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**BEEHIVE**

# **STARTUP BUSINESS PLANNING, PROJECT VALIDATION**



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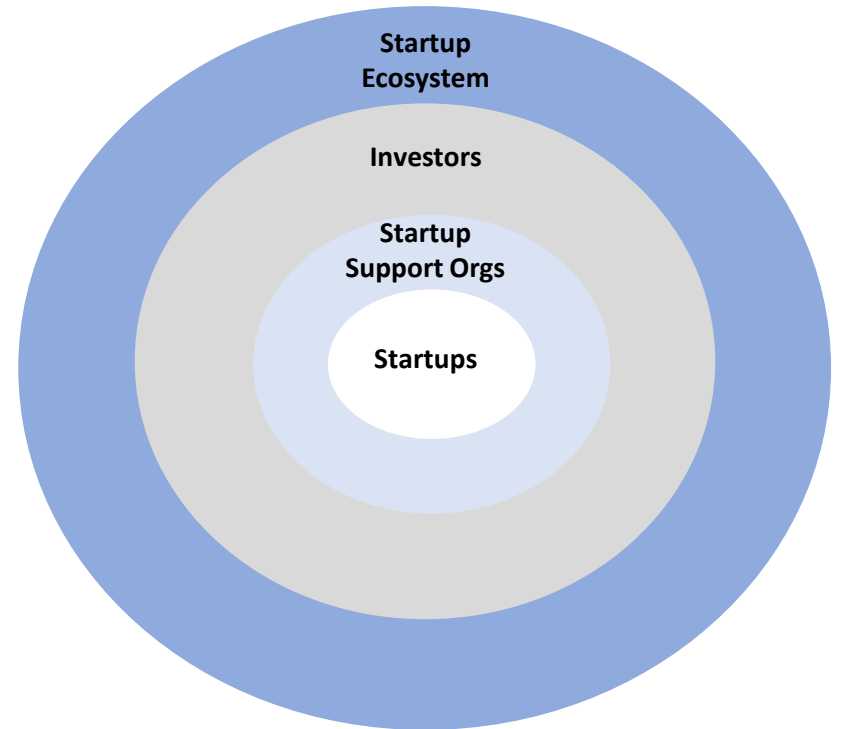
## INTRODUCTION

### Startup Environment & Ecosystem:

Support organisations methodologies will differ from one region/country to the next.

The approach is usually informed by:

- experience & history with startups in their region
- investor requirements & feedback
- environment & ecosystem in the region/country.





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**BUSINESS PLANNING  
PROJECT VALIDATION  
INVESTOR READINESS**



**KEY ISSUES TO EVALUATE**



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## COMPANY

### Background Info:

Registered Company Name:

Company Registration No:

Date of Incorporation

Business Address:

Contact Info (website/email/telephone etc.)

### Company History:

Give a brief outline of the company's history – ***what's the story behind the startup?***

***Highlight key milestones achieved***

(e.g paying customers or technical milestones reached).



## FOUNDERS / MANAGEMENT TEAM

### Key members

Detail key member of the *founding team*.

Highlight skills and experiences directly relevant to this market opportunity. Previous experience with start-ups before.

### Recruitment

What skills and experience need to be added to the team?

Detail key hires - following the funding round.

Will there be challenges in finding key staff?

How will you meet recruitment challenges?

### Advisors/Mentors

Detail Advisors/Directors/Mentors currently working with the team - especially those with experience developing start-ups.

Detail other contacts that will be useful when approaching prospective customers.



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## THE OPPORTUNITY

### What's the Customer Problem

What customer problems does your product/solution addresses?  
How are the customers currently addressing these problems?

### Company Solution

Outline the key features of your product/service relative to customer problems

### Market Validation

Do you have a finished, customer-ready offer?  
Has the product been trialed/tested in a live environment?  
Have any customers paid for the product?  
Detail the value added aspects for the customer

### Compliance Requirement

Is the product/service subject to quality, regulatory or environmental compliance standards?



