

Immerse Education Business Plan Competition

TEMPLATE AND GUIDANCE

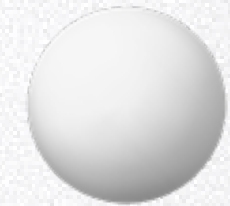
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by immerse
EDUCATION



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Business Plan Format, Template & Tips

FORMAT

Your business plan should be created using software such as Google Docs, MS Word, or presentation tools such as PowerPoint, Canva, or Google Slides. You can download this as a PDF document in order to submit it to the Succeed platform. The presentation should be no more than 10 pages or slides, not including the title, and should use a font size that remains clear and legible without the need for zooming.

TEMPLATE

You may wish to use the following as a general template, but do not feel that you need to follow it exactly.

1. Business Summary/Introduction

i

WHAT'S YOUR IDEA?

In a couple of sentences, outline your mission and purpose, what you'll sell, how you'll sell it, and who your customers are. Tell us what problem you're solving and why it matters.

ii

WHAT IS THE SIZE OF YOUR TARGET MARKET, AND WHO ARE YOUR KEY COMPETITORS?

State the total market value, identify key competitors, and highlight what makes your business unique.

iii

HOW MUCH DO YOU EXPECT TO SPEND AND EARN IN YOUR FIRST YEAR?

Tell us how much you need to start and your expected turnover in the first year.

TIP 1:

Make this slide unique and engaging, as it's the first thing investors will see. Your summary slide will contain a fair bit of information, so it's key that you can express yourself concisely and use visuals where appropriate. Remember that this is just the headlines - you'll expand on each point in subsequent slides.

TIP 2:

You might find it easier to complete your summary slide last - even though it's the 'first slide'!

2. The problem

i

WHAT IS THE PROBLEM?

Describe what challenge or issue your idea is solving.

ii

WHY DOES THIS MATTER?

Explain why this problem is important and worth fixing.

iii

WHY WILL PEOPLE PAY FOR YOUR IDEA?

Share why you think people will buy your product or use your service.

TIP:

When answering these questions, focus on real-world examples or data that highlight the impact of the problem and demonstrate demand for your solution.

3. Your product or service

i

WHAT ARE YOU OFFERING?

Describe your product or service and how it works.

ii

WHAT STAGE ARE YOU AT?

Are you still planning, or have you started making it?

iii

WHAT'S NEXT?

Share your timeline for finishing your product or service.

TIP:

If your idea includes something unique, like a business name, logo, or invention, mention it here.

4. Market analysis

i

WHO ARE YOUR CUSTOMERS?

Describe the type of people or groups who would use your product.

ii

HOW BIG IS THE MARKET?

How many people might be interested, and is it growing?

iii

WHAT ARE SOME POPULAR TRENDS IN THIS AREA RIGHT NOW, AND HOW DO YOU KNOW?

Share any research or ideas you've done to understand your customers.

TIP:

Consider creating customer personas that reflect your ideal buyers, focusing on their needs, habits, and purchasing behaviours.

5. Sales and marketing plan

i

HOW WILL YOU TELL PEOPLE?

Explain how you will advertise
and promote your idea.

ii

HOW MUCH OF THE MARKET CAN YOU GET?

Share your goal for how many
customers you think you'll have
in the next few years.

iii

WHERE AND HOW WILL YOU SELL IT?

Talk about your location
and delivery methods.

iv

COST TO GET CUSTOMERS

How much will it cost to
attract each new customer?

6. Business model

i

HOW WILL YOU MAKE MONEY?

Describe how your business will earn income.

ii

PRICING

Explain how much your product or service will cost.

iii

SPENDING

Share how much you expect to spend to keep your business running.

TIP:

For pricing, research competitors and factor in production costs to ensure profitability. When discussing spending, include both fixed and variable costs to give a clear picture of your financial needs.

7. Competitor analysis

i

WHO ELSE IS OUT THERE?

Name your main competitors and how much of the market they control.

ii

HOW DO YOU COMPARE?

Show how your idea is different or better in terms of price, quality, or something else.

TIP:

It's a great idea to talk about your 'competitive advantage' in this section. Explain what your business can do that others can't, and share why your idea is unique and hard to duplicate.

8. Sustainability considerations

i

HOW WILL YOUR BUSINESS BE ENVIRONMENTALLY FRIENDLY?

Explain how your business will reduce its environmental impact through sustainable materials, energy-efficient processes, or waste reduction strategies.

TIP:

Share how balancing profitability with eco-friendly and ethical choices can ensure business longevity and appeal to conscious consumers.

ii

HOW WILL YOUR BUSINESS CONTRIBUTE TO SOCIAL RESPONSIBILITY?

Consider fair labor practices, community engagement, and how your business can positively impact society beyond just profits.

9. Your team

i

WHO'S ON YOUR TEAM?

Write about the people you would hire to help you, their roles, and any special skills they bring. They can be real people or hypothetical hires based on the skills your business needs.

ii

DO YOU HAVE ADVISORS ALREADY?

If you have mentors or people giving you advice, list them here.

10. Financial plan

i

HOW MUCH MONEY DO YOU NEED?

Share how much funding you need to start or grow your business.

ii

WHAT WILL YOU SPEND IT ON?

Explain how you will use the money.

iii

HAVE YOU RAISED MONEY ALREADY?

If someone has already helped fund your idea, include that information.

TIP: You could format your financial forecast like so.:

YEAR	REVENUE	EXPENSES	PROFIT/LOSS

2-Minute Video Pitch Guidance

A 2-minute video pitch is your opportunity to effectively communicate your business idea and make a lasting impression on the judges. It's your pitch, but here are some handy guidelines to help you put your best foot forward.

Structuring your pitch

i

Structure your pitch effectively by dividing it into three clear sections: introduction, main content, and conclusion. Practice multiple times to stay within the time limit and to refine your delivery. Recording yourself can help identify areas for improvement.

ii

Start with a strong hook to immediately capture attention—this could be an intriguing statistic, a compelling question, or a bold statement that highlights the significance of your idea.

iii

For the main content, you should clearly outline the problem your business addresses and explain your solution concisely, using straightforward language that anyone can understand.

iv

Highlight your unique selling point (USP) by emphasizing what sets your business apart, whether it's an innovative feature, a unique approach, or a niche market focus.

LAST BUT NOT LEAST

Finally, end with a strong call to action that reinforces the importance of your idea, leaves the judges with a clear understanding of your vision and makes it clear how your business will benefit from the investment.

Presentation and filming

1)

LIGHTING:

Ensure you are well-lit with natural or soft lighting to avoid harsh shadows. Position the light source in front of you for a clear and professional look.

2)

AUDIO:

Use a good quality microphone or headset to avoid background noise and ensure your voice is clear and easily understood.

3)

BACKGROUND:

Choose a clean, uncluttered, and professional background to keep the focus on you and your pitch.

4)

CAMERA POSITIONING:

Keep the camera at eye level to maintain good engagement and a natural appearance.

5)

ATTIRE:

Dress appropriately to reflect your business and its values; for example, wear eco-friendly clothing for a sustainability-focused pitch.

6)

BODY LANGUAGE:

Maintain good posture, smile naturally, and use hand gestures thoughtfully to emphasize key points.

Top tips

1)

BE BOLD

Passion and confidence are critical; convey your enthusiasm through your voice, body language, and facial expressions to engage the audience.

2)

BE REAL

Authenticity is key—judges appreciate genuine passion and a relatable presentation style. Avoid over-reliance on scripted responses and instead focus on delivering your pitch with sincerity.



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