**Outline for Start-Up/Spin-Off**

**Business Proposal**

**- presented to the SUSO Formation Committee**

In order for the panel to better understand your business proposal and for University’s documentation, CIC suggests a lean, simple business proposal for University’s SU/SO that capture the basic information needed by the University, and for the Founder(s) to focus on the part that make the most sense of your business.

Each part of the Business Proposal below must offers an overview of what you are proposing in your business. It must be definite and give clear picture on how the business will take off.

**Proposal Outline**

1. **Proposed Company Name**

The name that will be used for SSM Aplication (Sdn. Bhd.)

1. **Product/Service**

What sort of problem your product or service solve. Provide an overview of the industry that your business will be a part of, including trends, major players in the industry, and estimated industry sales.

What is the Unique Selling Proposition of your product/service.

1. **Market Identification**

Identify your best customers, clients, and market segment. Identify the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are currently being met. Your purpose here is to have a thorough knowledge of the people you are planning to sell your goods and/or services to so that you can make informed predictions about how much they might buy.

What is the proposed time to market for your product or service.

1. **Human Resource**

This section gives an outline of your business's legal structure and management resources, including the founder, your internal management team, external management resources (if any), and human resources needs. Include experience or special skills each person in your management team brings to the business. If the goal of your business plan is to get funding, it's wise to make sure that your management plan includes an advisory board as a management resource.

The equity percentage among the founder must be specified, and justified fairly.

This section aslo give us a clear picture of the organisational chart, and Board of Director [BOD] function in the company.

1. **Finance**

This section gives a solid sense of your current finances, funding needs, as well as projected income. Provide a description of your funding requirements, your detailed financial statements, and a financial statement analysis. This part of the business plan is where you present the three main financial documents of any business; the balance sheet, the income statement, and Profit & Loss (P&L), or in the case of a new business, a cash flow projection.

For this document, you need to provide a cash flow projection that make sense to your business.

1. **Requirement from University**
* Do you need funding from the University, and how much?
* Do you need to license/purchase University’s Intellectual Property?
* Do you need to set up office/laboratory, and where do you want it to be located?
* Do you need to use the University’s Laboratory Services?
* Do you need to use any equipment from the University?
1. **Business Model Canvas (BMC)**

Please refer to the attachment on how to fill up BMC

If the plan is just for you to keep you on track, create the plan in a way that helps you achieve your goals. But if you're looking for funding or investors, the business plan is a formal document, so it should look like one. Every aspect of your business plan should impress your potential funding source.