

BUSINESS PLANNING

Sofia, May 2022

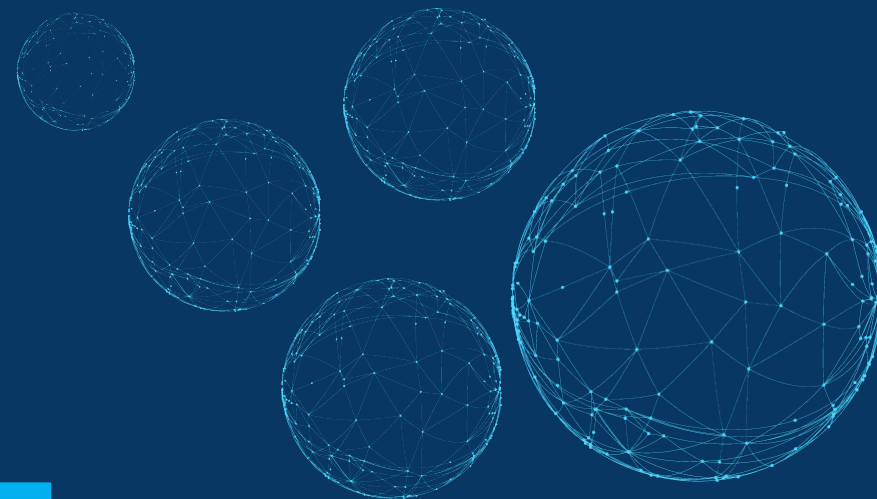


СТОПАНСКИ
ФАКУЛТЕТ



ФОНД НА
ФОНДОВЕТЕ
ФОНД МЕНИДЖЪР НА
ФИНАНСОВИ ИНСТРУМЕНТИ
В БЪЛГАРИЯ

NV3



Workshop outline

- A** **FUNDAMENTALS OF BUSINESS PLANNING** 3
Get a review about objectives and uses of financial business plans. Learn about the business planning process and the requirements to successfully set up your own plan objectives
- B** **COMPONENTS OF A SUCCESSFUL BUSINESS PLAN** 16
Learn how to compose a short and full version of a business plan and what are the most common do's and don'ts of a business plan

A close-up photograph of a person's hands holding a blue spiral-bound notebook. The notebook is open, and the person's fingers are visible on the pages. The background is a blurred indoor setting. The image is split vertically by a dark blue bar on the left side, which contains the letter 'A' and the title text.

