

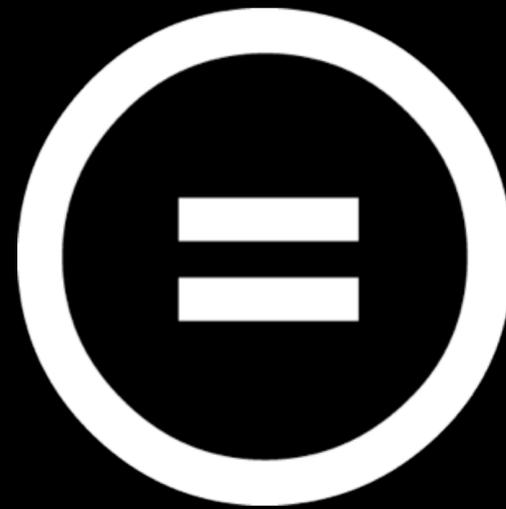
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Business plan symbology

Peter Hilton • 11 February 2010

 **creative
commons**



So what are the cute icons for?



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Attribution



'You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give credit the way you request.'

Abbreviates a 2772-word license





**Business plans have standard sections,
e.g. 'The product'**

**Icons can summarise the standard choices,
e.g. 'Proven concept'**

**Why not do the same for a
business plan?**



What business plans can learn from licences

- **Investors, stakeholders, and business developers hate plans that are too long**
- **Give your plan a chance to be read, be concise and to the point**
- **And be creative...**



The goal of submitting a business plan

- **Raising a budget for a development project**
- **Raising investment capital for a start-up**
- **Most importantly, getting a follow-up meeting in which you can pitch your idea and gauge interest**
- **If you do not get the target audience excited or curious, you will not be granted a next meeting**



Answer the basic questions

- 1. Are you ambitious? Can you build a business?**
- 2. Do you have the skills to build the product or service?**
- 3. Can you already demo the product?**
- 4. Have you worked out how to monetise the product?**
- 5. How much investment capital do you need?**
- 6. Do you have a revenue forecast?**
- 7. How long will it take to reach profitability?**



If your plan's executive summary is good, it can answer these questions in less than **30 seconds**



Here's how...

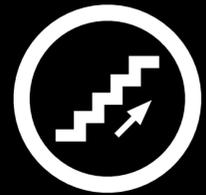


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About the team



We have an elevator pitch



We want you to listen to a longer pitch



We can build the product - our CTO is a genius



Our founder is an ambitious entrepreneur



We are not going to build this ourselves



The idea



We have a revolutionary new idea



We plan to execute a proven concept



It is a high-risk venture that offers high-rewards



The idea is too complicated to explain concisely



We want you to sign an NDA



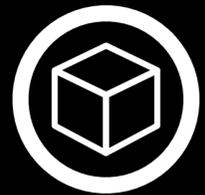
The product or service



Vapourware - no working demo or prototype



We have a demo or prototype



We have a working product



The product is built with open-source software



We have developed the product and own the IP



Revenue models



We will start by building a community of users



We plan to monetise our service later on



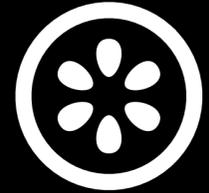
We will earn revenue from an advertising model



We already have revenue from paying customers



Funding



We need seed funding



We need series A funding



We want a loan and are not offering shares



We self-funded and looking for our first investor



We need €100k to keep going



Partnerships



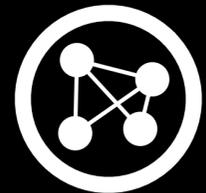
We want to do a shares deal



We are looking for sweat-equity - help us build it



We need business coaching and mentoring



We need an investor with a business network



We are offering up to 49% shareholding



Return on investment



We have a cash-flow prognosis



We need 12 months until break-even



We need 24 months until break-even



We need 36 months until break-even



Example

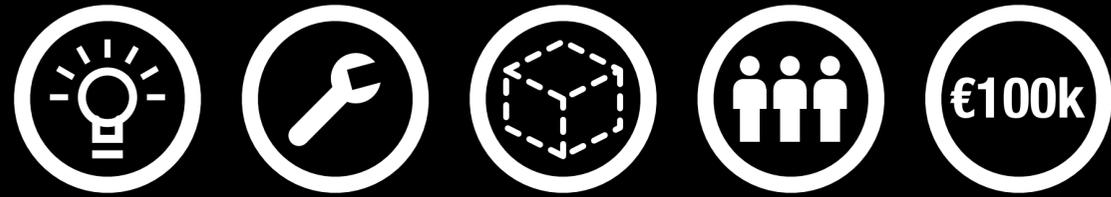


A lot of hot air and a totally unrealistic valuation...

