3 years:

- + Sales forecasts (Sales forecasting is the process of estimating future sales. Accurate sales forecasts enable companies to make informed business decisions and predict short-term and long-term performance).
  - Please forecast sales for the next 3 years in Excel, as you predict it.
- + Profit and Loss statement (The profit and loss (P&L) statement is a financial statement that summarises the revenues, costs and expenses incurred during a specified period, usually a fiscal quarter or year).
  - Please forecast your P&L using Excel.
  - Cash flow forecast (A cash flow forecast is a plan that shows how much money a business expects to receive in, and pay out, over a given period of time).
  - Please forecast your cash flow using Excel.

### Section 6: Where are you in your Business journey?

Are you:

- + Pre-Seed/Idea Stage (A Pre-Seed funding round is for early stage product development).
- + Seed Stage (The Seed Stage refers to the period just after a company has launched and is working on their proof of concept).
- + Growth Stage (Growth Stage is the second stage in product life cycle (PLC). In the growth stage, you are already making sales and revenue).
- + Later Stage (Later Stage means you have an established customer base).
- + Liquidity Event (Liquidity Event means you have a profitable solution/product and require additional investment to grow or sell part of your business).

### Section 7: What support do you need from Cell C?

- + What amount do you require?
- + Synopsis of your requirements in no more than 300 words.
- + Why the above amount? Why do you need it?
- + What will the impact be if you are successful? How will the funds be applied?

Terms and Conditions apply.