



GO-GRASS

Grass-based circular business models
for rural agri-food value chains

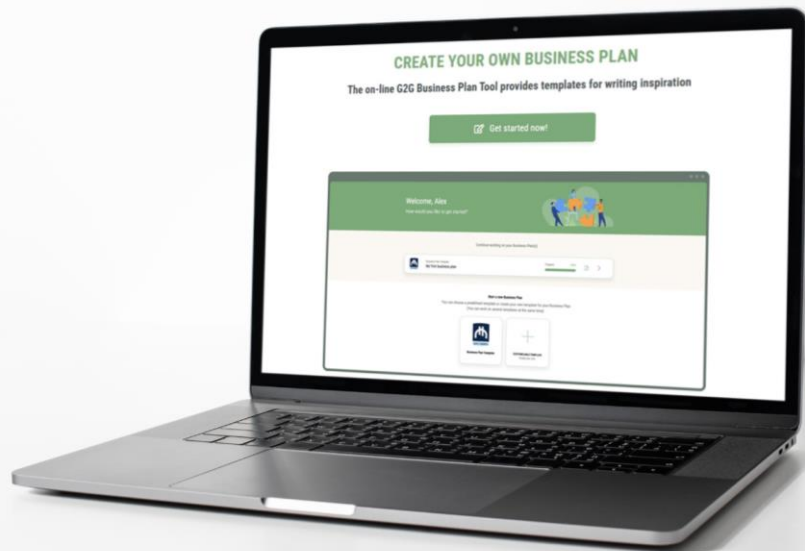
Business Plan Writer Tool

Anna Paulusz (Gate2Growth)



The G2G Business Plan Writer Tool

An online tool that helps entrepreneurs create a comprehensive business plan.



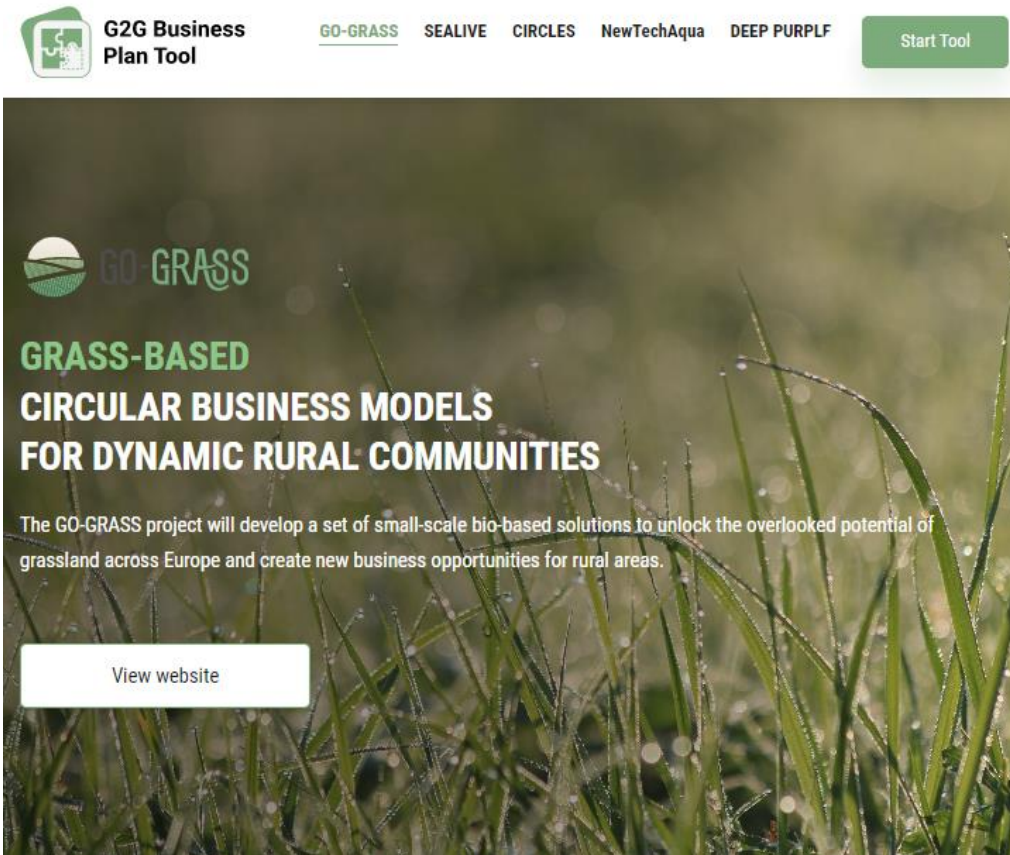
Relevance of the tool

It helps entrepreneurs turn their ideas into reality, connect the many elements of starting a business and receive quality feedback on it.

