

Package

BUSINESS PLAN



DESCRIPTION

The question of investing in an internal or external project, in the context of a dynamically developing digital economy market, is increasingly faced by both companies and venture capital funds. The decision should be made quickly and reasonably supported by correct calculations.

That is why our Center offers the development of a professional business plan for the project you are interested in with a qualified calculation of the ROI.



What are the project prospects in the international and local markets?



What are the project financial scenarios?

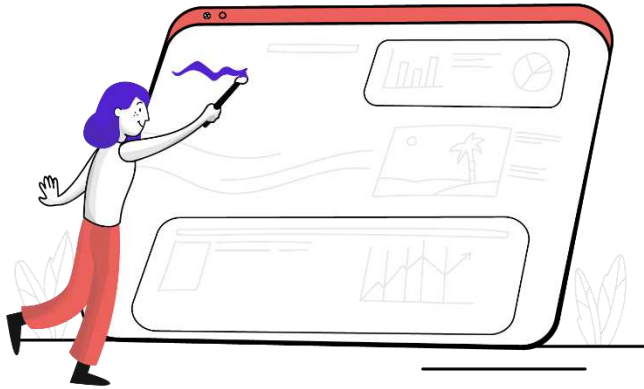


What is the strategy for achieving the best financial scenario?

Our team answers these (**and not only these**) questions through a scientific and expert approach to the analyzed information and client requirements.

We are employees of the Faculty of Economics in Lomonosov Moscow State University specializing in the commercialization of innovative products and business intelligence.

Where you have difficulties in analyzing and calculating the project economics, our team is ready to help with a solution assessment.



PACKAGE CONTENT

1

Analysis and description of the following parts of the project:

- Project concept** (*essence, description of services, target audience and range of services, advantages*)
- Competitive Analysis** (*overview of the competitive environment of the project, marketing prerequisites for the implementation*)
- Marketing plan** (*marketing goals, pricing policy, sales strategy*)
- Organizational plan** (*project implementation plan, investment stage schedule, organizational and legal form, organizational structure*)
- Investment plan** (*the budget of investment costs, financing of investment costs, the cost of services*)
- Financial plan** (*basic conditions and assumptions, expenses and income of the operating stage, income statement, cash flow statement, tax budget*)
- Project efficiency** (*rate of return analysis, NPV, IRR, break-even point of the project*)
- Risk analysis** (*market risks, organizational risks, financial risks*)

2

Financial model calculation (*3 basic scenarios: negative, basic and positive*)

