

Key Elements of Successful Business Plan



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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



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Thank You

connecting clean energy businesses with financing