



The Business Plan and Developing Your Business

Ky Good
C4CUBE, Managing Director
Ky.Good@C4CUBE.com

Slide 1



What are we doing today.....

We will tell you....

- Who we are...
- How to pitch your business in 30 seconds
- How to write a Business Plan “brief”
- How to write a winning Business Plan



Who we are

Ky Good – Managing Director, C4CUBE Founding Partner, iN3 Partners

- 30+ years in business development.
- Lived/worked throughout the United States and Asia.
- Founded/Co-Founded/Executive Position:
 - 3D Armor Systems, Inc. (armor/camou system),
 - Eye-Com, Inc. (a biosensor controller),
 - Scheelite Technologies LLC (fuel cell system), and
 - C4CUBE (Business Incubator /Venture Accelerator).

Tel: 775-287-3484

Ky.Good@C4CUBE.com

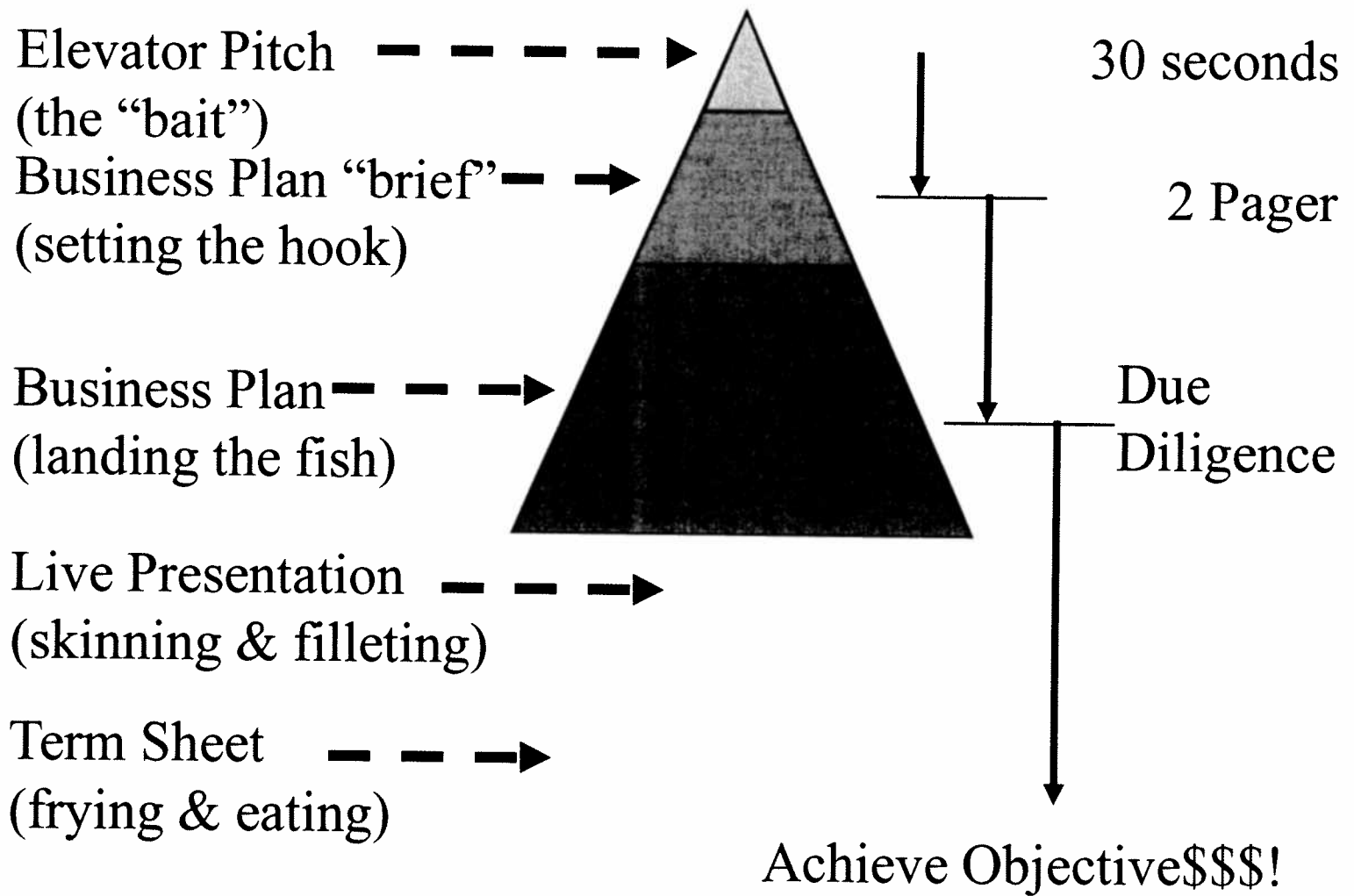


What is an Entrepreneur?

“Someone who creates and builds a new way of doing business with an unreasonable expectation of success.”



Success is more than





E Your “Elevator Pitch”

- ✓ You need to always have one ready
- ✓ Objective: Get a follow-up meeting

- ✓ WHO are you? As a person and company
- ✓ WHAT do you do?
- ✓ WHAT makes you different?
- ✓ WHY should they care?
- ✓ WHEN can we meet?



Example: Elevator Pitch

“ I’m Ky Good, CEO of 3D Armor Systems. We make light weight body armor that will saves lives and is comfortable for soldiers to wear. Our armor is moldable to fit body shapes and has proven to stop armor piercing rounds.

May I call your office later today to find a suitable time to meet with you?

Thank you for your time.



Business Plan – Brief (Page 1/2)

COMPANY NAME

Company – “one line description”

Location:	Where are you located?
Business Focus:	What do you do?
