

Proposal Template and Tips

Content

The Business:

- What does your business or product do?
- What problem does it solve and how does it solve it?

The Team:

- Who in your team has the experience to make this business a success?
 - What industry experience do they have?
 - Which other companies have they worked for?
 - What do they bring to the team?
 - What is their role in the business?

The Market:

- Which market are you in?
- How do you fit into the market?
- How big is the market?
- What is the growth rate?

The Competition:

- Who are your competitors?
- What makes your product or service better?

The Financials:

- Previous turnover & profit
- Projected turnover & profit
- What are you offering the investor?
- What is your exit strategy?
- What return do you expect the investor to make?

Writing Tips

- Make sure the title is descriptive and doesn't just say "Company requires funding".
- Keep to the essential information. Your aim is to present the facts and entice the reader to find out more.
- Use a clear writing style and good presentation: No one will bother with your plan if it's hard to read because it's poorly written or badly presented.
- Use short paragraphs, bullets and lists: This makes it easier and quicker for the investors to read.
- Use facts and stats rather than personal opinions.
- Avoid general statements, such as "We will provide excellent customer service" or "I am very hard working". Everyone could make these claims.
- Be honest. Business angels can offer their experience and contacts as well as funding, and they will appreciate your self-critical attitude and ability to spot potential risks.
- Don't write "Guaranteed Return". No return is guaranteed!
- Don't write "No Competition". There is always competition, even if it is indirect competition.
- Check for spelling and grammatical errors, as they make you look unprofessional. Obviously use a spellcheck and ask someone else to proofread it. Here are some common mistakes:
 - "Its" vs. "It's"
 - "Affect" vs. "Effect"
 - "To" vs. "Too"
 - "There" vs. "Their" vs. "They're"
 - "Advise" vs. "Advice"
- Make sure you avoid technical jargon. Ask a non-technical colleague or friend to read it. If it confuses or bores them, it will probably have the same effect on the investors.
- The most important thing is to put yourself in the investors' shoes. Does your proposal include all the information you would want to know about a project if you were being asked to invest your own money in it?