**Component two (Planning for a business idea)**

There will not be templates for all the below documents. You can design them how you would like. But each number needs its own document

(if you do not have computer access, please do as much by hand as possible)

Email rheneghan@stgcc.co.uk or gprout@stgcc.co.uk for any help and guidance.

**Split into three learnings aims**

A – Market research, choosing a business idea and planning for the final business idea

B – Pitching the final business idea

C – Reviewing the pitch

**Learning aim A should include:**

1. Three potential business ideas planned out
2. Market research for the three business ideas (including graphs and a questionnaire)
3. Three basic plans for the business ideas
4. A document explaining which business idea you are going to carry out
5. Final business plan
6. Risk assessment
7. Financial documents
8. Market map/map of Swaythling
9. Initial timeline until opening

**Leaning aim B should include:**

1. PowerPoint presentation to pitch your final business idea to investors
2. Script/cue cards to go alongside your pitch
3. Promotional handout with the key information to give to the audience

**Learning aim C should include:**

1. Reviews from the audience of WWW and EBI (x3)
2. Your own review of your performance, using the audience reviews to underpin this explanation