



Be the Boss

Business Plan Guidelines

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In order to apply for funding, applicants must complete an Information, Advice and Guidance programme through a 'Be the Boss' (BtB) delivery partner (see the BtB website for a complete list of options), and then develop a business or growth plan and financial forecast for submission to BtB as part of an application for funding.

While each enterprise agency's process will necessarily be unique and tailored to the regional market and the individual's needs, business plans submitted as part of the BtB funding application need to contain similar content in order for the funding panel to make consistent decisions as quickly as possible.

The following content guidelines should be used by BtB applicants in the development of their business plans in conjunction with their business advisor(s). For questions or additional information on requirements, please contact the Royal British Legion.

Business plans should be between 8 and 12 pages, plus financial information requested. The format may vary by enterprise agency, but the content should include the following.

SUMMARY

A brief summary covering how much is being requested and for what purpose [two to four paragraphs].

BACKGROUND

Details of ownership, legal and management structure and any proposed changes. Describe in a few words whether the business is a limited company, partnership or sole trader and why you chose that structure/option [one to three paragraphs].

What is the share ownership, if relevant? Who are the key people running the business and their relative experience and qualifications [short biographies, with relevant details in bullet points]?

Key issues being faced by the business [one paragraph summary with bullet points].

OPERATIONS / PREMISES

A summary of the key operational aspects of the business, systems in place, premises etc. depending on the extent of the business [two to four paragraphs].

PRODUCT / SERVICE

What is it that the company does? How does the product or service distinguish itself from the competition [one page]?

OBJECTIVES AND STRATEGY

Where is the business going and how is it going to get there [one page]?

SALES AND MARKETING

What sales and marketing activity is being planned? What is the business going to do to ensure it gets its share of the available market? What makes that marketing medium appropriate? What are the underlying assumptions for the sales forecast [one page]?

FINANCIALS

For ALL businesses include at least one year forecast profit and loss account and associated cash flow forecast. The cash flow forecast should include the proposed funding being requested and repayment plan.

For existing businesses already trading and seeking growth funding, the profit and loss accounts since the beginning of trading and a current balance sheet.

Note – Total funding values will average between £3,000 and £7,500 and may not exceed a total of £30,000 for each individual over the length of their involvement in the BtB programme. Financial support will be offered in a ratio of 25% grant and 75% loan – for example, if an applicant requires £4000 start-up support, £1000 will be offered as a grant, and £3000 as a loan.

Applicants should be advised that they must first register with CivvyStreet, apply for ‘Be the Boss’, complete a full Information, Advice and Guidance programme through a BtB delivery partner, and submit a business plan and financial forecast consistent with these guidelines before they are eligible to apply for funding. This requirement will be checked with the applicant’s enterprise agency and business advisor *before* any funding application is considered.

Failure to meet these content guidelines risks a business plan not meeting quality requirements for progressing an application for consideration. This may lead to delays or the returning of applications as incomplete.

This document is provided for informational purposes only and is subject to change, and does not constitute an agreement of terms between The Royal British Legion and prospective applicants. For the most current information, visit: www.civvystreet.org and select ‘Be the Boss’.