



# The Jamaica Stock Exchange (JSE) Venture Capital Pitch Room (2020)

## **BUSINESS PLAN QUESTIONNAIRE**

### **BUSINESS OVERVIEW:**

1. Describe the business/project for which you are seeking to gain funding or investment. Provide a brief summary (history, product/service offering etc.).
2. What is the current state of the business/project?  
Operational/Expansion       Research & Development   
Start-up (less than 1year)       Market testing   
Idea
3. What investment amount are you seeking and what percentage of the business are you willing to offer?
4. What do you intend to do with the investment? Where will the fund go?
5. How much money have the owners/partners invested in the business year to date?
6. Why do you want to pitch your business?

### **MARKET SUMMARY:**

7. What is your unique selling point? Why is your business, product and/or service notable?
8. Who are your customers?
9. Who are your competitors?
10. Please indicate (if known) the size of the market you currently serve
11. How do you currently market the business?
12. What is your pricing strategy?



### MANAGEMENT AND OPERATION:

13. Please provide a summary of the current or the proposed scope of operation of the business? (Location/facilities, staffing, equipment, use of technology etc.)
14. Put into perspective how your business functions or will function on a day-to-day basis (operation process, sourcing of inputs, etc.)
15. Do you and your management team (if applicable) have the relevant experience to run this business? If yes, state experience and qualifications: (*Emphasize technical, production, marketing/sales and financial management skills*)

### FINANCE:

16. What amount of sales are you currently making on a monthly basis?
17. What is the sales projection for the last three (3) financial years?
18. What is the business total lifetime sales since starting? (*if available*)
19. What is the gross profit for the last three (3) financial years?
20. What is the net profit for the last three (3) financial years?
21. Does the business currently have any debt? List the debts.

Please attach any of the following items that you would like to appendix.

- Product picture
- Operating facility
- Results of market research survey
- Third party evaluation or analyses of the product and/or service