



ASSYSTEM



Business Planning & Sources of finance

9 July 2007

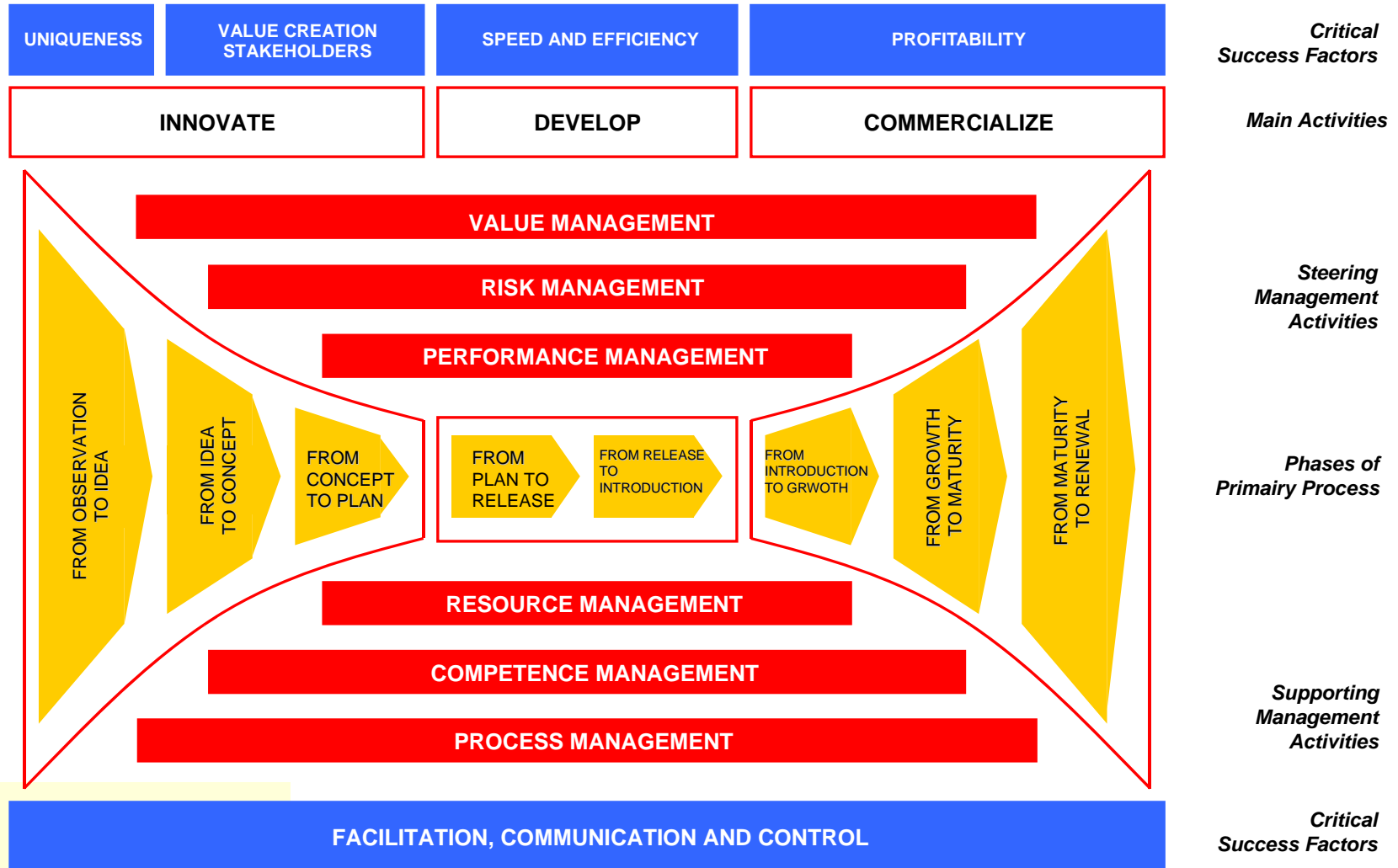
Siemon Smid

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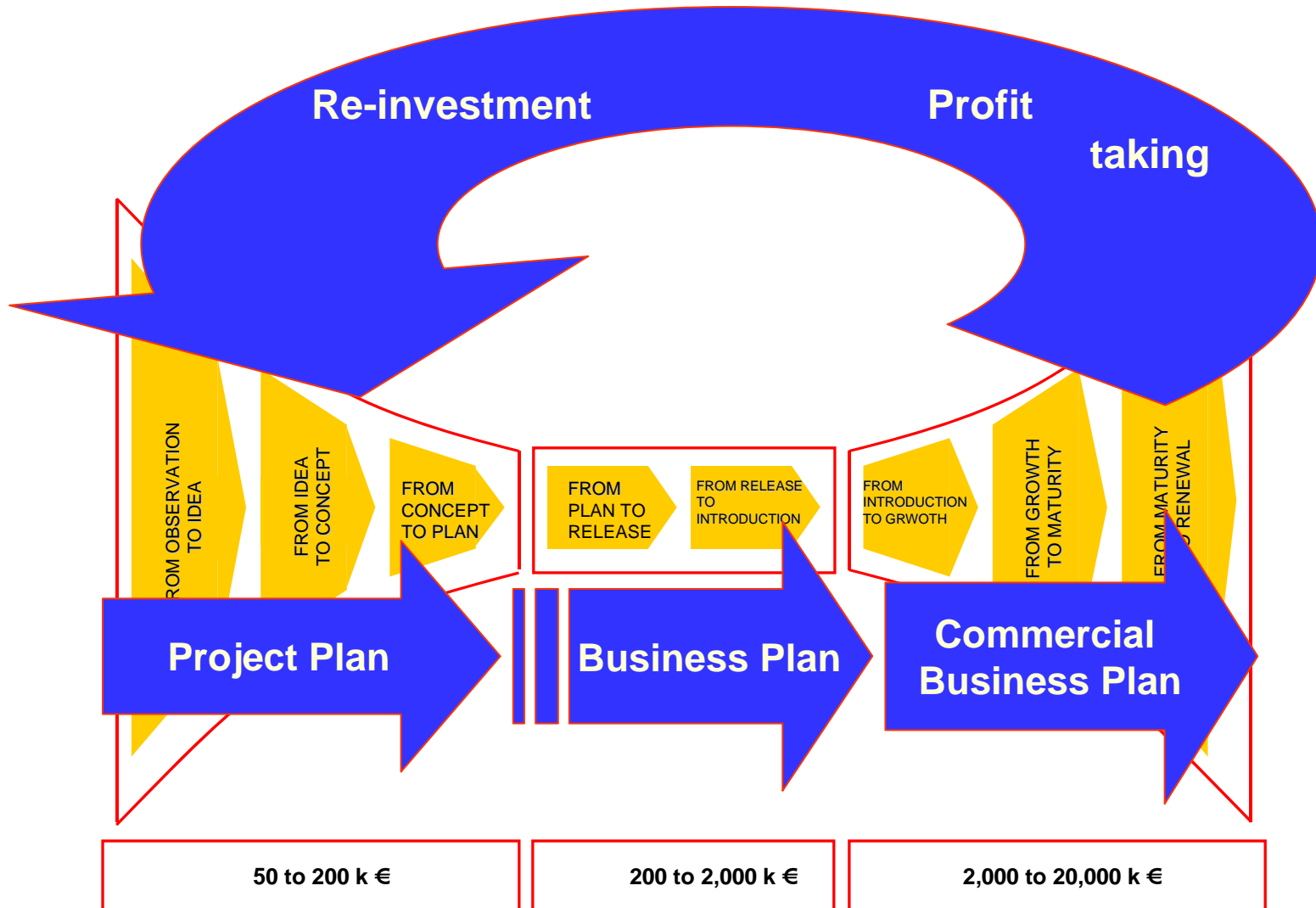
- Investment Stages
- Sources of Finance
- Attracting Capital
 - › Business Angels
 - › Venture Capital
- The Business Plan
 - Targets
 - Executive summary
 - Business model
 - Products
 - Marketing and sales
 - The team
 - Financial package
 - Investment proposal

