

# Key Elements of Successful Business Plan



CTI PFAN CIS & Central Asia  
Project Development & Financing Initiative  
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# Contents of Business Plan



# Executive Summary

- ❑ Your mission statement and business objectives
  - ❑ The market space
  - ❑ Replication and Growth potential
  - ❑ Funding requirements and returns expected
  - ❑ Project's attraction to Investors
  - ❑ Management team
  - ❑ Brief description of Business Model, products and services
    - Highly detailed or technical descriptions are unnecessary
    - Use simple terms and avoid industry buzzwords
    - What makes the products or services different?
    - Highlight competitive advantage
- connecting clean energy businesses with financing

# Business Model

## Business Concept

- What will be sold, to whom.
- Why this business will sustain and grow
- What is your USP

## What is your Revenue Model

## Pricing Strategy

- Feed in tariff
- Reverse Bidding
- Net metering

## Distribution Channel

- Power Evacuation mode
- Off-grid or On-grid
- Logistics

## Government Incentives

## Marketing

# Market Opportunity

## □ Key Questions to answers

- What is the size of your target market?
- What percentage of that market do you hope to penetrate?
- Why do customers need you?
- Customer ability and willingness to pay
- Will your market potentially grow? Why?
- How can you increase your market share over time?



# Investment Opportunity

- ❑ Detailed Investment / Financing Proposal
  - Amount of Investment / Financing Requested
  - Form of Investment (equity / debt / mezzanine / convertible equity etc)
  - % Shareholding / Participation being offered
- ❑ Financial Model
  - Income statement, BS and Cash flow
- ❑ How has project been funded to date?
  - Demonstrate commitment & contribution of the existing shareholders / project developers (valuation of sweat equity)
- ❑ Attractive and visible exist

# Risk and Mitigation

- Commercial / Market Risks
- Financial Risks
- Interest Rates / Exchange Rates
- Regulatory Risk
- Logistics / Security of Feedstock Supply
- Counterparty Risks
- Off-takers / Suppliers /
- Performance Risks
- Technology Risks



# Current Status

- ❑ Describe your major milestones and tasks
- ❑ Highlight your accomplishments/ awards
- ❑ State near term and long term goals



# Presentation Aspects

- ❑ Target the audience
- ❑ Differentiate Investor Presentation from a Marketing Presentation.
- ❑ Be Concise and Precise
- ❑ Focus on Formatting-
  - Font
  - Content Sequence
  - Sentence formation, Grammar
  - Avoid annexing Spreadsheets, Project documents
  - Use few pictures and graphics, don't overload
- ❑ Document size should be limited to 20-25 pages.
- ❑ Preferably in Microsoft word
- ❑ Use USD as currency



# Contacts

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## Thank You

connecting clean energy businesses with financing