



Dragons' Apprentice Challenge – Eden Pilot Project 2022 Business Plan Template

The Business Plan should summarise your idea, target audience, the amount you plan to raise and your action plan. Your Dragon mentor will help you create this. Final deadline for submission: **11 March 2022**

Team Name													
Name of team Leader													
Dragon mentor & Company name <i>Main contact e-mail</i>													
Good Cause <i>Main contact e-mail</i>													
Summary: <i>In 100 – 150 words what do you plan to do in order to turn £100 into as much profit as you can</i>													
Sales and Marketing: Who will be your “customers” and how do you plan to promote your products/event													
Time line: Identify key dates in your project e.g. if you're planning an event when will it be, when will you begin selling tickets etc.													
Finance: How much money do you plan to raise for your charity. What costs and expenses do you anticipate? <i>(N.B. you'll be given £100 “seed capital” to help cover initial expenses and costs)</i>	<table> <thead> <tr> <th></th> <th style="text-align: right;">Estimated</th> </tr> </thead> <tbody> <tr> <td>Initial startup capital</td> <td style="text-align: right;">£100</td> </tr> <tr> <td>Income (money raised)</td> <td style="text-align: right;">£</td> </tr> <tr> <td>Total income:</td> <td style="text-align: right;">£</td> </tr> <tr> <td>Expenditure</td> <td style="text-align: right;">£</td> </tr> <tr> <td>Total net Profit (income minus expenditure)</td> <td style="text-align: right;">£</td> </tr> </tbody> </table>		Estimated	Initial startup capital	£100	Income (money raised)	£	Total income:	£	Expenditure	£	Total net Profit (income minus expenditure)	£
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Total net Profit (income minus expenditure)	£												
Management of the team: Consider the main roles and skills required from your team members. Identify key responsibilities e.g. finance, marketing & communications													
Operations: What resources do you need to make your idea a reality eg. venue, raw materials, star names etc.													
Potential risks: What might go wrong and prevent your plan going ahead. Do you have an alternative Plan B?													