Investment stages follow the Innovation management process

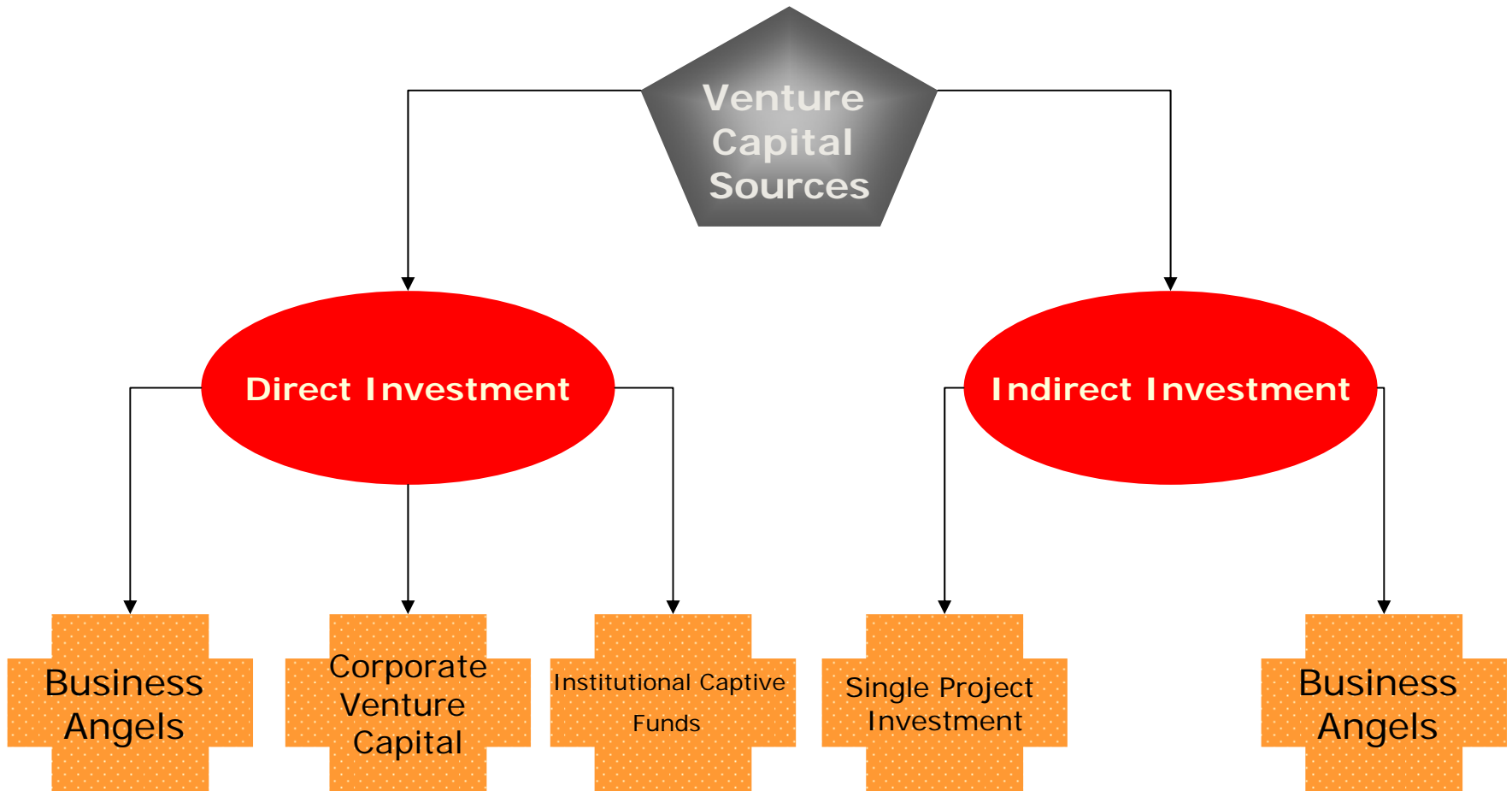




Investment stages