A

Fundamentals of business planning

Objectives of a business plan



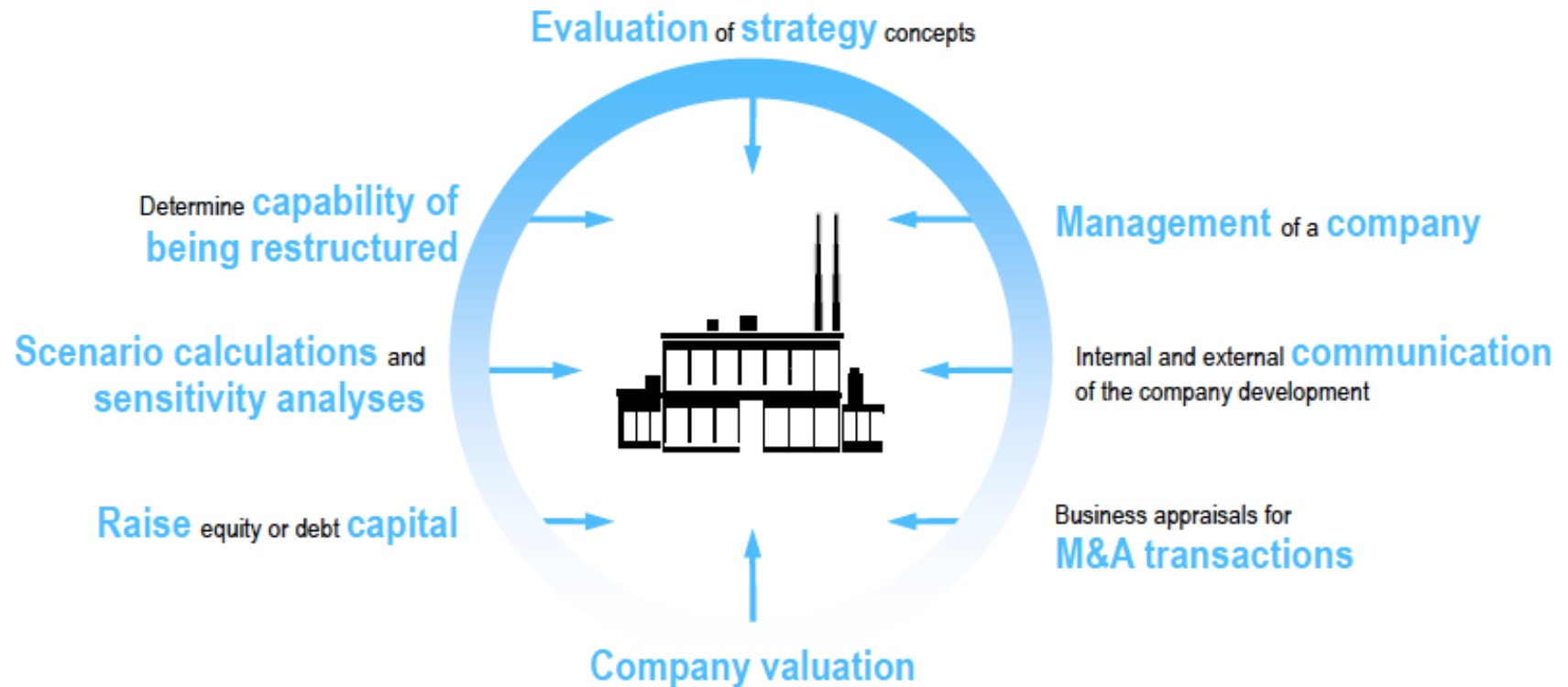
Understanding the impact on Company's business
(business model, value drivers etc.)

Making the p/l, balance sheet & cash flow **impact of business readable**

Anticipating the **future development** of the company

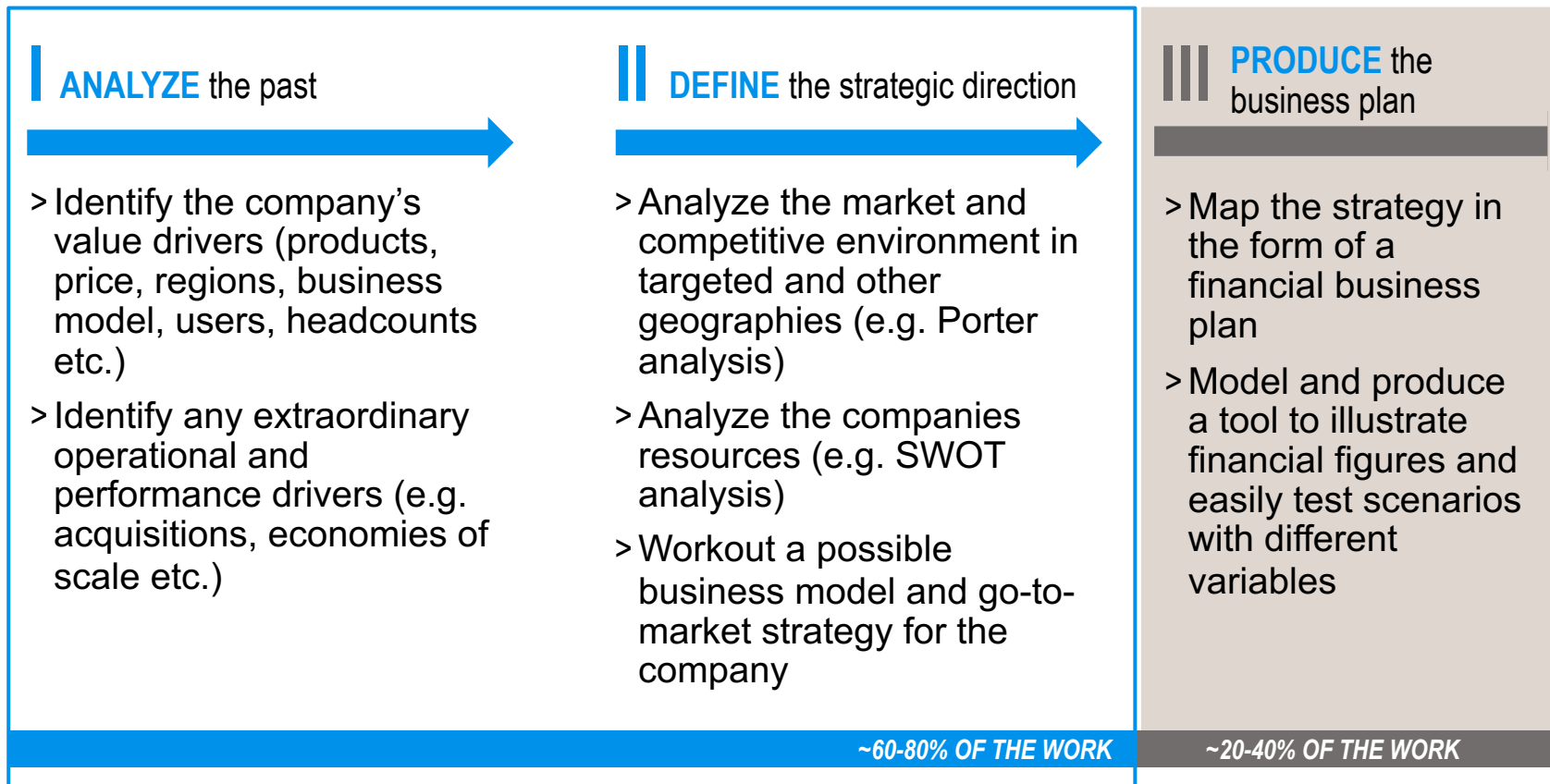
Supplying an instrument for **early recognition of critical developments** (comparison of planned and actual data)

