

Ghana Angel Investors Network



[ENTREPRENEUR-APPLICATION GUIDELINES]

The document contains guidelines for applying for funding from GAIN Members.

Guiding Document for First Level Submission of Business Plan to GAIN

The key objective of your presentation at this point, is to create interest and open the door for the next level of details and discussions. All brief business plans will be vetted and interest elicited from GAIN member/s, unless there are compelling reasons for not progressing the same, which will be clearly conveyed. Giving too much information or too much detail at this stage is, therefore, unnecessary and, in fact, may dilute the key messages that you are trying to convey. Below are some of the guidelines to help you achieve this, though you are welcome to structure the pitch as you see best.

1. Introduction: Take the reader through a description of the larger space you are operating in, highlighting the gaps and opportunities, the market leaders, the size & scalability, etc and then, in brief, introduce your proposition. The reader must be able to appreciate your knowledge of your space and where your proposition sits within the larger context of that space.

2. Value proposition: Present your business model (including any IP and other entry barriers you may be creating), the specific market & geography segments you will be addressing, etc. Highlight any validation you may have done that supports your proposition. The reader must be able to clearly relate your proposition and business model to the opportunity.

3. Sales strategy, your technical/ product/ delivery model: Present your infrastructure, your key partnerships, customers, etc. Also, introduce your key team members, emphasising their academic and working experience that is relevant to your business. The reader must be able to assess, and get comfortable with, your ability to implement your plans.

4. Risks: Explain the risks inherent in your business plan and qualify the same, if you can.

5. Financials in USD: In a table summarise your past years' revenues and profits and project the same for the next three years. Also, state the funding you have received to date (whether vc, family, etc) and what funding you are now seeking and by when. If you have a forward projection of your funding requirements, state the same. If known, state your valuation expectations for the immediate funding round as, also, any expectations you may have from your vc/ funders.

6. Disclosure: The current network members have been hosted on the website: www.gain.com.gh. Please disclose if any investments, interests of any kind, any of the network members may have in your venture.

For Industry, (choose one) from the following:

- ❖ IT Products and Services
- ❖ Business Process Outsourcing
- ❖ Mineral Processing (Gold, Diamond, Salt, etc)
- ❖ Manufacturing
- ❖ Biotech / Healthcare / Pharmaceutical
- ❖ Tourism
- ❖ Retail and Other Non-Financial Services
- ❖ Transportation
- ❖ Media & Entertainment
- ❖ Education
- ❖ New Media
- ❖ Agro processing
- ❖ Energy
- ❖ Financial Services
- ❖ Any other area that the Network may find exciting
- ❖ : _____

Guidelines for submission of power point presentation. Please send 5 to 10 slides with a max file size of 1MB

The Market

- What is the market space where you will operate?
- Describe the size of the market
- Is it large and rapidly growing?
- What is the competition to your product?
- What is your strategy to deal with competition?
- Has any market validation happened?
- How difficult would it be for somebody to copy your business model?

The Proposition

- Clear definition of product or service
- Is it already developed or can you validate that it can be developed
- Have you clearly defined your customer
- Why is your product / service necessary
- Is it doing something Different / Differently
- Is it "need to have" / "nice to have"
- If IP based, patenting status

Execution

- How will you deliver
- Experience of pilots, prototypes etc
- What is your marketing plan sales / Scaling up plan
- Risks / mitigating plan

Team

- Team is fundamental to early stage venture, providing the best collateral for an investor
- Track record
- Coverage of skills – finance, technical, marketing, etc
- Stock/compensation plan
- Advisers, etc.

Financials

- Current / Projected for next 3 years
- When will it break even
- Self investment & funding received till date
- Investment sought
- Valuation expectation

Exit

Building an exit option is necessary for yourself, your team, and your investors

Investors monetize will their investment

- How
- When
- What