Sources of Finance



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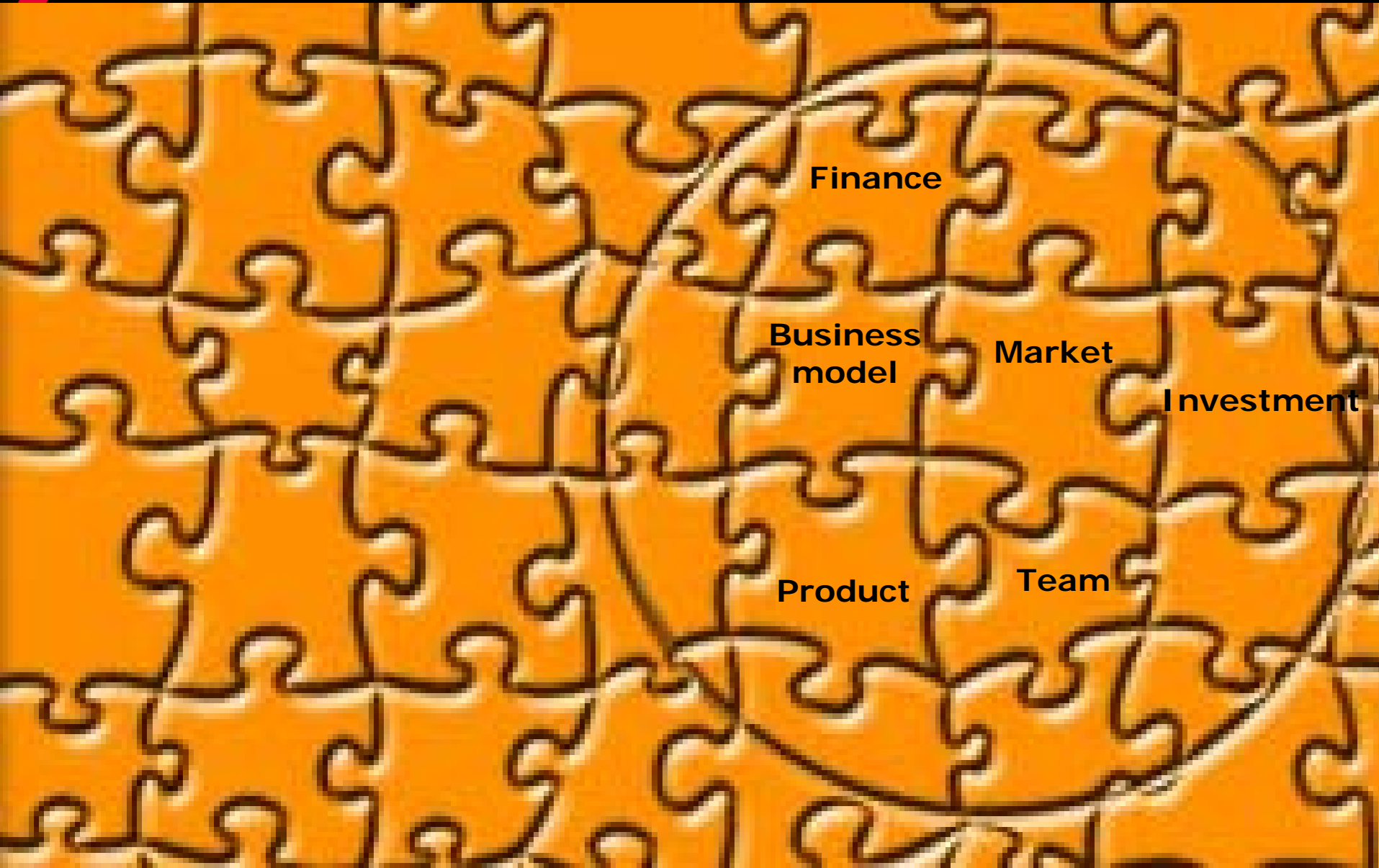