Scope of applicability of a business plan



Preparatory work for producing a financial business plan

Preparatory work for producing a financial business plan



A conceptual image showing two hands reaching towards each other against a white background. The hand on the left is semi-transparent and wears a silver watch with a white face and a dark strap. The hand on the right is solid and appears to be from a person in a dark suit. The hands are positioned as if about to shake or hold each other.

B

Components of a business plan

Required components of a business plan: short version

BUSINESS
OVERVIEW

TEAM

MARKET

PRODUCT

BUSINESS MODEL
& VALIDATION

COMPETITION

COMPETITIVE
EDGE

FINANCIAL PLAN

USE OF PROCEEDS

CAPITAL
STRUCTURE

INVESTMENT
TERMS

WRAP UP

Required components of a business plan

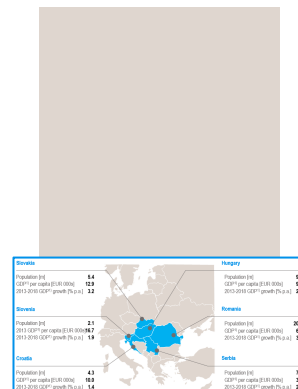
1 EXECUTIVE SUMMARY

- Very short description of the business/ investment case: market and business overview, management, operations and strategy
- Key company and financial facts
- Investment highlights and considerations

- > Validating, calibrating and redefining companies' business models in order to accelerate growth and maximize profitability
- > Coaching investee managerial staff
- > Assisting in strategy, business planning and budgeting
- > Regular performance monitoring, incl. peers benchmarking and KPIs tracking
- > Assisting the companies in retaining senior managers, improving business development performance, expanding operations internationally and securing domestic and international partnerships through our extensive partners network
- > Application of the best corporate governance practices in every Investee Company
- > Assessment of Company's liquidity plans, providing follow-on financing and actively seeking co-investors to back up the Company's advancement
- > Active participation in the exit process

2 MARKET OVERVIEW

- Current state of the market, market sizing and future trends
- Competitive landscape and players' positioning
- Industry segmentation and analysis
- Why getting this market now?



