Preparing your Plan

Aim of the Event

Discovery\textsuperscript{lab} offers lively, interactive events that bring investors, business experts and researchers together to listen to, discuss and evaluate new ventures and opportunities for growth.

Format

The event features a series of private meetings between teams who pitch their plan and a panel of supportive business experts and investors, some of whom are in the room, while others connect remotely or will access the shared business plan summaries, slide decks and recorded pitches after the event. The events are professional while being friendly and informal, with advisors volunteering their time to advise teams.

Tips for presenters

Ensure that the following is clear in the summary of your business plan (ideally 1 page, maximum 2 pages):

- Product or service described, avoiding technical or proprietary details
- Unique selling proposition defined
- Market readiness substantiated
- Intellectual property position summarized
- Business structure and operations described
- Team identified showing breadth and depth of necessary skills
- Major risks and competitors identified alongside competitive edge
- Financial analysis and forecasts presented
- The ask is clearly stated, whether for investment, funding, advice, space, etc.