3

Strategy for achieving the indicators of the positive scenario

4

Hypotheses and recommendations based on the analysis

5

Final report in .pdf/.docx format and financial model in .xlsx

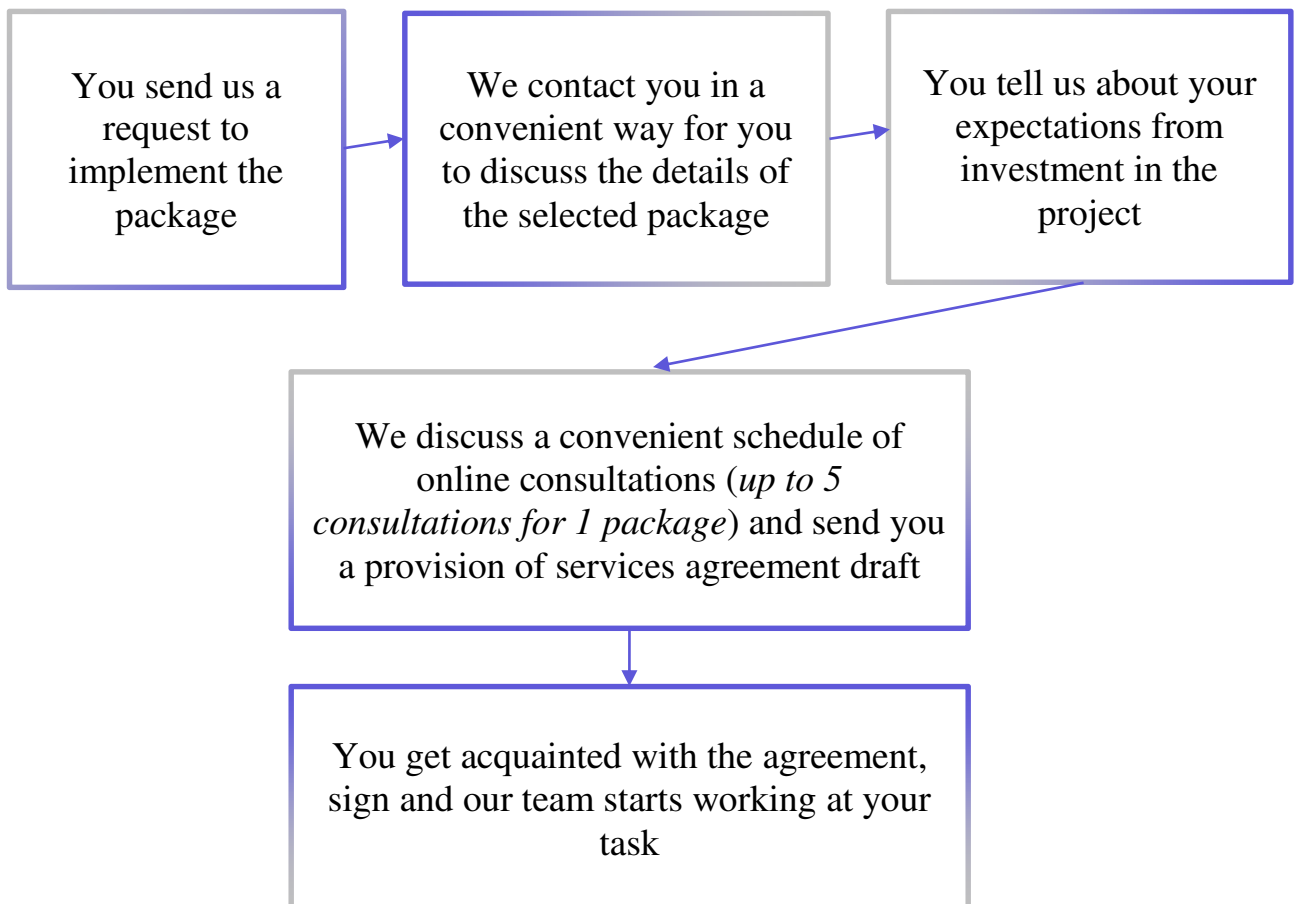
DURATION



up to 14 days



INTERACTION WITH CLIENT





WORKFLOW

+6

Our analyst team (*PhD in Economics and Mathematics*) work on carrying out all the above stages of the package within 6 working days

+2

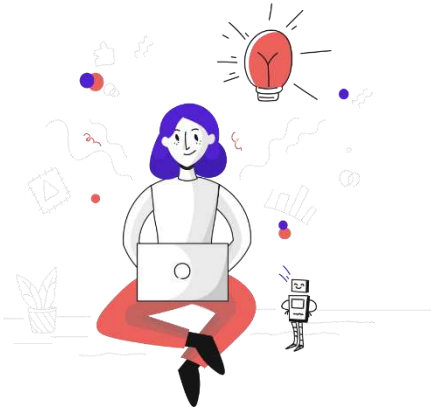
After that, within 2 days, a review of the work results takes place together with the project manager

+2

Within 2 days, a final report is drawn up with a detailed description of each stage of the package, as well as a financial model

+3

Next, the final report and the financial model are transmitted to the client (*online*). For 3 days, the project manager interacts with the client (*answers to questions*)



ABOUT SERVICE SUBSCRIPTION

Our Center provides individual sets of services presented in the form of packages. In cases where the client's task or hypothesis requires longer work (*more than 14 days*) - we inform about this at the stage of discussing the available data (*before signing the provision of services agreement*) and propose to extend the selected package up to 28 days.

Also, if after selected package ending, the employees of your company need:

- > more time for formal analysis of the financial model developed by us
- > test new hypotheses that emerged from the analysis of our final report and the financial model

then you can always extend the selected package for another 14 days or conclude a contract for permanent service.

CONFIDE DIFFICULT TASKS TO COMPETENT SPECIALISTS

