

**HUMAN
RIGHTS &
SCIENCE**

ACTION10

Partner logo

Business Idea

Template

Introduction

HR&S / Actions10 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 programme itself must generate funds to cover the programme 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. This is a fundamental principle, but it is also true that a good idea is not the only aspect required to get a business going. Other aspects are 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 that require attention, at the same time the template aims at as not being too demanding, but a first step. HR&S also offer a Business plan template (www.humanrightsandscience.se), which is more elaborated than the business idea template.

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.

Acknowledgement

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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

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

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

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

Implementation plan

Please create an implementation plan with activities and milestones.

Text.

Partner expectations

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

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.