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**Programme Partner logo**

Business Idea Template

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# Introduction

HR&S / Action10 claim that if social problems are to be tackled successfully, organisations seeking to solve them need sustainable revenues and investment to innovate and grow, thus the program itself must generate funds to cover the program running costs without being dependent on donations. Moreover the creation of, or employment in companies with local or national ownership is seen as means for development. Good businesses start with a good business idea. That would be a fundamental principle, but it is also true that a good idea is not the only thing required to get a business going. Aspects to consider are also that i) good ideas aren’t necessarily unique, ii) timing is critically important, iii) “on paper” does not always translate to real life, iv) circumstances change, and v) execution is as important as planning. The HR&S / Action10 Business idea template aims to cover the important aspects which require attention, at the same time the template aims at as not being too demanding, but a first step. HR&S / Action10 also offer a Business plan template ([www.humanrightsandscience.se](http://www.humanrightsandscience.se)), which compiles more details.

## Workshops

Workshops are offered by HR&S on developing a business idea based on this template. The workshop participants are encouraged to bring their own draft business ideas to the workshop as work sessions are offered where the business idea is developed. Please feel free to announce your interest at [www.humanrightsandscience.se](http://www.humanrightsandscience.se).

## Acknowledgement

This material was developed by Assoc. Professor Cecilia ÖMAN  
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Founder and CEO of Human Rights and Science (HR&S) [www.humanrightsandscience.se](http://www.humanrightsandscience.se) , and Founder and President of Action10 [www.action10.org](http://www.action10.org).

Please feel free to share and use the material while acknowledging the author and the institutions.   
Please also share that HR&S offers workshop based on this concept. Thank you.

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# Business idea template

The business idea template contains the below sections:

* The team
* The expected outcome
* Products and services
* Customers
* Finances
* Scalability
* Competition
* Risks
* Implementation plan
* Partner expectations
* Core values

## The team

### Team members

**Who are in our team?**

**What relevant experiences do they have?**

**What roles do they fill?**

What is the background of the entrepreneur and leadership team? Why are they qualified to lead this venture? What are their skills, do their skills complement one another; are there any skill gaps? Do they work well together?

Text.

### Good team spirit

**How do we ensure cross-cultural partnership awareness?**

An honest, positive and supportive team-spirit is crucial for the success of any business.

Text.

### Cross-cultural partnership

**How do we ensure cross-cultural partnership awareness?**

To understand another culture is not always easy. The aim with having a Cross-cultural partnership (CCP) awareness raising approach is to increase knowledge and understanding, meeting needs and at the same time impose empowerment and respect. The CCP aims to provide information and thus to help avoid misunderstanding.

Text.

## The expected outcome

### Identified challenges and proposed solutions

**Which are the identified challenges?**

**Why do we do this?**

**What is our proposed solution?**

**What is our vision?**

Text.

### Social impact

**What is the theory of change?**

How do you see your organization causing customer “actions” that link to measurable “outcomes” and thus real “impact”? What social or environmental impact can be achieved (positive and negative)? How does your organization intend to measure these outcomes, and how do they tie to social impact? (eg metrics, definitions)

Text.

## Products and services

### Products and services identification

**Which are the products and services?**

What is the product (define succinctly)? What pain point facing customers does this product address? How does this product – in a unique or superior way – address the pain point? What is this product’s unique advantage? (Unique solution? Product innovation? Improved quality? Business model innovation? Customer reach? Unique partnership?)

Text.

### Status of product development

**Is our product / service fully developed?**

**If not, how much time and capital would be required to create a sellable product / service?**

Text.

### Modes of selling

**Where will we sell our product / service?**

**How will we sell our product / service?**How will the entrepreneur be able to produce the product, or deliver the service? What is the distribution strategy to reach the customer? What is the customer acquisition strategy? What aspects of the business model have/have not been tested or piloted?

Text.