Main end-users

Entrepreneurs to test and develop their business plan





The tool has three main parts:

1. Online business plan writer tool
To provide a written narrative and include all relevant business areas.
2. Budget module.
To strengthen the financial background of the business plan.
3. Business Plan self-assessment/quality assessment tool
To help determine the completeness and investor readiness of the plan.





Let's see the tool in action!





The G2G Business Plan Writer Tool

Unique features

GO-GRASS



Getting started with manageable steps

Information to be filled in is divided into smaller parts, so it is easier to get started and take action.



Combining theory and practice

The sections are supported with relevant examples, indicative questions and illustrations to help convert ideas into a plan.



Include the many elements of the business plan

The tool introduces all relevant elements of a business plan in one platform, so the final plan is ready for investors.



Include financial information

The tool will help the user to create a sound financial plan to calculate forecasts on the profitability of the business.





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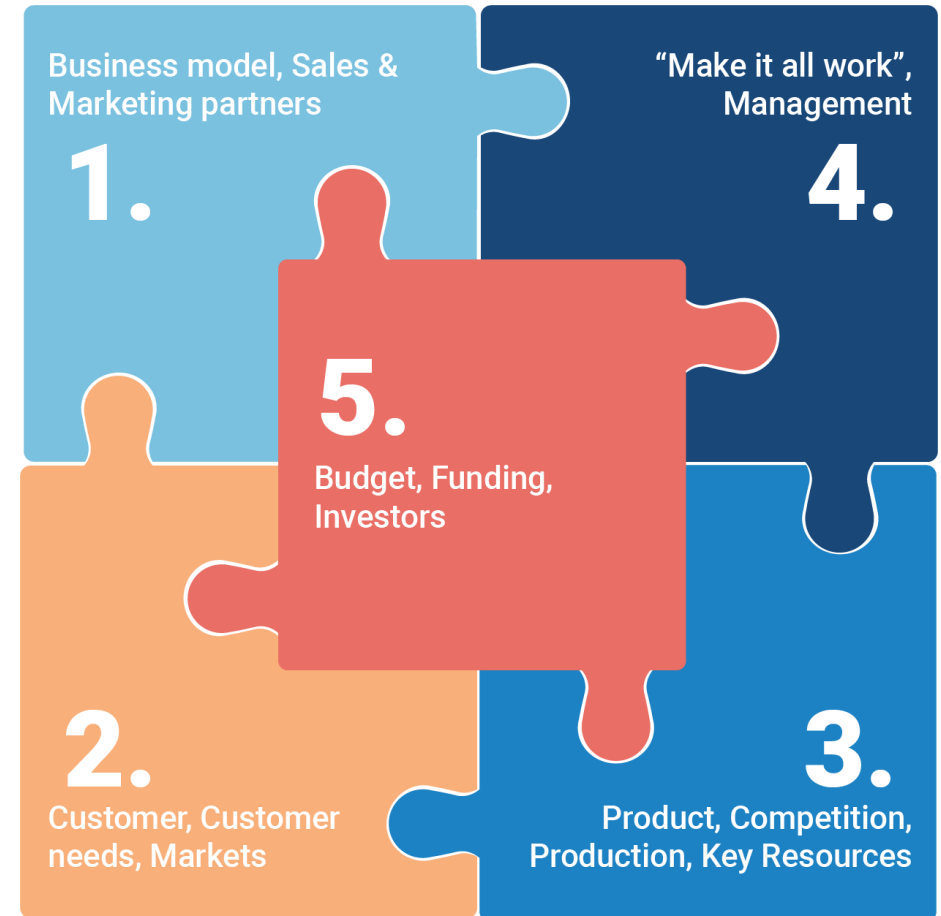
ap@gate2growth.com



Part 1: Online business plan writer

Five main chapters of the writing tool

1. Business model, Sales & Marketing partners
2. Customer, Customer needs, Market
3. Product, Competition, Production, Key resources
4. “Make it all work”, Management
5. Budget, funding investors





You can choose to fill in the most relevant boxes for your scope!