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Targets



Executive summary



Finance

Business
model

Market

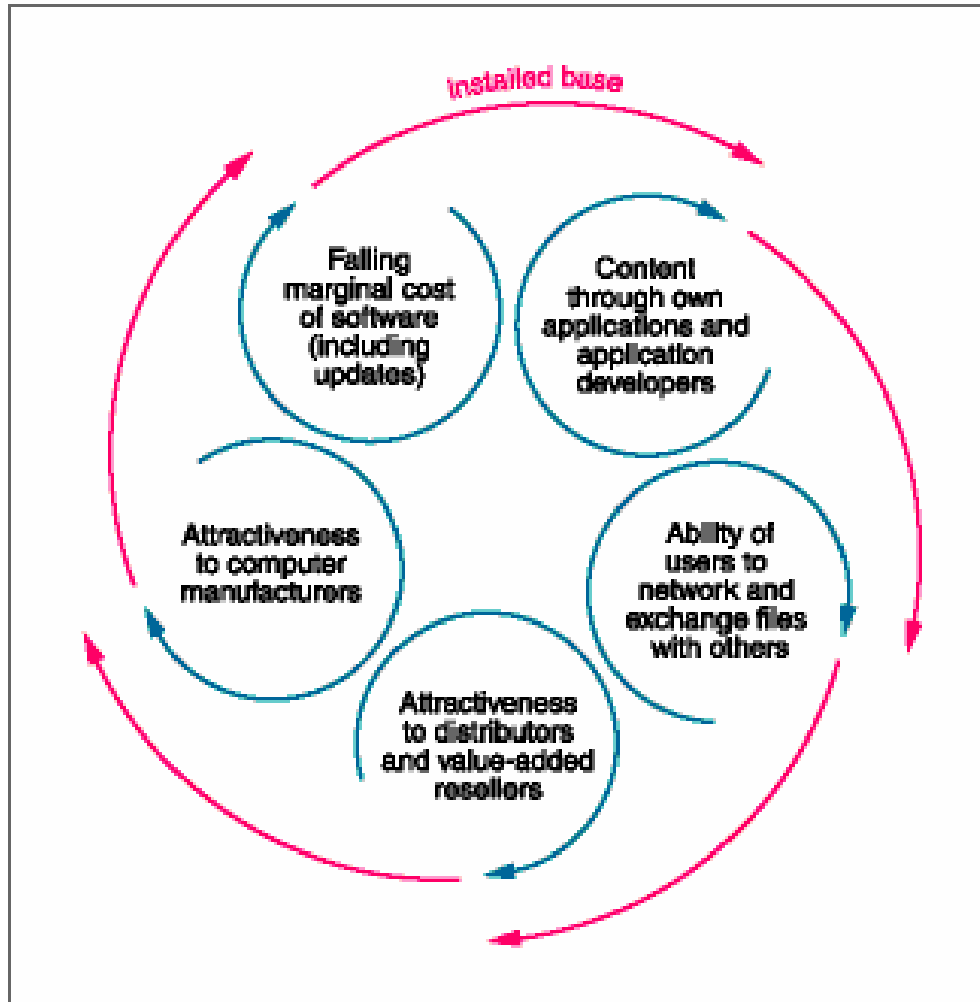
Investment

Product

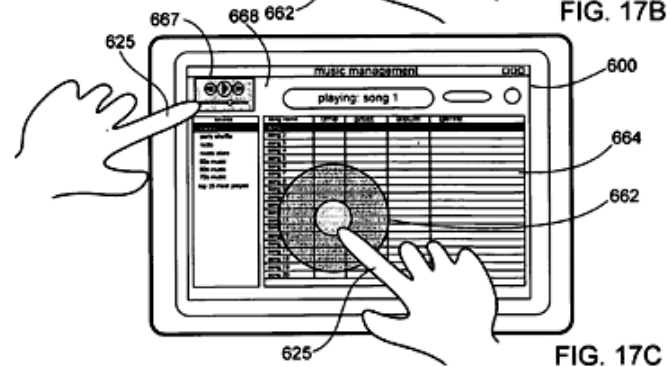
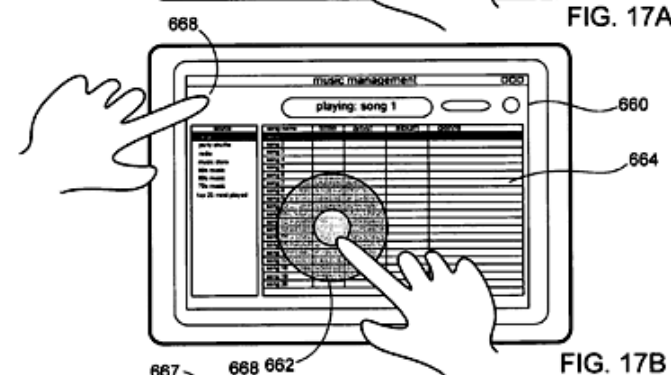
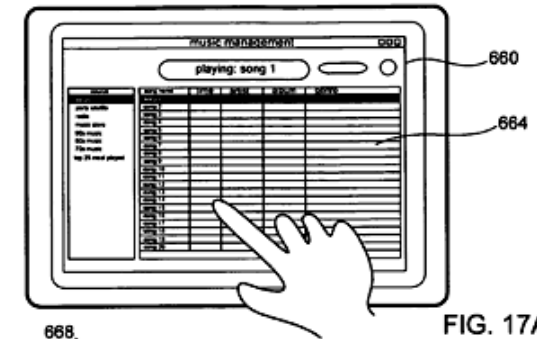
Team



Business model: How do we make money?



