



# BUSINESS PLAN GUIDELINE

INFORMATION FOR PROSPECTIVE APPLICANTS ON THE CONTENTS  
OF THE BUSINESS PLAN

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We at Venture Capital Equity Fund Ltd. (VCEFL) are excited that you are considering partnering with us for this project. We need some basic information to be included in your business plan.

### **Information Required for Business Plan**

#### **A. Details of Investment Requested**

1. What is the quantum of the investment being sought from THA -Venture Capital Equity Fund Co. Ltd?
2. What form of capital is being requested? i.e. debt and/or equity?
3. How much is the investee contributing toward venture? If the contribution is property or any hard asset, please provide an official valuation of the property and verification of ownership.

#### **B. Financial statements**

1. Budget Projections
2. Balance sheet five (5) years projections
3. Statement of Comprehensive income five (5) years projections
4. Statement of Cash flows statements; monthly cash flows for first year and annual projection for the next five (5) years thereafter.
5. In addition, clearly list the assumptions used to arrive at all projections including assumed level of customers and year to year growth, assumptions regarding industry trends etc.
6. If the business is already operational provide the most recent five (5) years of audited financial statements or management accounts in case where audited financials are not available.

#### **C. Business Plan** – This is a formal statement of the business goals, reasons they are attainable and plans for reaching them.

1. Executive summary – include the amount of funding you are requesting.
2. Mission and Vision statement – what are your objectives?
3. What products you are offering – list the products you intend to sell to the public.
4. Company Information:
  - i. Company information: Company name, telephone number, email, website, social media accounts, key person name and contact information.
  - ii. History or background of the company – what priority sector does the company's operations align with? (light manufacturing, agriculture/agro-processing, niche tourism,

green technology/renewable energy, information & communication technology, creative arts & entertainment)

5. What is your business model? – indicate your customers, revenue streams.
6. Capital efficiency and value creation – how much is spent on production of one unit? How will you create value?
7. Value proposition for Tobago – what impact will this business have on Tobago’s economic landscape?
8. SWOT analysis
9. Risk Analysis:
  - i. List of risks that could cause your business to fail
  - ii. List cures for those risks.
10. Market & promotion analysis – how do you plan to move your products? How will you win over the market? What is the unique selling proposition? How will you increase your market share? Does the company have a competitive advantage?
11. Management of the company – Who are the key personnel responsible for the operational and strategic direction of the company? What is the managerial position and who will be in it? What is the experience of key personnel and management and how does it relate to the business at hand? How many employees will you have pre and post investment? What are the salaries or intended salaries of all employees including managers?
12. Competitors and competitive advantage – who are your three (3) main competitors? What is their market share and impact on the market? How do you intend to achieve / maintain a competitive edge?

#### **D. Corporate Structure and Ownership**

Please provide: company certificate of incorporation, articles of incorporation, notice of address of a registered office, notice of directors, notice of secretary, NIBTT certificate of registration, advice of assignment of BIR number, declaration of compliance, company by-laws, and annual returns.

*Please be aware that this is a guideline document with the information requested to be provided as is applicable to your particular business i.e. established vs start-up.*