

Business planning questionnaire

Name..... Company Name.....

Job Title..... Address.....

..... Post Code.....

Daytime No..... Evening No.....

E-mail..... Web.....

Date..... Day or Evening Contact preferred (please circle)

Nature of Business.....

Number of sites..... Number of Employees..... Year Established.....

Name of parent company (if applicable)?.....

If yes, please give details.....

Has the Company previously received any grant funding?.....

If yes, please give details, of when, how much and from whom?.....

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Existing UK markets Sussex South East All of UK (please circle)

Export Markets Yes No

Have you got an Executive Summary? Yes / No (please Circle)

Is your idea confidential? Yes / No

Do you need a Confidentiality Agreement in place before discussing your business/idea? Yes / No

Have you had help and advice from other organisations? Yes / No

If yes, please list the organisations.....

Please specify what type of help you are looking for?.....

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In order to assist you properly we require the following information from you regarding your business. Please complete the following form as thoroughly as possible.

Please note that your comments/feedback will be kept confidential and only used to help you identify sources of support.

	N/A	Research needed	Outline Available	Complete/ decided	Advice sought
Protection for your idea					
Confidentiality Agreements					
Copyright					
Know how					
Domain name					
Design right					
Registered design					
Trademark					
Patent examination					
Patent pending					
Full patent					
Proof of ownership					
None					
Project Idea					
Is there a commercial application					
Is there a potential market					
Need the idea fulfils					
Product advantage					
Does it work					
Tested					
Development needed					
Specialist advice received / needed					
Alternate applications					
Proof of originality					
Stage the idea has reached;					
Ideas stage					
R+D stage					
Draft outline					
Early prototype;					
Design					
Full prototype;					
Design					
Final draft					
Testing					
Approvals					
Ready to sell					
Other					
Management Team					
Partners defined					
Have you done a Skills Audit					
Strengths and weaknesses outlined					
Project requirements					
Strategic awareness					
Professional Track record					
Training needed					
Staffing structure / need					
Recruitment need					

Costs					
Project Costs involved					
Balance sheet, Profit and loss projections					
Cash flow forecast					
Sensitivity analysis – worst outcome					
Contingency planning					
Risk analysis					
Other					
Finance sought					
Personal Means					
Grants					
Specialist Grants/Loans					
Business Angel					
Venture Capital					
Traditional Lending					
Marketing and Sales					
Potential market					
Market Size					
Market value					
Customer profile					
Customer Location					
Customer Sufficiency					
Customer Availability					
Plan to exploit					
Ability to enter market					
Delivery					
Forecast / plans					
Ability to Demonstrate demand					
Price potential					
Proof					
Competition					
List Research carried out					
Project Objectives					
Started; Date.....					
Make and sell					
Obtain a Licence/Royalty					
Business opportunity – clearly defined					
Other specific need;					