- Technology
- Competitive advantage
- R&D programme
- Present development stage
- Intellectual property
- Suppliers and subcontractors
- Manufacturing need



- Market value and size
- Market geography
- Customers
- Competition
- Market share
- Compliance with regulations
- Distribution channels
- Price, service, promotions
- Communication
- Test market
- Strategic partnerships



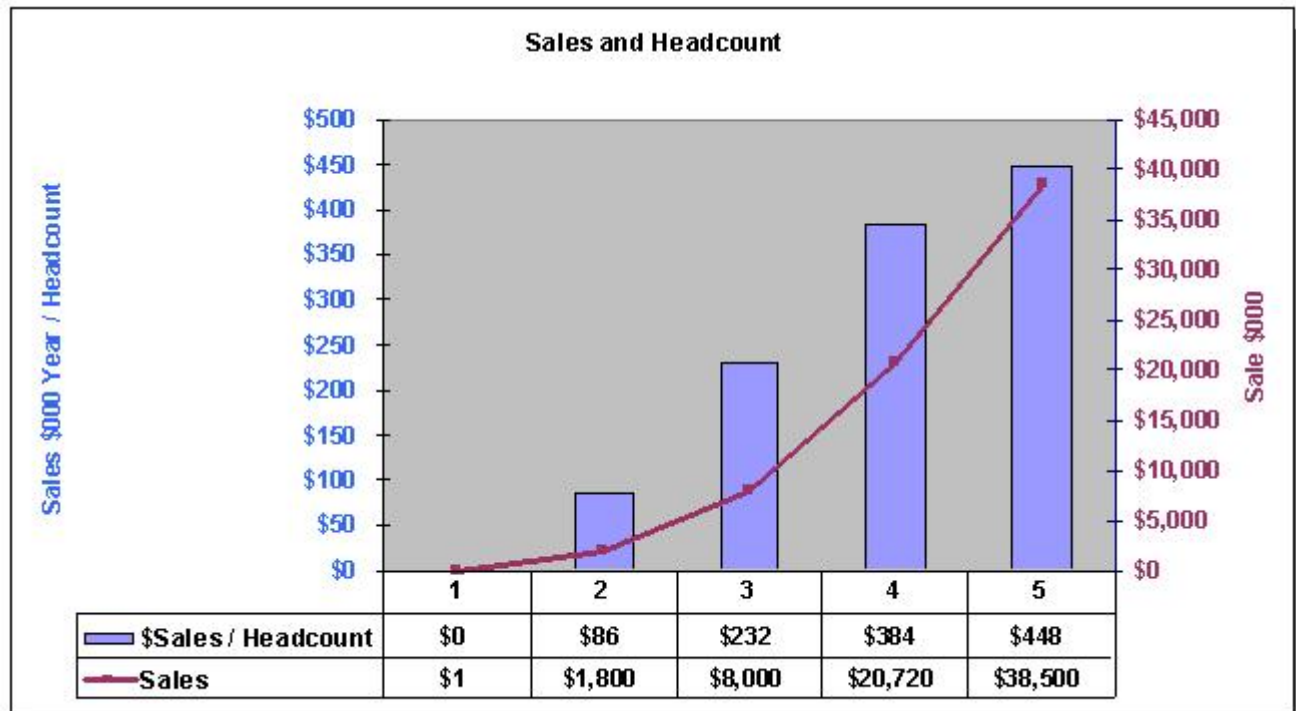


- All skills
- All competences
- Total commitment
- Also financial
- Open to suggestions
- Willing to cooperate
- Leader indicated

Team 1401 on board the Airbus A300 with their experiment. Student Parabolic Flight Campaign, Bordeaux, 12-27 July 2005.



- 3 years quarterly projections - with options if any
- Profit and loss - with product cost analysis)
- Balance sheet - with future capital increase)
- Cash forecasts - monthly during year 1
- Contingency plan in case of slow take off



- Money needed
- Valuation of company shares
- Majority
- Management remuneration package
- Statutory act
- Shareholder's agreement
- Exits



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