

# PAWT Business Development Toolkit

**e**x**tending** **WORKING LIFE**

# Section 1- Introduction

This is a product of **PAWT** -project:  
**Entending Working Life – Pedagogy Assisting Workforce Transition**

This Project is funded by the European Union.  
The content of this document is the sole responsibility of the Authors  
and can in no way be taken to reflect the views of the European Union.

# Agenda/Table of Content

The Agenda/ Table of Content sets a structure for your business plan.

It clearly outlines what Sections make up the plan and where they can be found.

# Executive Summary

The Executive Summary is your summary of your Business Proposal and summarises the needs for, and benefits of your service

## Section 2- Company Background



# Mission Statement

Describe the purpose of your tacit knowledge business and highlight the market you intend to address with your service

# Service Positioning

Describe how you plan to position your service in the marketplace

## Competitive advantage

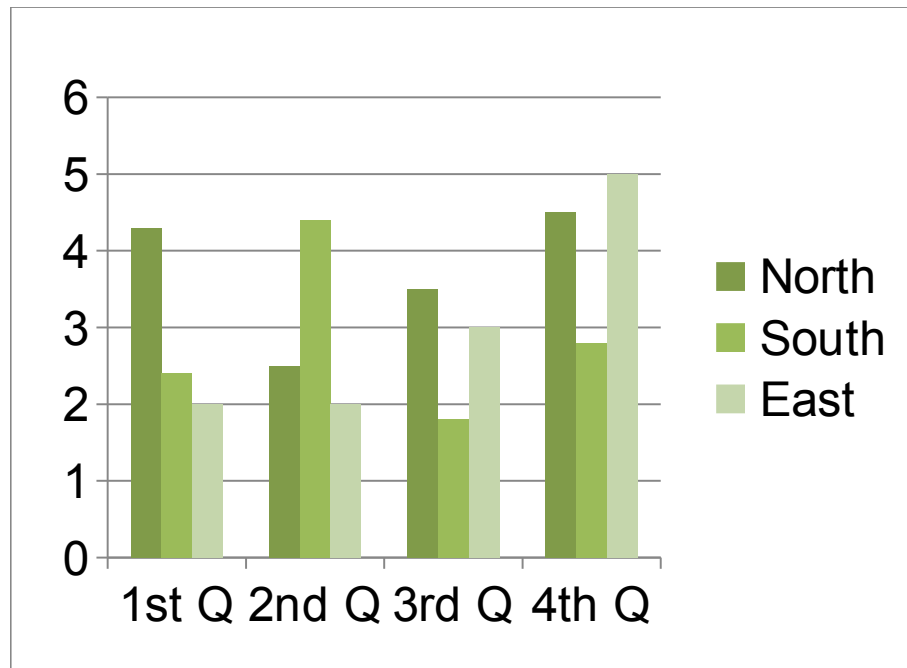
State clearly how your tacit knowledge service is better than other knowledge services currently available.  
State why your business is a business worth engaging with.



# Section 3 Market Overview

# Target Market Description

Describe your target market using text and graphics to demonstrate the existing and potential capacity for your service



# Target Market Profile

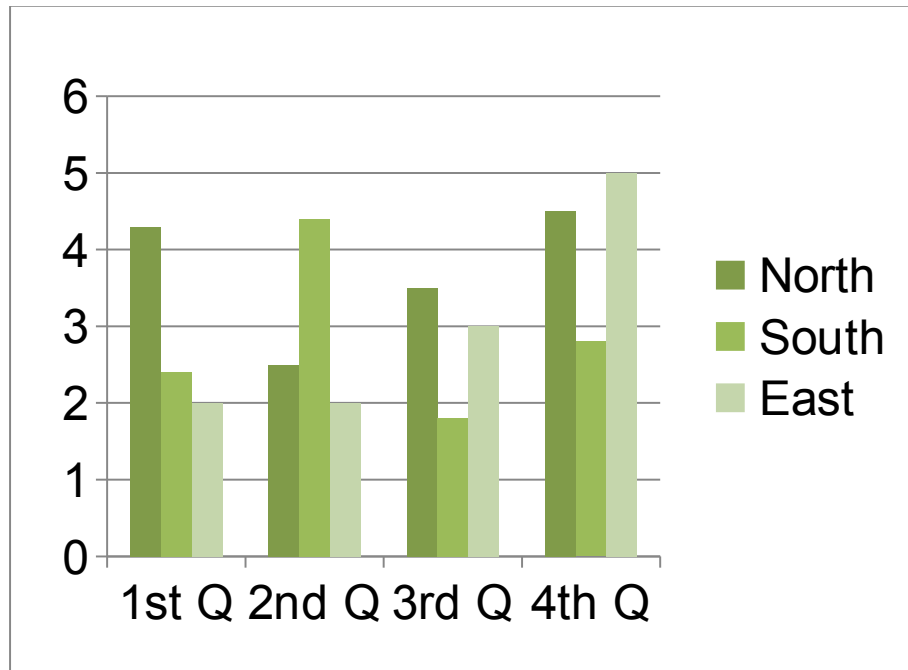
Present detailed analysis of your target market and your target profile customers

