

BUSINESS PLANNING

START-UP SUPPORT

Preparing a business plan can be complicated. As a founder, you may run into sections that you are unfamiliar with. Chances are that you are also trapped in tunnel vision which makes it nearly impossible to detect a faster path to market and a stronger expansion or exit strategy.

A business plan is only as strong
as its weakest section.

You have a unique idea that fits your area of expertise perfectly. Once you build a business around it, however, things quickly become more complex, especially as more members join your team that think differently. If you find yourself completely stuck or are unsure if your plan is sufficiently strong, we should talk.

You cannot be expected to be an
expert in every field.

Get support now:

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GAGE-CANNON LTD.
LEARN – UNDERSTAND – IMPLEMENT

Start-up Support

BUSINESS PLANNING

Idea
Vision
Structure
Realization



WHO WE ARE

With a background from Google, the EC, NYAMA and Gartner, our team tracks developments in the marketing technology space. Having worked as C-level executives in the financial and robotics sectors, our understanding of the internal operating space and the external market provides insights that are now available to you.

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The plan is your business driver

IF YOU CAN'T WRITE IT IN A DAY, YOU'RE STUCK!

The dreadful task of writing a business plan is a necessary evil. Without one, investors won't talk to you and forming strategic partnerships becomes far more complicated. Your idea may be great but if you can't turn it into a sustainable business, it will never fly.

There are many ways of writing a business plan and typically one approach works better for specific types of start-ups than others.

Once we have read-through your plan, we provide suggestions for improvement. Some sections may have to be edited, added or removed, tables may not be sufficiently clear and use of graphics may fail to support the core message.

When we're done, you will be fully armed and ready.



A FRESH PAIR OF EYES Overcoming tunnel vision

Work long enough on a project and a certain blindness sets in. Having someone from the outside take a look at what you have makes a difference.

It takes three months for tunnel vision to develop and few become aware of it until it's too late.

There is light at the end of the tunnel and I help you get there.

The business plan and its core sections

TARGETING THE RIGHT INVESTORS IS AS IMPORTANT AS TARGETING THE MARKET

OPERATIONS & FINANCE

This section covers all aspects of running the business, from manpower to web hosting. It needs to be very clear as this is what you need to finance for your idea to take flight. In here, external services such as legal, consulting and accounting fees need to be addressed as well as the company location.

INVESTOR TARGETING & EXIT

Are you in this for the long-haul or is the objective to position the business to be acquired? Both are completely valid; the question is time vs. payoff.



Founders typically consider VCs to be different from themselves. They are not. Founders are VCs that dedicating their time towards a future goal just like any other VC. VC selection is important for once on board, the VC becomes part of your team.

Have your business plan reviewed before you present it!

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FACT VERSUS FICTION Working with numbers

Cluttering a business plan with tables, charts and statistics is easy. Delivering the information in a clear, compact and relevant manner quite another.

Use only data from reliable sources and try to compress it into easy-to-understand visuals.

Data is powerful when used right.

A CAPTIVATING READ Making the plan interesting

Get your point across in an exciting way. Anyone allowed to read your plan should want to get involved **now**.

Cover the mechanics but focus on the ROI.

Sometimes a plan only needs a slight tweak for it to become fully effective.