



### **Session 5: Communicating the Core Idea to Investors: Essentials of a Business Plan**

By the end of this session, participants will appreciate the necessity of a good business plan as a communication tool. They will learn what constitutes the essential ingredients of the business plan and discover strategies for making the business plan attractive, informative and convincing for investors. The session will cover the following:

*1. Why a business plan is required 15 minutes*

Lecture using material from Chapter 3, Section 1 of the Toolkit. This information is attached.

The number one issue to get across is that not only is virtually impossible to attract investment without a BP, but it is also impossible to implement a sustainable business without a BP. The BP is first and foremost a tool for the entrepreneur. It is not just to please the investor.

*2. Standard structure and contents of a business plan 30 minutes*

Lecture on the remainder of Section 1, Chapter 3 and the Executive Summary (Page 9 of my Toolkit). Use the slide again from Session 4 that shoes the flow of info into each stage. I.e.: Where would info gathered about customers go in the Business Plan – The answer is the Section on Market!!

*3. Documentation strategies that work (e.g. front-loading with information to reduce perception of 'pioneering risk' etc). 15 minutes*

Lecture on Section 3, Chapter 3. Ask for assistance from other trainers or entrepreneurs experiences. Explain why it is better to do the Executive Summary last – Only put the most important info in it.

All of this detail is in the toolkit – READ THIS CHAPTER –BECOME AN EXPERT!!

#### **SUMMARY**

<b>Delivery Method:</b>	<b>Lecture</b>
<b>Toolkit Chapter:</b>	<b>Chapter 3, Section 1 and 3</b>
<b>Total Duration:</b>	<b>30 minutes</b>
<b>Participants' materials:</b>	<b>None</b>