Example:

Target	Profile
Business	SME
Employees	10-250
Sector	Education
Low output	Access to clients

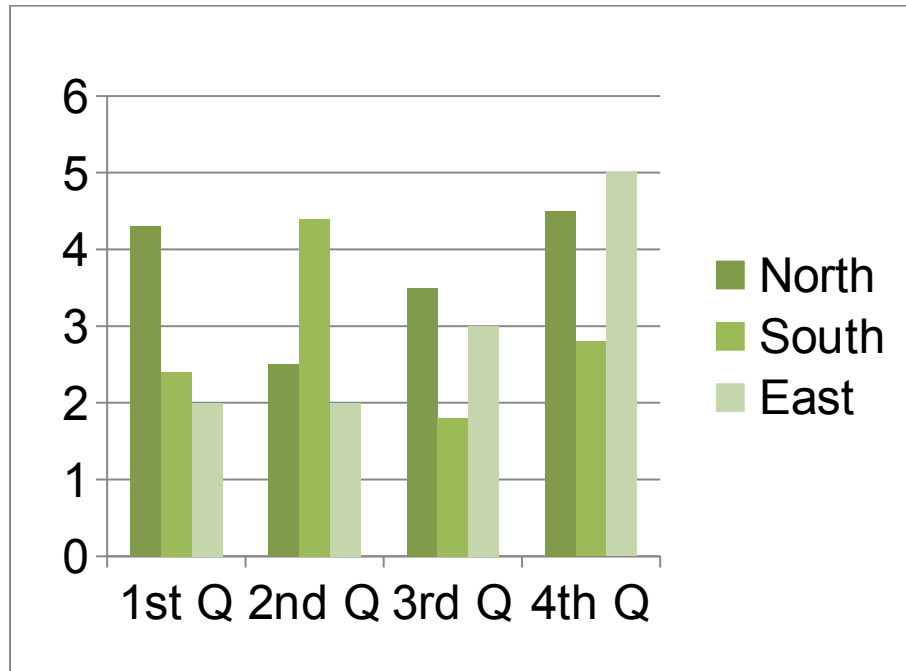
# Usage Stimulants

List the key factors in the decision making process of those in your target market