## THE MARKET

### Market Overview

What **size is the overall target market** for your solution?

How **big is the segment of the market** that you can reasonably expect to reach and support?

How fast is the market growing

### Factors Driving Change

Outline your understanding of the key issues driving change in the market?

Explain why can a start-up succeed in this market?

### International Markets

How do you plan to sell to and support international customers?

Are you already in contact with international customers?

List key geographic markets that you plan to target.



## COMPETITION

### Key Competitors

Who are your key competitors?

What are the findings of the competitor analysis:

- ***who is your most significant competitor***
- ***what are their strengths?***
- ***who could become a key competitor?***
- ***is the competition likely to increase in the near future***

### Competitive Advantage

Why is your offer better?

Why is it difficult for someone to duplicate?

How do you plan to compete in this market? (Price, Product features, Operational excellence, Customer relationships etc...).

How sustainable is your competitive advantage or is it a temporary head start?





## Route to Market

### Route to Market

Outline your route to market? Will you have any channel partners/distributors?

If distribution channels are secured, provide details and describe the various margins that will be paid

### Marketing Strategy

How do you plan to raise awareness about your solution with customers? Outline key marketing activities.

### Revenue Model

What sort of revenue model do you plan to use? How will you make money?



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### **Online Traction (if relevant)**

Detail how you will achieve online traction

Provide details of web traffic to date

Provide conversions rates to paying customers.

### **Sales Pipeline**

Provide details of top 5-10 customers

Detail current relationship with potential customer

Estimate the value of the potential order

Estimate the probability of securing the order



## OPERATIONS

### Location & Process

Provide details on where the business will be located

Describe the production/development process/equipment required.

Detail activities the company conducts in-house v work likely to be outsourced.

### Employment

Provide details about the recruitment plans.

### Research and Development

Describe the 3 key technical milestones that you plan to achieve,

Detail when you expect to achieve these milestone

What are the key risks associated with achieving them.



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## COMMERCIAL MILESTONES

### Commercial Milestones

Describe the 3 key Commercial milestones that you plan to achieve,  
Indicate when you expect to achieve  
What are the key risk associated with achieving these milestones.

***Milestone Detail:***

***Key Risk:***

***Target Date:***

(e.g secure key customer business, successful installation in a company).



## INTELLECTUAL PROPERTY (IP)

### **Intellectual Property (IP) — Patents, Domain names etc.**

Describe any IP that contributes to the company's unique selling point / competitive advantage.

Detail how the company has access to this IP (i.e. the company owns the IP, the company licences the IP etc.).



## Risk Factors

### Key Challenges

Highlight the key Risks the business is likely to encounter in the next 12 months.  
Outline strategies to mitigate their impact - focus on key risks.

*Examples of key risks could include:*

*Product Risk: Will the product perform as projected?*

*Market Risk: Will market value product as projected? What if sales take longer to achieve?*

*Competitors: respond aggressively to your market entry?*

*Market environment: changes such as legislation or social trends, impacting negatively on the opportunity?*

*Scaling: Can the organisation/ team scale to meet demand?*



## FINANCE

### Current Company Ownership

Name

Source of investment\*

Amount invested (€)

Date of investment

Type of Shareholding

Percent Ownership

### Existing Debt Funding

Outline any other sources of existing debt finance e.g. bank loans, overdrafts, shareholders/director loans, leases, invoice discounting etc.

Provider , Original Facility Amount, Term, Security

### New Funding Requirement

How much funding is required in the current round

How much equity is on offer to investors?



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### **Funding Strategy**

What are your funding plans?

What will the funds be used for?

### **Subsequent Funding Rounds**

Will the business need further equity after this round to get to profit?

### **Finance Officer / Function**

Who is primarily responsible for the financial function in the company?

How frequently are Management Accounts prepared?





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**THANK YOU**