



Business Plans Made Easy

**BrainHive Business Planning**



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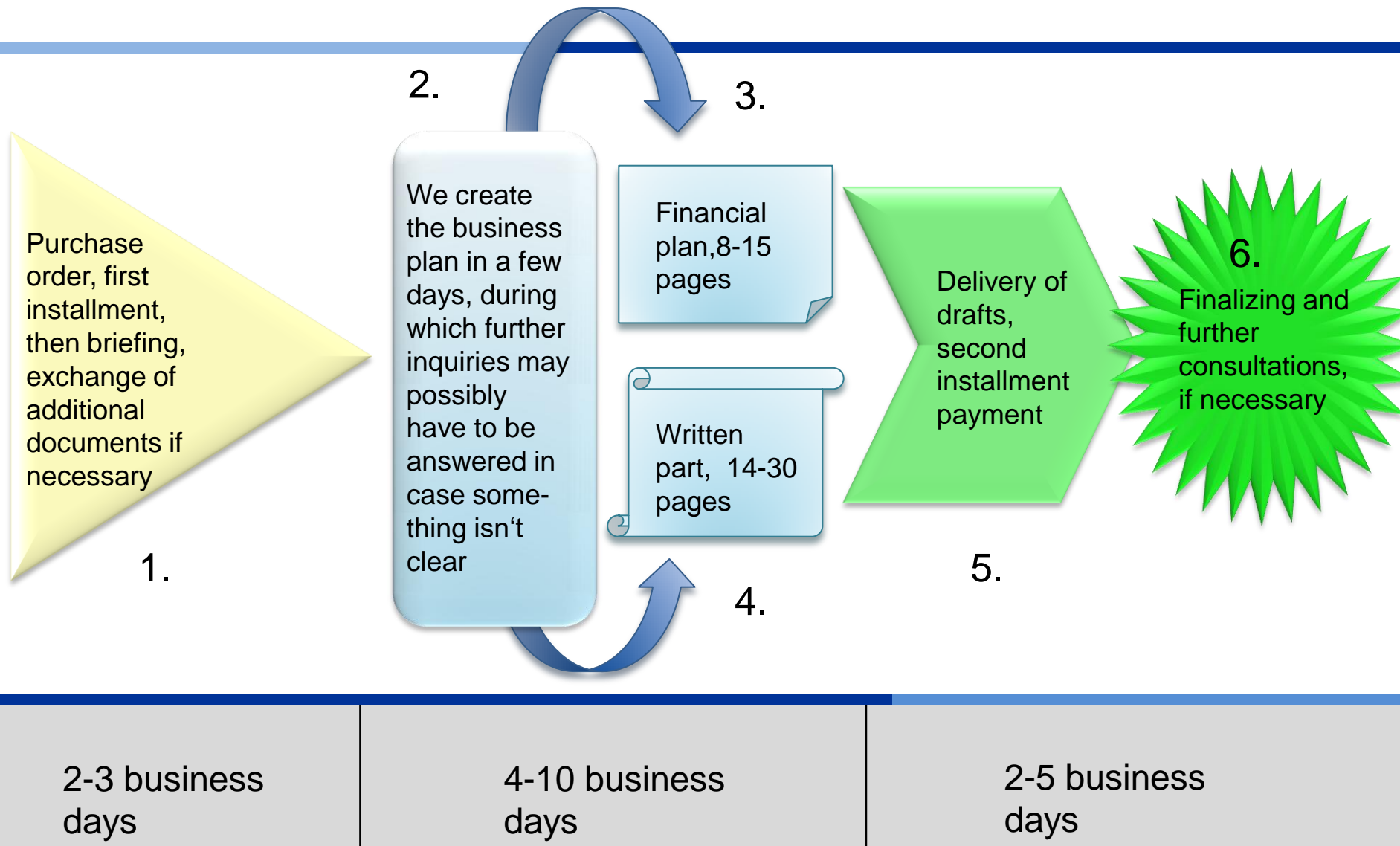
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# 1.1 The Process



*Note: Indicated periods are typical time durations, variations may occur*

# 1.2 Assessment of Your Project (1)

- There are **four service package categories**: ASSIST, REGULAR, COMPLEX or ENTERPRISE, with different prices and scopes.
- **Our assessment is based** on funding goals, requirements to technical skills, number of startup team members and founding conditions (startup vs. continuation / expansion vs. turnaround etc.)
- The finance plan is delivered in Excel format for REGULAR, COMPLEX and ENTERPRISE plans and in PDF for ASSIST (for ASSIST clients, a licencing fee is required if the open excel file is to be made available).



## 1.2 Assessment of Your Project (2)

- It is possible to order **custom plans** apart from the package offers. **Express orders** and special terms on **serial / bulk orders** are also possible.
- BrainHive offers **correction loops included as part of the package**. Only if the briefing was incomplete and location or business type/scale/scope changes are required, a (normally small) Delta fee may be charged to accommodate these more extensive changes.
- **Please note:** Open file documents are only submitted once the second installment is deposited.