Right business model

- 1.1 Business Model >
- 1.2 Value Chain & Supply Chain >
- 1.3 Sales & Marketing Strategy >
- 1.4 Customer Relationship >
- 1.5 Key Partners >



Customers/Market

- 2.1 Customer / User Problem Solved / Value Created >
- 2.2 Market Test & Product Ease of Use >
- 2.3 Market Type and Size >
- 2.4 Sales Channels (local/national/international) >



Superior product

- 3.1 Product, Service or Solution >
- 3.2 Competitor analysis >
- 3.3 Technology & Quality >
- 3.4 Production Facilities & Resources >
- 3.5 Key Resources >



Good management

- 4.1 Management Capabilities >
- 4.2 Organisation & Staff >
- 4.3 Intellectual Property Rights - IPR >
- 4.4 Risk & Risk Mitigation >
- 4.5 Admin & Agreements >
- 4.6 Certification & Regulatory Compliance >



Funding

- 5.1 Financial Budget >
- 5.2 Liquidity & Capital Requirement >
- 5.3 Sources of Funding >
- 5.4 Investor Considerations >
- 5.5 Investor Exit >





Start a new Business Plan

You can choose a predefined template or create your own template for your Business Plan
(You can work on several templates at the same time)

Business Plan Template

CUSTOMIZABLE TEMPLATE
Create your own

Market Type and Size



Following text is meant as inspiration. This should be deleted when you have managed to address all the issues relevant:

Writing tips:

- How mature is your market (Not existing yet, emerging, or established with many competitors)?
- What is the market trend (growth, stagnant, or decreasing)?
- And by how much (this is typically described with CAGR (Compound Annual Growth Rate) which is the average percentage increase/decrease over a period of years)?
- What is the total expected value of your market (How much revenue is created in the market, can typically be found in market reports, locally, regionally, or globally)?
- How much of this market can you realistically reach (Maybe you can only reach customer close to your company or only a small market segment can be reached)?
- How did you reach those numbers? Please explain your calculation (some companies know each salesperson on average sells a certain number of products each year or 1 EUR spent on online advertisement give a return in 2 EUR),
- You may not be able to provide the calculation above (especially as a start-up), but then try to describe how you would justify your expected sales numbers to an investor (or anyone asking how you came up with your numbers.)

Writing space

INTRO:

Describe which of the many market segments your product or service is targeting, and the individual market conditions, and the characteristics of the customers and their numbers.



Guidelines

Read more: [+](#)

Read even more: [+](#)



1 Business Model, Sales & Marketing Partners

1.1 Business Model COMPLETE >

1.2 Value Chain & Supply Chain >

1.3 Sales & Marketing Strategy >

1.4 Customer Relationship >

1.5 Key Partners >

2 Customers, Customer needs, Markets

2.1 Customer / User Problem Solved / Value Created >

2.2 Market Test & Product Ease of Use >

2.3 Market Type and Size >

2.4 National & International Sales Channels >

3 Product, Competition, Production, Key Resources

3.1 Production Service or Solution >

3.2 Competitors Evaluated >

3.3 Technology & Quality >

3.4 Production, Resources & Facilities >

3.5 Key Resources >

4 "Make it all work" & Management

4.1 Management Capabilities >

4.2 Organisation & Staff >

4.3 Intellectual Property Rights - IPR >

4.4 Risk & Risk Mitigation >

4.5 Admin & Agreements >

4.6 Certification & Regulatory Compliance >

5 Budget, Funding, Investors

5.1 Financial Budget >

5.2 Liquidity & Capital Requirement >

5.3 Sources of Funding >

5.4 Investor Considerations >

5.5 Investor Exit >



Part 2: The budget module

Main focus areas:

- Introduction to budgeting
- Cost and revenue types
- Balance sheet
- Monthly or yearly budgeting
- Overview and Visualization of results

The screenshot shows the 'Budget Module' interface. At the top, there are two tabs: 'Business Plan Writer' and 'Budget Module'. Below the tabs, a text box states: 'This budgeting tool helps you record the visions and assumptions in your business plan in monetary terms.' To the right of this text is an 'Export budget' button with an Excel icon. Below the text, it says 'Please complete the introduction section (1) before getting started.' The main content area is divided into four columns representing different sections of the budgeting process:

- 1 Introduction to budgeting ***: Contains four sub-sections, all marked 'PASSED':
 - 1.1 The budget elements
 - 1.2 The importance of budgeting
 - 1.3 The results and their use
 - 1.4 Important information
- 2 Getting started**: Contains five sub-sections:
 - 2.1 Your cost types (PASSED)
 - 2.2 Your revenue types (PASSED)
 - 2.3 The balance sheet (PASSED)
 - 2.4 Investments, Debt and Grants
 - 2.5 Choosing a plan
- 3A Insert your numbers Early-Stage Budget Plan**: Contains four sub-sections, all marked 'DISABLED':
 - 3A.1 Cost numbers for Year 1
 - 3A.2 Revenue numbers for Year 1
 - 3A.3 Cost numbers for Year 2
 - 3A.4 Revenue numbers for Year 2
- 3B Insert your numbers Numbers for first 2 years on a yearly basis**: Contains two sub-sections, both marked 'DISABLED':
 - 3B.1 Cost numbers for Years 1+2
 - 3B.2 Revenue numbers Years 1+2
- 4 Results**: Contains four sub-sections, all marked 'DISABLED':
 - 4.1 Overview & illustrations
 - 4.2 Profit & Loss sheets
 - 4.3 Balance sheets
 - 4.4 Liquidity overview





