

TM&I Mini-Projects – Some advice to help prepare your PowerPoint business plan presentation

Meet with your project team colleagues as soon as possible.

Compare, discuss, and choose one or more of your 4 assigned patents for starting the new business

Decide if the output of your start-up company is to be a new product or a new process, and be sure that it relates to the patent/s

Brainstorm ideas for the new product or process, and agree/choose your favorite one or two. You may re-use a product concept from the earlier homework assignment, if everyone agrees.

Brainstorm ideas and choose a company name, and if appropriate, a first product name too

Discuss and agree an objective for the business, and then draft a plan of action for the new business.

This is important, because it's what you will present. The plan should start from "now" (i.e. you have some IP, a product idea and a company name, but no money) and should go as far into the future as your team agrees is necessary to achieve the agreed objective (e.g. to achieve a first product launch, an IPO, a trade sale, etc).

You're ready to start planning when you have selected your IP, agreed a new product concept, chosen a name for the company, and agreed the primary company objective

Your Company presentation should last for 20 mins. and contain at least the following information:

1 Background to the Company

2 Details of the Market which the company will enter

3 The first product/process the company plans to launch into this market

4 A product or process storyboard, if appropriate, but in anycase a clear description of the function and the advantages of the new product/s compared to existing products (this is also an opportunity to mention and list the competition)

5 The Company's background IP, technology and know-how

6 A Gantt chart of the Company's "operating" plan from now up to the objective (use MS-Project)

include appropriate activities (e.g. license extra IP, register trademarks, raise first round of Angel investment, NPD, raise venture capital, transfer product to manufacture, marketing, first product launch, floatation on the stock exchange, etc. as agreed by the whole project team. Remember, some activities may be in parallel).

7 A cash-flow projection showing the financial investment (money) needed at every phase of the operating plan (use MS-Excel or similar spreadsheet)

don't forget, the company will probably "grow" as you go further in time since four of you can't do everything(!) so the company will need employees, and maybe bigger offices/labs as time goes on. Bank loans are repayable with interest!

8 Your proposed "offer" to investors at each stage of financing (eg; what percentage of shares you will exchange for how much investment)

WORK AS A TEAM. SHARE OUT THE RESEARCH AND PREPARATION FOR THE PRESENTATION BETWEEN YOURSELVES. AGREE IN ADVANCE WHO WILL DO WHAT, and MEET AGAIN REGULARLY. The presentation must be coherent and consistent, especially the Gantt chart and cash flow projection.

You could consider adopting company "roles", such as Chief Executive Officer (CEO, 1,2,3), Chief Technology Officer (CTO, 4,5), Chief Operating Officer (COO,6), or Chief Financial Officer (CFO, 7,8) etc.