# 1.3 Our Goal

Our goal for your business plan: Your full satisfaction. We are especially attentive to the following quality aspects:

- ✓ The business plan manages to attract investor interest because it is plausibly and professionally formulated and highlights the strengths of the founder / team of founders.
- ✓ The plan is delivered perfect in terms of timing and quality. You always know what we are doing and why.
- ✓ The plan includes much factual information, especially on the market and competition, and strategic ideas that facilitate better and wiser planning of business activity.

Our most important goal:

→ **Your optimal start to entrepreneurship and a successful (re)start of business activity.**



# 1.4 Know-how for the Funding Interviews (1)



**Note:** The points in this presentation offer only brief insight

Financing is the most common reason for creating a business plan.

**Unfortunately, even the best business plan does not guarantee financing in the desired amount.** The following factors are critical:

- Choosing the right **contact point**: Communicate professionally regardless of the contact point - bank loan, public loan, or private investors (friends/family).
- Founders usually take part in financing talks/interviews. **Be well-prepared**, check out our list of useful tips at <https://www.brainhive.de/en/knowledge/advice-for-your-loan-interview>
- Analyze the plan and **know the most important figures by memory.**



# 1.4 Know-how for the Funding Interviews (2)

**Note:** The points in this presentation offer only brief insight

Here are the most common questions loan providers ask during financing talks

- Questions about your **qualifications**, especially in startup management experience and **your personality as a founder**
- Questions about your own **capital** available and credit securities
- Questions on the basis of your **turnover/revenue** expectations (questions about market shares and the market entry strategy)
- Questions about the **risks** and how you would eliminate/limit them
- Questions about any **inconsistencies** in your career development (we always try to make the plan seem 100% plausible, but your interview partner might not be clear on something or test to see if you're fully familiar with your BP-documents)





## 2.1 Why BrainHive?



Our service is the **complete solution for your business plan needs**

- ✓ **Full** completion of the written part (consists of 18-26 items, among which professional market, competition and risk analyses)
- ✓ **Full** completion of the financial part (based on performance scope, planning 3-5 years in advance, revenue source, liquidity analysis/key numbers etc.)
- ✓ **Comprehensive** processing of all your data (phone, email or questionnaire briefing, sending all additional documents and integrating these in the plan)
- ✓ **Comprehensive** revision and finalising (integrating corrections/changes, supplementing with new information based on the funding interview feedbacks)
- ✓ **Follow-up** consulting, guarantee of understanding and other guarantees



## 2.2 Our Strengths



**Founders have relied on BrainHive Consulting since 2007.** Rooted in a background in business strategy and market entry consulting, further supported through our affiliated marketing agency ([BrainHive-Ethical-Marketing.com](http://BrainHive-Ethical-Marketing.com)), we are one the most founder-friendly consulting firms in the industry.

### Why smart founders trust us:

- Years of **experience** in business plan creation, efficient work methods and strong know-how.
- Great team with founder-to-founder **expertise and client orientation.**
- Over 500+ successfully completed business plan projects and **real passion for entrepreneurship** make us readily go that extra mile for your success.

### **To the point:**

**BrainHive offers the perfect solution for your business plan creation to make your start in entrepreneurship as easy as possible**



## 2.3 Our Clients

### Excerpt from our reference list

- Over 500+ business and financial plans from over 80 branches (to date, 2016)
- Over 20 detailed security profiles/analyses
- Over 25 detailed branch/raw material profiles and investment brochures

### Sample client feedback

*„ Mr. Görbert took over the financial planning and business plan creation for the expansion of our company Höhenbalance. I was very pleased with his performance. (...) I was especially pleased with his availability and constant willingness to explain and clarify during our cooperation. It's very nice for me to know that I can always rely on such a reliable expert and would definitely recommend BrainHive.“*

**Klaus Albrecht, Höhenbalance Marketing and Distribution Ltd.,  
[www.hoehenbalance.de](http://www.hoehenbalance.de), mountain air generators**



## 2.4 Your Contact Partner: Joachim Görbert



“*I believe in the entrepreneurial spirit and in everyone's right to live their dream. Good idea ? Good competence profile? Then your business idea should be realized. Your business plan success is my mission.*”



**Joachim Görbert**

Founder and Owner

BrainHive.de & BrainHive-Ethical-Marketing.com

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## 2.7 Choosing BrainHive



The requirements to founders to obtain startup financing are quite high, which is why you probably should **not** rely on a trial and error strategy when it comes to creating the business plan.

- ✘ Without good consulting it may take **6-8 months** or more to obtain financing (or you end up not obtaining any). Alternatively, it will take **1-2 months**.
- ✘ You will be under **a lot more pressure** during the financing talks because the bank manager / lender will be "grilling" you.
- ✘ Important considerations, which are **indispensable for the success of your startup, may escape you** and cause financial troubles even before you make a cent of profit.



## 2.7 Choosing BrainHive (2)



**Conclusion: BrainHive stands for professionalism, speed and precision. We eliminate business plan obstacles swiftly and completely. You benefit from first-class consulting and well-priced services and enjoy full transparency and follow-up consultancy and performance fulfillment at all times.**

**This is why you should choose BrainHive.**

**BrainHive – From Founder to Founder.**

