

**Final Session Day 5 /  
Aidan Harte**

**Next Steps  
optimise the  
opportunity**



Business Plans and Business Case  
Preparation for the “Dragons Den” Investor  
Pitch

# The Presentations / Investor Pitch

1. Work with your mentor to develop the plan and submit a documented Business Plan at least one week in advance of your presentation.
2. You and colleagues as you wish may present
3. You may bring Product Samples and/ or Promotional Material which assist the communication of your Business Case.
4. You will have a maximum of 30 minutes to present your business plan / investor pitch.
5. Followed by 15- 20 minutes of challenging questions.
6. Quite formal process, dress properly etc, (we will try to replicate reality). You will be notified of date, time & venue  
*(probably late March)*
7. We will provide you with feedback subsequently *(not on the day)*
8. Hugely valuable exercise, use the opportunity and take it seriously

# Your Business Plan / Investor Pitch

1. Quick introduction of who you (and colleague) are roles in the business, management experience, relevant achievements and resources.
2. Brief background and overview of your Business / Product
3. Your Business Vision & Objectives.
4. Your target market/s & customer/s.
5. The Solutions / Value you bring to customers / Competitive Advantage / Marketplace USP. (The Customer Value Proposition).
6. Outline Sales & Financial projections.
7. Sales & Marketing / Communications Strategy
8. Validation of evidence / Market & Customer Research / sales orders, letters of offer, endorsements & testimonials, growth to date.
9. Do you have an Exit Strategy?
10. What are your Needs now and over the next year to realise your Business Objectives
11. How much investment do you need and what will it be used for?
12. What will the investor get in return?