Customer Value Proposition:	What problem do you solve and what value do you bring to your customers?
Management and Advisory Team:	Who runs the company and who has the experience to deliver a RO (my) I?
Products & Technologies:	What is your product and what innovation do you bring?



Business Plan – Brief (Page 2/2)

COMPANY NAME

Company – “one line description”

Customer Traction:

Who are your customer?

Market Opportunity:

How large is your target market?

Revenue Model:

How do you make money?

Competitive
Advantage:

How are you different from everyone else and why should anyone care?

Funding Needs:

What do you need?

Use of Funds:

How will you spend and offer a Return on my money?



Business Plan – The Document

2 Page Brief should be **Bus Plan Executive Summary**

Concise substance is required for extensive due diligence by team of seasoned investors. **Know your audience.**

Use **simple and understandable** diagrams/pictures. Your audience is NOT technically in-tune with your vision!

Maximum **25 pages**, plus financials. Expand Business Plan Pitch and Brief with more detailed information.

If you get to the Due Diligence stage, you are competing with other interests the investors have on the table.
Emphasize to your investors **how they will make money.**



Classic Business Plan Pitfalls

- ✓ **Unclear** about HOW you make money
- ✓ **Unrealistic** financial assumptions
- ✓ **Too** much focus on **technical** aspects
- ✓ Naive assumptions about **competition**
- ✓ **Weak** or non-existent management **team**
- ✓ **Tiny** or niche **market**, or ‘cottage business’
- ✓ Unclear strategy for **investor’s ROI**



Different sources of money exist,

Types of money sources:

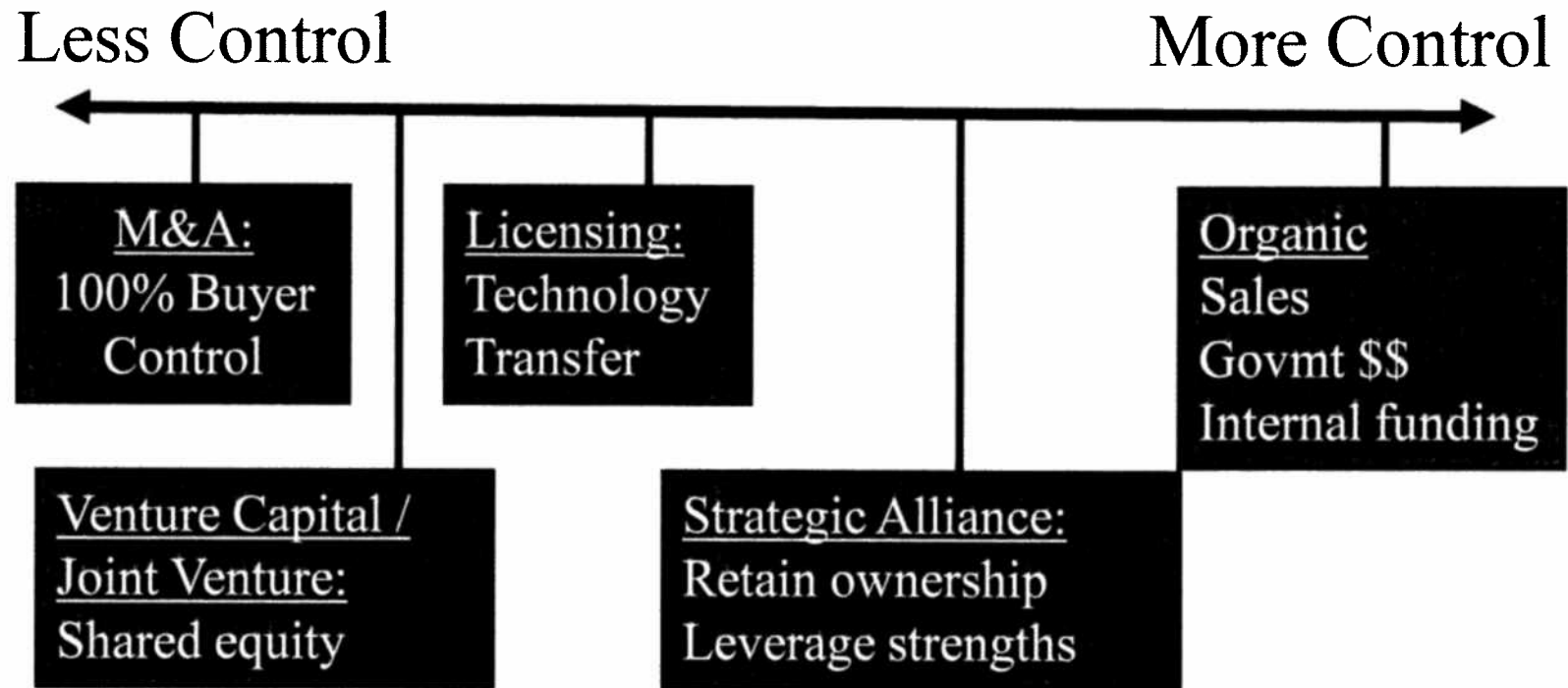
- Mom & Dad
- Personal loan
- Angel investors
- Government: SBIR/STTR
- Government: BAA/Grant
- Venture capitalist
- Corporate debt financing
- Strategic partner
- Large financing

Typical amounts:

- ◀ Whatever you can get from them!
- ◀ Varies up to \$20,000 – asset based
- ◀ \$25,000 up to \$250,000
- ◀ Phase I (\$100K); Phase II (\$1M);
- ◀ \$2-3M; need large partner
- ◀ \$5m up to \$20-30M; multiple rounds
- ◀ Varies widely as assets are available
- ◀ \$100Ks - capital; \$10Ms - acquisition
- ◀ \$B; assets, infrastructure, political



Equity and Control = Cost of Money!