Part 2: The budget module

Your company	January	February	March	April
Net commercial revenues	4.800	5.120	6.470	6.370
Grants and public subsidies	125.000	70.000	70.000	0
Net revenue	129.800	75.120	76.470	6.370
Total personnel cost	27.500	27.500	27.500	27.500
Total other fixed cost	2.230	2.030	2.030	1.830
Total sales/travel/marketing	2.200	2.200	1.700	1.700
Total cost of production	2.200	1.250	800	4.350
Total external advisory cost	153	170	100	250
Total development projects cost not activated				
Other costs not directly related to operations				
Operating expenses incl. development				
EBITD				
Depreciation <input type="text" value="10%"/>				
EBIT				
Net interest <input type="text" value="30%"/>				
Profit before tax				

Resources you have

ASSETS

Cash: EUR

Other assets: EUR

Development/Investment: EUR

Accumulated depreciation: EUR

Where you have them from

LIABILITIES

Short-term debt: EUR

Long-term debt: EUR

Payables (net): EUR

EQUITY

Years 1-7 Income (Sales & Grants)

Sales and operating cost

Save
Save & Continue Next: Investments, Debt and Grants

Export to Excel
Continue Next: Profit & Loss sheets





Part 3: Evaluation

If you feel you have now completed your Business Plan and want an independent “standardized” evaluation of content and quality, you can now send your business plan for evaluation.

Before you continue, be sure that you are done with your plan because after you send it, you will not be able to edit this plan until the evaluation process is finished (maximum 7 days)

Available evaluators:

By sending this plan for evaluation you are agree to share your plan content for evaluation purpose only!

Agree and Send

Cancel



Evaluate

With great power comes great responsibility.

Here are the plans that you need to evaluate.

EVALUATION OPEN			
Mini Business Plan New business plan	Plan score 0 points	Sent for evaluation August 26, 2020	Plan by Loredana Staroste
Evaluate Plan >			
EVALUATION OPEN			
Business Plan Template for GO-GRASS My firms idea	Plan score 0 points	Sent for evaluation August 24, 2020	Plan by Harald Skogland
Evaluate Plan >			
COMPLETE			
Business Plan Template for GO-GRASS Green plan idea	Plan score 93points	Sent for evaluation August 26, 2020	Plan by Sebastian Nilsson
>			
COMPLETE			
For Investors New plan	Plan score 86 points	Sent for evaluation August 26, 2020	Plan by Jenny Minurson
>			





Evaluation plan overview

Each of the 25 is scored on "completeness & quality" by the evaluator. The total scoring is automatically adjusted if certain sections are skipped (grey).

1 Business model, Sales & marketing Partners

- 1.1 Business Model COMPLETE
- 1.2 Value Chain & Supply Chain COMPLETE
- 1.3 Sales & Marketing Strategy COMPLETE
- 1.4 Customer Relationship COMPLETE
- 1.5 Key Partners COMPLETE

2 Customers, Customer needs, Markets

- 2.1 Customer / User Problem Solved / Value Created COMPLETE
- 2.2 Market Test & Product Ease of Use COMPLETE
- 2.3 Market Type and Size COMPLETE
- 2.4 National & International Sales Channels COMPLETE

3 Product, Competition, Production, Key Resources

- 3.1 Production Service or Solution COMPLETE
- 3.2 Competitors Evaluated COMPLETE
- 3.3 Technology & Quality COMPLETE
- 3.4 Production, Resources & Facilities COMPLETE
- 3.5 Key Resources COMPLETE

4 "Make it all work" & Management

- 4.1 Management Capabilities COMPLETE
- 4.2 Organisation & Staff COMPLETE
- 4.3 Intellectual Property Rights - IPR COMPLETE
- 4.4 Risk & Risk Mitigation COMPLETE
- 4.5 Admin & Agreements COMPLETE
- 4.6 Certification & Regulatory Compliance COMPLETE

5 Budget, Funding, Investors

- 5.1 Financial Budget COMPLETE
- 5.2 Liquidity & Capital Requirement COMPLETE
- 5.3 Sources of Funding COMPLETE
- 5.4 Investor Considerations COMPLETE
- 5.5 Investor Exit COMPLETE

