

When submitting your proposal please ensure it answers the following question:

BUSINESS INFORMATION

- How much business experience do you have?
- What is your business type? (Start-up, established etc)
- How long have you been working on the project?
- Who is your management team?
- What do you believe are the key risks/challenges for the project?
- Who else have you contacted in relation to project?

PRODUCT/SERVICE

- Is it a product or a service? Describe it
- What sector is your business or service in - technology etc?
- If a product, how do you/will you manufacture it?
- What is the average time from production to sale of your product?
- Have you tested the product yet?
- Do you have a prototype available or trademarked logo?
- If not, what is the cost of producing a prototype?
- What is your patent status? Applied, Pending or can not be patented
- What are the expected profit margins per product?

MARKETING

- What is your target market for this business?
- What knowledge do you have of this business, if any?
- What makes your product/service unique?
- Do you have a marketing strategy?

- How do you intend to promote your product/service?
- What is your annual marketing budget?
- What research have you done on pricing?
- Have you conducted competitive analysis of your rivals? What were the findings?

FINANCIALS & FUNDING

- What is your current turnover, if any?
- How many customers do you have?
- How much have you invested in the project?
- What further funds do you have access to?
- Do you have access to other independent investors?
- What is your cash requirement?
- What do you plan to draw as an annual salary from the business?
- Do you have current financial projections for the next 3 years?
- What is the average order value per customer?
- What is your anticipated break-even point?