

## Business Summary Guidelines

### THINGS TO TAKE NOTE:

1. Please entitle this document and the headers as YSE2019\_[insert SE Name] Business Plan Overview.
2. When submitting this document, please save it as a PDF or DOC file.
3. You may attach a one-pager business summary, picture, charts or other data to your business plan as appendices, at the back of the document after the Business Model Canvas (BMC).
4. Please note that the sub-questions are only proposed guidelines to answer the questions. You may add additional information where applicable.
5. Your application will be assessed on:
  - a. **Social impact**
    - The scale of perceived positive change that the plan can realistically offer to the targeted community
  - b. **Innovativeness**
    - The level of creativity demonstrated in the specific solutions to the targeted social problems
  - c. **Feasibility and sustainability of the business model**
    - The degree of viability and ability to remain competitive in the long run
  - d. **Scalability**
    - The potential for the SE to expand in terms of operations and/or ease of replicating its business model within the home or overseas markets

### A. Business and Social Impact Plans

#### **Mission Statement:**

*List down the name of your SE and provide a short description of your SE.*

*(Max 180 words)*

What is the current **social issue(s)** that your SE is trying to solve?

*Share with us if there were any proof of concept/pilot conducted to validate the social issue. What is the social impact of the SE idea?*

*(Max 180 words)*

Describe your SE's **value proposition**.

*How is your SE idea unique and how does it create value for your target customers?*

*(Max 180 words)*

**Products and Services:**

*Briefly share about the products and/or services that your business will be providing and how does it address the social issue raised above.*

*(Max 180 words)*

**Rough financial projection**

*How will the SE's revenue, expenses, cash flow develop? How and when will you break even?*

*(Max 180 words)*

**B. Market**

**Briefly assess the competition:**

*Total available market, target market, how the market may evolve in future. What do competitors offer? How sustainable will your competitive edge be? You could also do a SWOT analysis.*

*(Max 180 words)*

**Marketing Plan:**

*What are your marketing plans? Which marketing channels will you be using? How do you sell your products and/or services? (Max 180 words)*

**C. Goals**

Share with us your **result statement with qualitative and quantitative goals.**

*Please provide quantitative and qualitative indicators of impact.*

*E.g To impact 200 women by 2018 and out of this, 50 women will be empowered to start their own business (Max 180 words)*

What are your **milestones**?

*What stages of development are needed? What long-term goals have you set?*

*(Max 180 words)*

Tell us what your plans are if you have SGD \$20,000 to develop your SE?

*(Max 180 words)*

**D. Management**

*Who will be managing the business? What experience does each member bring to the business?*

*(Max 180 words)*

**Business Model Canvas** – Should be a summary of information above.

Name of Social Enterprise:

Date:

|   |  |  |   |   |
|---|--|--|---|---|
| <p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>Who are / can be our Key Partners / Suppliers?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul>  | <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>What Key Activities do our Value Propositions require?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul>                                   | <p><b>Value Proposition</b></p> <ul style="list-style-type: none"> <li>Overview of our products and services.</li> <li>How does our idea create value for our target customer?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul> | <p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>What type of relationship does each of our Customer segments expect us to establish and maintain with them?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul> | <p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>Who are our target markets?</li> <li>Who are our most important customers?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul> |
|   | <p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>What Key Resources do our Value Propositions require?</li> <li>Our Distribution Channels?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul> |  | <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>Which type of Channels do our Customer Segments want to be reached?</li> <li>Which ones are most cost-efficient?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul>          |   |
| <p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>What are /could be the most important costs inherent in our business model?</li> <li>How much investment is necessary (estimated)</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul> |  |  | <p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>List (potential) revenue sources</li> <li>For what value are our customers really willing to pay?</li> <li>DELETE GRAY TEXT &amp; WRITE HERE</li> </ul>                  |   |

**DECLARATION**

I certify to the best of my knowledge that the information supplied by me in this form is complete and correct at the time of completion and understand that the approval of my application is subjected to the consideration of the SIF.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_