



## SUMMARY BUSINESS PLAN FORM

1. Name of new venture

New venture description

2. 60-Second Video Pitch [URL] \*

3. Purpose of the Business Plan (i.e. how much external funding is being sought and how much equity is being offered) [Maximum 50 words]

4. Description of the new product/service and its intended benefits (including proof of concept and intellectual property protection, if any) [Maximum 150 words]

5. Potential market for the new product/service and chosen strategy to access this market (including market validation, if any) [Maximum 150 words]

6. Plan for production / delivery of product or services and resources required [Maximum 150 words]



7. Relevant qualifications and experience of the *management* team and other individuals associated with the venture. [Maximum 150 words]

8. Summary of sales and profit projections, and other pertinent financial data (including, but not limited to, the venture's Net Present Value) necessary for an investor to make an informed decision pertaining to the venture's valuation. [Maximum 100 words - tables and charts may be included in the appendix]

9. Statements of how the venture has holistically internalised sustainability principles both strategically and in practice. (*Note: Sustainability is defined by many as the balance of environmental, social, and economic concerns to ensure that the needs of future generations are not compromised, and implicitly includes Corporate Responsibility and Business Ethics ideals to ensure positive impact for all stakeholders – most of all, it's about HOW the venture makes its money and how it IMPACTS its stakeholders.*) [Maximum 200 words]

**10. APPENDIX**

[Maximum 2 pages of A4 size - Tables, Charts, Diagrams, Graphics, and Pictures only (no prose permitted)] to be submitted as PDF file.