



Case Study 1

Start up Business Planning



Client
Profile

- Start Up
- IT Property Development and IT
- Limited Resources
- Functional Excellence



Client
Needs

- Definition & documentation of the business plan
- Plan to market



Solution

- Business Plan
- Pitch Deck
- Customer Lifecycle
- Key processes defined
- Operating model
- Pricing structure



Benefits

- A business plan and a pitch deck ready for investors
- Better organised to manage leads and sales
- Clarity on roles and responsibilities
- Clarity on the business strategy, objectives, financials, issues and risks and priorities

The founders of *UPSPACE* contacted me to discuss their business start-up. At our initial consultation, they had some content and ideas for their business plan and had their branding and website completed. They wanted support to finalize their business plan and pitch deck and to define their operational processes and key priorities. I worked with the founders in a series of one to one's and group meetings with their sales and marketing team to produce the definitive business model, plan and the key stakeholders, processes, and priorities.

The final business plan and pitch deck had a comprehensive overview of *UPSPACE*, its market, objectives, and funding requirements. A summary of the business plan focus areas are outlined below.

Company Description, including Promoters, shareholders and Board, Advisors, Products and services, Long Term Aim of Business, Objectives, S.W.O.T. Analysis, Market Analysis, Marketing/Sales Strategy, Research & Development, Patents, copyrights, and brands, Product/Service Development, R&D, Staffing and Operations, Financial Projections, Key Assumptions, Cash Flow Projections, Sales Pipeline, Funding Requirements

In addition to the pitch deck and business plan, I delivered the following as a consequence of getting to know their business and priorities:

A rhythm of the business structure (weekly and monthly meetings and agendas)
to help them manage their time and activities effectively.

Roles and Responsibilities for both founders and employees to there was clear
delineation of ownership based on the skills and competencies of each person.

Process definition for their key processes:

The Customer Lifecycle

Customer Query Management

Business Development – Lead Generation

Site Assessment

Design & Plan Site Development

Site Development Planning

Site Build

Project Completion

Collaborator Fee Model

Client Pricing Fees Structure

Tools & reports required to successfully manage the business

Coordination of launch event in Talent Garden UCD start up Hub



T: 0871813267 | E: kathleen.keogh@hotmail.com