## Customers

### Customer identification

**Who are our first customers?**

**Who are our long-term customers?  
How many are they?**

**How do we reach them?**

Who are the target customers? What customers have used product/service, and what impact has it had on their lives? What is the customer’s willingness to pay? How large is the addressable market size, and customer demand? What evidence exists that customers care about the value proposition (customer referrals, voice of the customer interviews, etc)?

Text.

### Customer paying capacity

**How much money do we estimate that our customers can spend on our product / service?   
How big is our potential market?**

Text.

## Finances

### Revenue

**How do we generate revenue?   
Where will we get the money from?**

Text.

### Start-up capital and future costs.

**Which are our biggest costs?  
Will we need capital for the first year?**

**How do we plan to finance this?**

**Which are our future costs?**

Text.

### Income statement budget

**Develop an income statement budget.**

**Explain the numbers and the assumptions we have based our calculations on.**

An income statement for a business reports its earnings and expenses for a given period of time, for example a year. It is a predicted income statement for a future period of time.

Text.

### Cash flow budget

**Develop a cash flow budget.**

**Explain the numbers and the assumptions we have based our calculations on.**

A cash flow budget is an estimate of all cash receipts and all cash expenditures that are expected to occur during a certain time period, for example a year. Cash flow budgeting looks only at money movement, not at net income or profitability.

Text.

### Financial Sustainability

**What is the revenue model?**

When will the product/service be cash-flow positive? Financially sustainable? What milestones will this financing round enable? (Please include a copy of the company’s financials, and explain any assumptions used).

Text.

### Partnership agreement

**What is the contribution and the benefits for all partners?  
How do we ensure that contributions and benefits for all partners balance?  
How do we ensure a continuous excellent team spirit among partners?**

In a business partnership between, let us assume two actors, both sides must contribute and benefit in a balanced manner, preferably equally much because this type of business balance is more easy to feel comfortable with. The first revenue is used to pay back investment capital with 10 % interest. As soon as the investment capital is paid back the two partners share equally the revenue amount, and use it to cover their own programme costs.

## Scalability

**How will the organisation achieve scale?**

What is the existing scale (e.g. number of customers reached)? How will organization achieve significant scale within five years (e.g. reach 1M end users; grow by order of magnitude)

Text.

## Competition

**What is the competition?**

What is the advantage (in areas that matter to the end customer) of this product/service over existing ones that are either currently available on the market or through charitable distribution channels? What are those alternatives? What are the three-to-four key market drivers that would affect the market and all players operating within it?

Text.

## Risks

**Which are the risks?**

Which are the main risks your organization faces or would face, and how can each risk be mitigated? (e.g around technology, manufacturing, product, marketing, IP, demand, operations, distribution model, etc.)

Text.

## Implementation plan

**Please create an implementation plan with activities and milestones.**

Text.

## Partner expectations

**Please state clearly the expectations from a collaboration. Each partner will state her own expectations. These expectations will then be the basis for the written agreement.**

Text.

## Core values

**Please state clearly the core values. Each partner will state her own core values; probably 5-10 in amount, in addition to those stated below. Each partner can score (1-5) how far they expect to reach for each of the values. These core-values will then constitute the basis for the written partnership agreement.**

Key core values are;   
truth, trust, equity, harmony, transparency, accountability, long-term planning and consequence analysis.

Text.

# Appendices

# Appendix 1 How the template is used within Action10 and HR&S

Please find below a compilation on how this template is used within the Action10 and HR&S programmes. For further understanding of the concepts, please turn to the Action10 and HR&S websites.

* Action10, Programme and Target Partners (PP and TP)

This template can be used to support Programme and Target partners within the Action10 programmes to reflect over how the programmes will have a sustainable economy.

* HR&S and PP

This document represents a template for the HR&S Programme partner’s business idea. The template is filled in and provides a platform for decisions made on the planned business.

* HR&S InnoC and TP

This document represents a template for the HR&S Innovation Centers (InnoC) potential member’s business ideas. The potential members fill it in and discuss it with the HR&S representatives and then a decision is taken on whether a membership shall be approved in one of the HR&S InnoCs.

