



# Find Your Funding: How to Write a Business Plan Investors Will Want to Read

*Richard Milton*

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## Find Your Funding - How to Write a Business Plan Investors Will Want to Read

**You have to feel sorry for the poor investor.** On his or her desktop is a pile of plans from hopeful entrepreneurs, awaiting consideration. For many investors, wading through this pile is a wearying chore. Almost all of the plans will end up in the waste bin and the hopeful author will receive a standard email that begins, “Thank you for sending us your business plan . . .” and ends “We wish you the very best of luck finding investors for your project.”

The reason for this high number of rejections is not that the plans are bad. On the contrary, their authors will have taken great pains to get them right. The problem is not that they are bad: it is that they are mediocre. They have nothing that makes them stand out from the hundreds of other business plans generated week in, week out.

A key cause of this failure to communicate is that those writing the plan have got their focus wrong: they have emphasised things that are unimportant to investors, and they have skimmed or omitted altogether the things in which investors put most store. They have put the wrong things in, and left the right things out.

Put simply, you have to get both the content right, and your presentation right. Equally important, you must submit it to the right investor. Find Your Funding is designed to address each of these three key issues in turn.

The first part of this book will walk you step by step through every section of the business plan, advising on what content to include. It contains recommendations on:

- Management Summary
- The business opportunity
- Your company – overview
- Your Company - products/services
- Market background
- Target audience demographics
- Demand for your product/service
- Competitor analysis
- Pricing
- Sales targets
- SWOT analysis (risk factors)
- Management team profiles
- Marketing plan

- Projected revenue
- Projected costs
- Cash flow forecast
- Investment required
- Technical Appendices


The second part advises on the best approach to writing of that content creatively - how to present plain English that is easy to read and easy to understand, yet holds the reader's interest. It covers:

- Three part structure
- Tone of Voice
- Plain English
- Being concise
- Readability
- Using Images
- Creating a slide deck

The third part gives advice on how best to submit your business plan and who to submit it to. It covers:

- Business Angels, Venture capital firms, Crowdfunding, Peer-to-peer
- Non-Disclosure Agreements
- How to find investors
- How to submit your plan - an example submission letter
- Horse-trading equity

Finally there is a biography of writer Richard Milton and some advice on using external consultants to write your business plan.

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