- **The idea is all you have, so you want us to sign an NDA**
- **You do not know how you are going make money**
- **You want to use someone else's money to build it**
- **So basically you have nothing, but have somehow come up with a valuation where 10% is the funding you need**



Example



Working on something that is going to be great...

- **A revolutionary new idea that you are building yourself**
- **You have a prototype you can demo**
- **You are gathering users and need an investment to develop the product to the point where you charge them**



Example



Making money and ready to make a whole lot more...

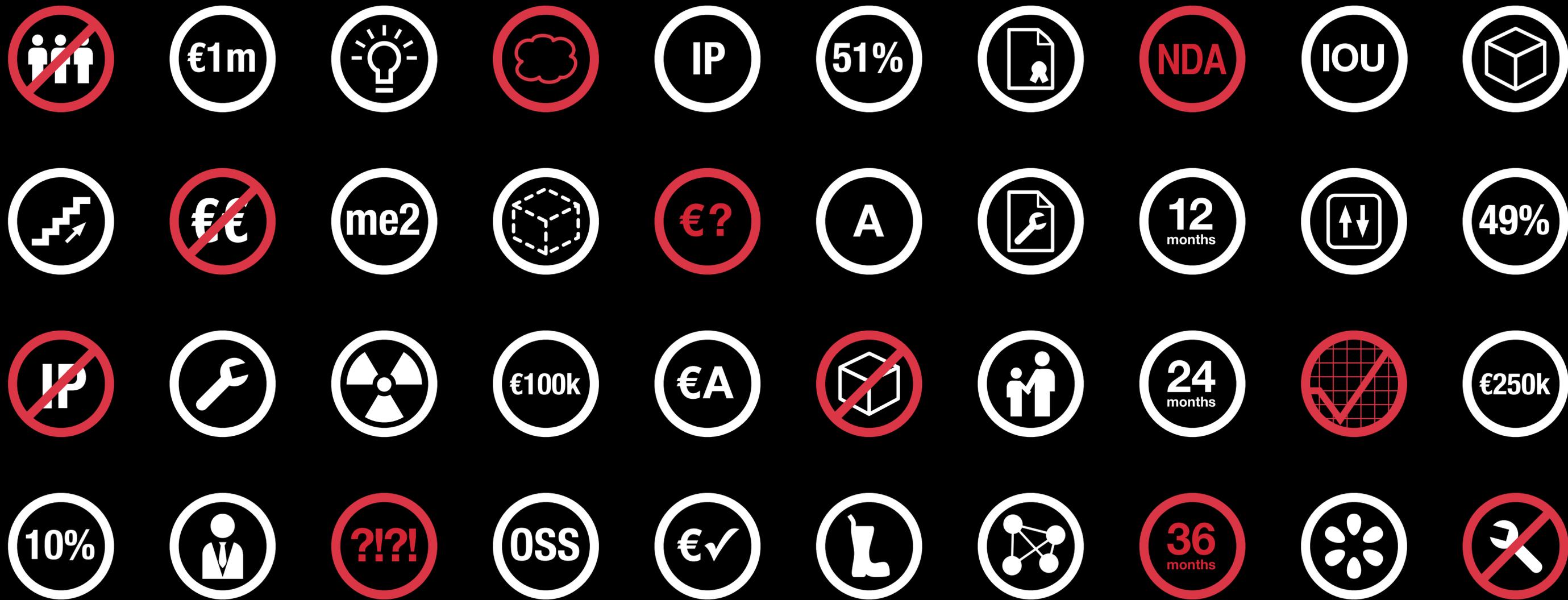
- **It's been done before but you've found a new market**
- **You already have people paying for the basic product**
- **You have bootstrapped so far, but now you need serious funding to scale up the business**



Business plans reinvented

- **Use these icons, and add some limited text**
- **Attach some additional documents to show a rough cash-flow etc.**
- **Get the meeting, do the pitch**
- **Work on the final detailed business plan once you know what the stakeholders want to read before agreeing the investment or budget**
- **Build the product**





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