* HR&S social enterprise

If partnership or InnoC membership is agreed on then, besides the Business idea, a Business plan is developed according to the HR&S business plan template, which also includes Case statement development, branding and a social media strategy.

# Appendix 2 HR&S social enterprising in TC

HR&S builds separate business in TC to sustain its finances. The purpose is to cover the programme costs in Sweden and in the TCs. The process follows an activity plan.

In a business partnership between, let us assume two actors, both sides must contribute and benefit in a balanced manner, preferably equally much because this type of business balance is more easy to feel comfortable with. When HR&S collaborates with a Programme business partners (PP), HR&S may contribute with investment capital or find ways to seek grants for investment. HR&S contribute with the evaluation planning structure for the design. The PP contributes with the logistics on ground and thus in-kind contributions. This is the start-up phase. The first revenue is used to pay back the investment capital with 10 % interest. As soon as the investment capital is paid back the two partners share equally the revenue amount, and use it to cover their own programme costs. All businesses are initiated in small-scale. HR&S may contribute with further investment capital for the purpose of scaling up. HR&S often manages the evaluation planning work and the wider strategic planning and partnership, whereas and the PP manages the logistics on ground and the local strategic partnership.

1. Agree on a business idea.
2. Evaluation planning start-up.
3. Invest small-scale.
4. Produce revenue and pay back investment with 10 % interest.
5. Share revenue equally and get the programme financially sustainable.
6. Evaluation planning long-term.
7. Invest in scaling-up.
8. Produce revenue and pay back investment with 10 % interest the scaling-up investment.

# Appendix 3 HR&S PP SME setup plan

## Introduction

Both partners share financial record with each other.   
We will always use highest quality products and services.

## Start-up

Think through the partnership.  
Use existing strategies and knowledge, link to what we are already doing.

Develop an agreement (and a contract).  
Introduce OnlyOffice

HR&S

* Share about HR&S
* TAct
* CCP awareness raising
* Business idea coaching Finalie
* ROPE DESIGN
* Business plan coaching start work
* Investment capital
* Share about InnoC
* Link to OnlyOffice
* Connect to experts

PP

* Share about PP
* Identify needs driven idea
* Do market research
* In-data for the business plan
* On-site logistics
  + Recruitment, training, coaching
* Identify
  + Items to procure and accessories
  + Service and maintenance approach
* Find revenue opportunities besides the main stream

## Pilot

HR&S

* Website and social media set-up coaching
* FAA coaching if required
* Set up P&G advisory committee
* ROPE EVALUATION planning
* Provide experts and advisors
* HR&S FAA
* Make programme visible by sharing PP stories
* International marketing

PP

* Repay investment capital with 10 % interest (per year) to investor
* Impact evaluation
  + Social
    - Employment, powering cell-phones…
  + Environmental
    - Replacing kerosene…
  + Financial
    - Salaries, savings from using kerosene…
* Local marketing
* Share programme achievements and stories; photos, videos, interviews
* Share ROPE monitoring data
* Running social media and web
* On-site FAA

## Running

Share revenue 50% each

HR&S

* Provide experts and advisors
* ROPE EVALUATION planning
* Maintaining the FGAC
* Seek grants
* Stewardship
* Appoint volunteers

PP

* On-site logistics
* On-site FAA
* Running social media and web
* Monitoring data
* Social security fund, glasses
* Prepare for growth in parallel
* Attract university interns
  + It will also grow our network
* Be customer centered
  + Do market research always know the customers views.
* Can the customer afford it
  + Paying scheme
* Understand the competitors
  + What is our entry point; the business model, something new, presenting the product
* Managing the customer complaints

## Scaling and/or copying

Share revenue 50 % from the running  
Donation or grant and revenues investment capital for the increased cost

HR&S

* ROPE DESIGN

PP

* Needs driven demands
* On-site logistics
* Social security fund