# Target Market Growth Rates

Show the historical and projected growth for your target market

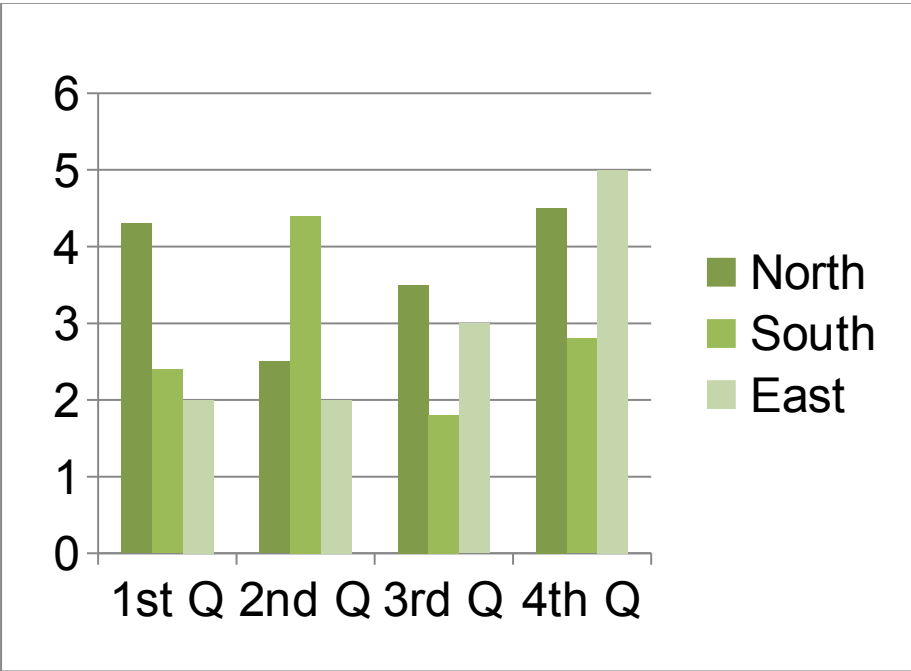


## Section 4- Service Overview



# Pricing

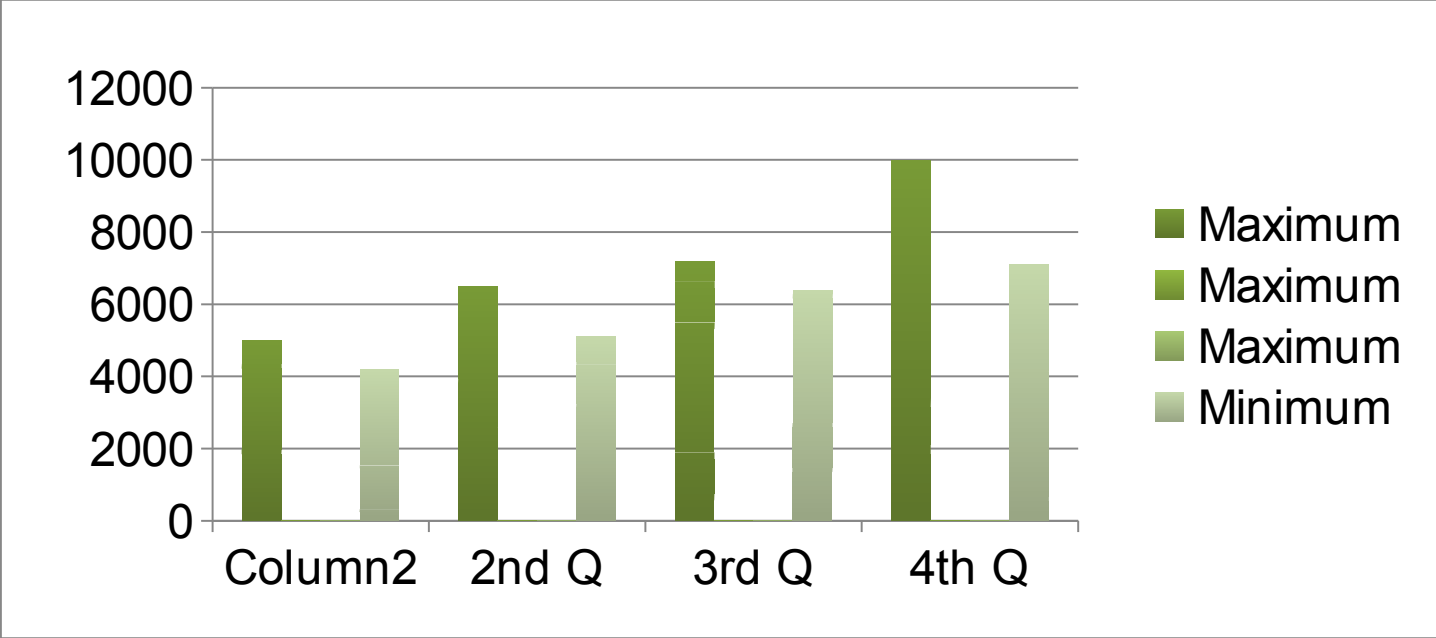
Identify how much you will charge for service and what your service will involve. Set out your future pricing policy





# Financial Projections

Here you set out your financial projection in graph and written format



# Section 5 Business Strategy



# Marketing Channels

Use a diagram to show how your services will reach your customers

# Marketing Mix

Describe your mix of marketing tools and your strategy for using them effectively.

## Promoting/ Outreach

Describe how you will organise and manage the promotion and outreach capacities of your service.

## Value added

Describe the value you add to make your service even more attractive.

# Section 6- Competition



# Key Competitors

Identify your key competitors in your target market and provide a detailed list of their services



# Competitor Evaluation

Evaluate the strengths and weaknesses of your competitors in the market.

# Competitor Positioning

Positioning your service and your key competitors in a diagram

# Section 7- Risks



## Barriers to Entry

List the current barriers that could potentially prevent you from entering or being successful in attracting the desired segment of the market.

# Section 8- Organisational Structure



# Organisational Structure

Create an organisation chart for your business including name, titles and functions.

Show both the existing and proposed ownership structure of your company.

# Board of Management

Describe the composition of your Board of Management

## Section 9 Performance Indicators











## Section 10- Funding Request



# Total Funding Required

State clearly the specifics of your total funding requirements

# Exit Strategy

Review and Examine possible exit strategies

## Timeline of Events

Show a diagram that highlights the most important events in your business development





## Financial Statement

List the financial statements you are planning to include in the appendix-

- Overheads projection
- Financial Projections
- Profit & Loss Account
- Projected Balance Sheet