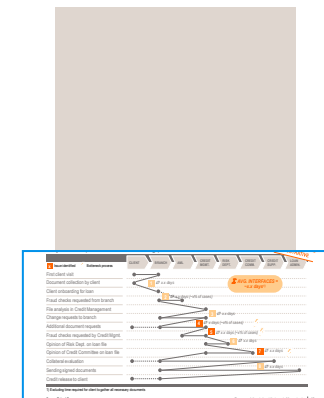
3 COMPANY OVERVIEW

- Company history, legal structure, ownership and organizational structure
- Company vision, mission and objectives
- Value proposition and business model description
- Product offerings, positioning and preferred sales channels

FUND OVERVIEW		INVESTMENT FOCUS
2019	Strategic plan	<ul style="list-style-type: none"> Core sectors: Financial, Cloud Platform, e-Commerce, Big Data and Artificial Intelligence, Frontier Tech Investment strategy: <ul style="list-style-type: none"> ↳ to be CM for early/growth stage ↳ E20-200k for seed/early stage ↳ Cross portfolio synergies and cross vertical ecosystem
22	Asset Under Management	
11	Active portfolio investments	
8	Co-investment (€100k+ capital raised)	

4 STRATEGIC BUSINESS OVERVIEW

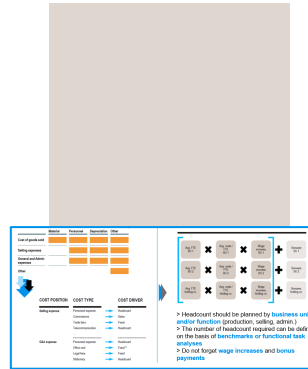
- Target business segments: customers, verticals, geographies
- Products/Services: Unique selling proposition, differentiators, customer benefits etc.
- Unit economics: price/volume development
- Product and customer lifecycles
- Marketing, sales, go2market etc.



Required components of a business plan

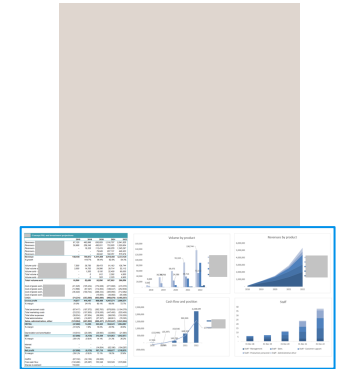
5 OPERATIONAL BUSINESS OVERVIEW

- Organization structure and process
- Supply and procurement structure
- Logistics operations
- HR and customer support
- Regulatory and ESG



7 FINANCIAL BUSINESS OVERVIEW

- Key assumptions of the financial forecast: input, calculations, output
- Overview of value drivers
- P&L, Balance sheet, Cash Flow statements
- Cash burn rate, funding requirements and stress scenarios



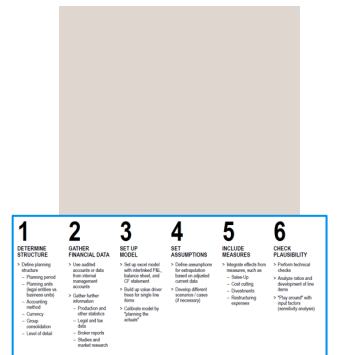
6 MANAGEMENT TEAM

- Team presentation:
 - Background,
 - Experience,
 - Responsibilities,
 - Span of control in the organization etc.



8 INVESTMENT HIGHLIGHTS

- Investment terms
- Investment and profitability ratios
- Use of funding proceeds



Useful tips for building a business plan



Keep it simple

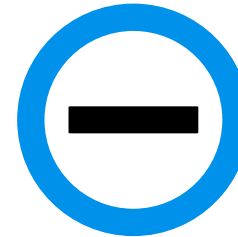
BUILD YOUR STORY

**KEEP AN UPWARD
PATH**

**REFERENCE THINGS
THEY KNOW**

SHOW VALIDATIONS

**CHECK IF NUMBERS
ADD UP / DO CROSS
CHECKS**



Don't mess up

**DO NOT
OVEREXAGGERATE**

**DO NOT SAY THINGS
THAT ARE NOT TRUE**

**DO NOT SHOW NUMBERS
THAT DO NOT MAKE
SENSE**

**DO NOT MAKE TYPOS/
ERRORS**

Thank you!

