

How to write and present a business plan to investors





Understand the aims

- The aim of a business plan is to demonstrate that you clearly understand your product, your marketplace and your competitors.
- Most importantly it should demonstrate that you can make money!
- We will base our final judgments on you and your team.
- But you can't rely solely on dazzling your audience in person.
- More often than not it's your written plan that will get you through the door!

Structure your plan



- Fox Capital receive lots of business plans.
- To be read yours needs to stand out and grab attention quickly.
- Make it easy to follow, jargon-free and, most importantly, concise.
- Summarise the business itself and the market opportunities you've identified
- Include a financial forecast and provide a number of 'what-if' scenarios
- Attach supporting documents as appendices (you want to make sure the information is there, but you don't want it to interrupt the flow of the main plan)



Prepare for the meeting

- Find out who will be present, how long you'll have and what areas we want to focus on.
- Tailor your presentation to emphasise the important points, without overrunning the allotted time.
- Practice your presentation beforehand.
- If relevant use visual aids, such as product samples, to get a point across.
- Make sure that your verbal presentation isn't just a repetition of your written plan – draw out the key elements of your business plan and complement it with additional information and commentary.



Present the plan

- At the outset of the meeting, confirm the time available, introduce your team if you're not alone.
- Set the scene by confirming the areas you intend to cover.
- Keep the focus on your key messages.
- Always remember that your prime objective is to show Fox how we will make a return on our money.
- Be enthusiastic but don't go overboard – you don't want to appear desperate to raise the cash!
- At the end of the meeting establish the next steps.



In Summary

- Structure the business plan to include the key points.
- Keep everything concise, but include supporting documents for further information.
- Prepare for your meeting and practice.
- Be enthusiastic but relaxed.
- Establish the next steps at the end of the meeting.
- Above all, focus on how your business will make money for you and Fox Capital!