**EXECUTIVE SUMMARY**

• Mission of the Company (e.g., Purpose /Unique Selling Points).

• Summary of Market Opportunity (e.g., problem solved/market size/trends).

• Summary of key aspects of the Company (people, finance).

• Summary of Vision of the Company (5 years hence).

**Company**

* Who you are.
* Where are you located?
* Is it a spin-out or a start-up?
* What stage is your spin-out process? Are you supported by the technology transfer office?
* What you plan to sell.
* To whom.
* Company structure/ownership (if applicable).
* Any relevant history.

**Product and Services**

* Unique Selling Proposition – what is different about this product or service and what problem does it.
* Intellectual Property Position – ownership, how it will be protected (patent, trade secret, design right,
* copyright etc.), freedom to operate (results of a patent search).
* Sustainable competitive advantage – what will stop the competition catching up.
* List of minimum performance requirements expected by the marketplace.
* Current stage of development and product/service development roadmap.

**Market Opportunity**

* Estimated size of market and targeted market segment.
* Target market share.
* Geographical market segment (UK? Worldwide?)
* Drivers for change to this product or service - why the status quo is not acceptable.
* Key potential customers identified and initial feedback from these on the
* product or service.
* Competitors

**Marketing/Sales**

* Route to market.
* Barriers to entry.
* Potential price and profit margin.
* Comparison of target price of this product or service with competition, with reasons for any expected.
* Differences.
* Projected sales volumes and value over first 5 years of operation.

**Team**

* Executive team: roles
* Non-executive team..
* Track record.
* Gaps & Future recruitment.

**2 Operations**

* What kind of facilities you need (Office, Laboratory, Equipment)
* Suppliers (Raw materials, components, agreements)
* Manufacturing (Are you going to manufacture yourself or subcontract, does it depend on volume?)
* How much money will you need?

**Financials**

* Outline the plan to obtain the necessary funding (e.g., grants, sales/consultancy, private.
* investors/Business Angels, Venture Capitalists, etc.).
* What is the estimated time until the first sales, and how will the Company be funded during this initial.
* period?
* Provide a Cash Flow summary detailing income and expenditure during the first 3 years of.
* operation, together with the underlying assumptions.
* Risks and Sensitivities.
* List each of the uncertainties or risks and indicate how these will be addressed & reduced,
* particularly potential deathblows.
* Will testing, approvals, clinical trials, export licenses, etc have to be undertaken/obtained?
* Action Plans and Milestones
* Key stages of development both commercial and technical within next 12-24 months until product
* Launch

**SMART: Feasibility Project Proposal Summary**

* Provide clear technological description of the product or process that you intend to develop.
* List key technical and innovative features. What differentiates your project from existing?
* products/processes
* Explain what the technological step forward is. Would the project deliver something new.
* international terms/ or in the UK terms/ or for your own sector?
* List each major technical problem to be solved and rank them as high/medium/low risk.
* Explain the technical approach you will adopt to solve them.
* Estimate what are the chances of the project being successful technically.

**Appendices**

* Additional technical information
* CVs
* 3-year Cashflow projects for worse case, base case, and best case