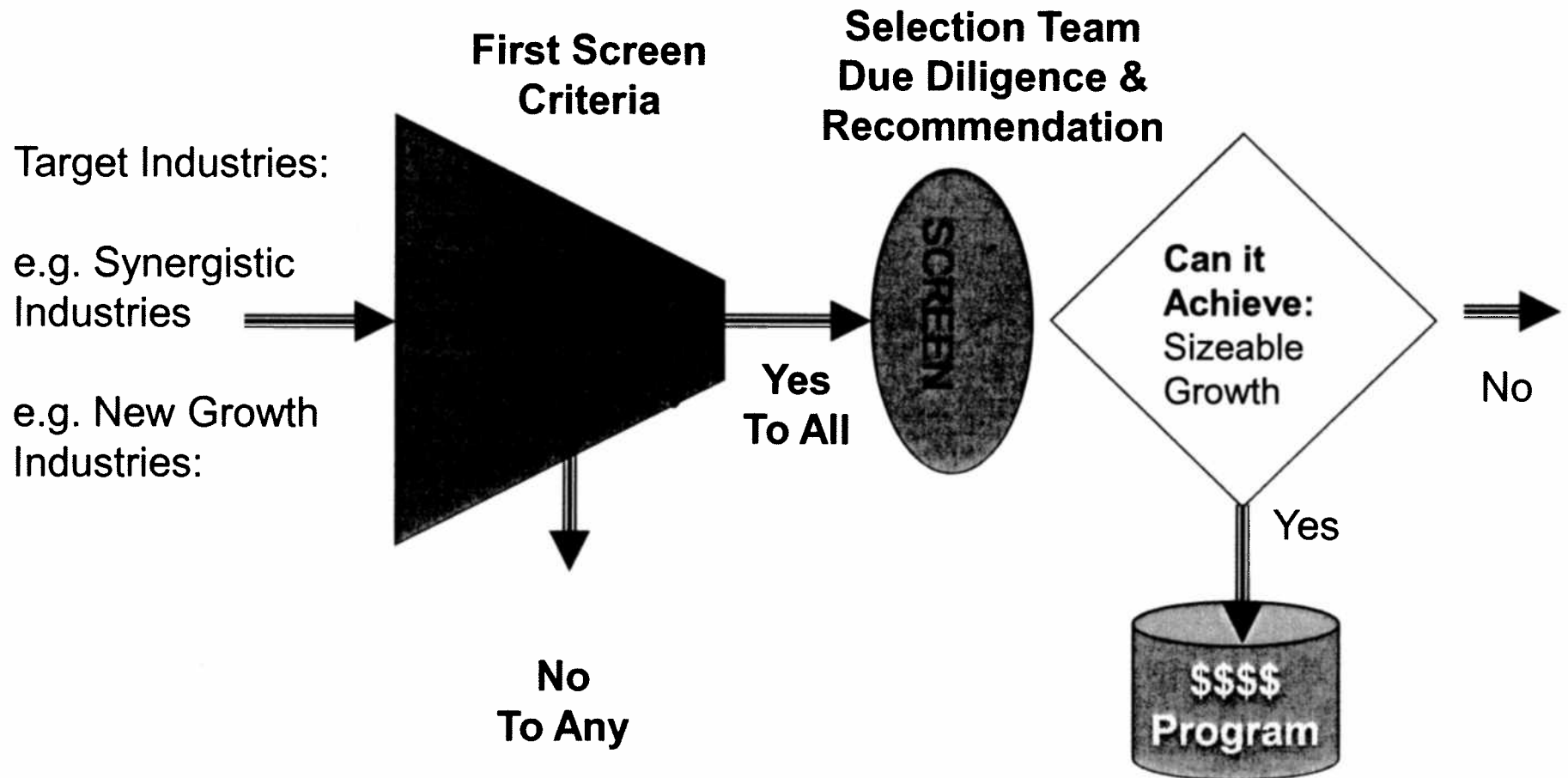


You must consider:

- *How much money do you actually need?*
- *How much control are you willing to give up?*
- *What is your market window for an effective deal?*
- *Can you build internally and still meet your objectives?*



Business Plan: Investment Selection Process





How to Win in Business

Remember..

You need to effectively answer:

- ✔ What is unique about your business...?
- ✔ Who is your management team and have they done this before...?
- ✔ How big is the opportunity...?



Thank you
and
Best of Success to you!

??? QUESTIONS ???



But, Before you go....

Homework for next week;

Prepare:

- Elevator Pitch
- Fill out the 2 Page Business Brief