



# BrainHive

# Business Plan Briefing

## 1. Why BrainHive?

**We have been assisting founders on their journey into entrepreneurship since 2007,** especially when professional business planning is needed. We have written over 550 business plans during this time and also created dozens of websites and marketing campaigns through BrainHive Ethical Marketing ([www.brainhive-ethical-marketing.com](http://www.brainhive-ethical-marketing.com)), our marketing agency branch.

### **Our professional business planning service will benefit you in five major ways:**

**1. BrainHive offers consulting from founders, for founders.** We know what successful business models are really about and focus entirely on making your idea, your model successful. No fancy fireworks, no sand or dream castles with us – all we aim for is bringing you closer to your business targets.

**2. Our efficiency in creating business plans is hard to beat.** We have the professional know-how, business libraries and extensive volumes of market and industry data, which we have been putting together based on real-life experience in the past eight years. The result: Top-notch quality in services delivered, at excellent terms and conditions to make our service more accessible to you.

**3. Our guarantees:** We guarantee satisfaction with our service, punctuality, understanding and follow-up support and advice. Rest assured that your investment in our services is a very sound one indeed.

**4. Accessibility and flexibility:** We never make you wait long for a reply. We will make every effort to meet your deadlines, fulfil special requests and follow your instructions according to your situation.

**5. Honesty and transparency are very important to us.** We only accept projects where we see chances of success and viability of the business plan. This is important to investors and also to you, because it is the only way you will succeed in obtaining funding.

**Our recommendation: Get to know us.** We would love to discuss your idea and your special requests for the business plan. Let yourself be convinced of our passion, drive, motivation and excellent judgment in understanding your business model.

**We're looking forward to your project – contact us.** We can be reached by [e-mail](mailto:info@BrainHive.de), via [our contact form](#) and by phone weekdays from 8AM to 8PM at 0049 (0) 6192-703 4 153.

## 2. Prices of Our Service Packages

The most common question we get is, „How much will this cost?“ BrainHive offers fair prices, which are usually significantly lower than those you'll be charged by other business plan consultants, tax consultants or auditing consultants.

Why is this the case? It's based on our specialization, our well-organized processes and conviction that everyone deserves to reach their business vision. This is good for you, society and maybe even the world. **We don't want your business to fail due to lack of a great business plan.**

**This is why we have developed the following price models:**

Our services	MINI	REGULAR	COMPLEX	ENTERPRISE
Total Pages?	Up to 10 pages	22-25 pages	27-32 pages	As needed
Financial part?	According to requirements (added charge)	3 years	3 years, with revenue breakup (if applicable)	As needed
Most suitable for:	Founders with existing set of documents and prior knowledge	Food service / gastronomy, retail, self-employment, freelancer start-up	Start-ups with more than one subject of activity, tech start-ups, internationally-based start-ups	Particularly complex models, especially franchises, big market launches, writer is required to possess major technical knowledge
Typical capital sum:	Up to \$150,000	Up to \$100,000	Up to \$500,000	From \$500,000
Typical legal form:	Various	LLCs/Ltds with 5-figure share capital, freelancer enterprises, partnerships	LLCs, limited partnerships, joint stock companies	LLCs, JSCs, publicly traded companies, corporations
Suitable for loan seekers?	No	Yes	Yes	Yes
Suitable for public grant applicants?	Possible (this order is more suited for overcoming bureaucratic hurdles)	Yes	Yes	Yes
Correction loops included?***	1	1	2	3
Normal price	US \$597	US \$1147	US \$1497	From US \$1947
5-Day EXPRESS	\$747	\$1447	\$1897	From \$2497
Fast-Action*		\$114	\$150	\$195
Case Permit**		\$114	\$150	\$195
Full Payment		~\$34	~\$45	~\$59
Best Price		\$885	\$1152	From \$1498
U26 Founders		\$771	\$1002	From \$1303

\* = Order within 72 hours of receiving this brochure | \*\* = Usage permit for BrainHive case study collection

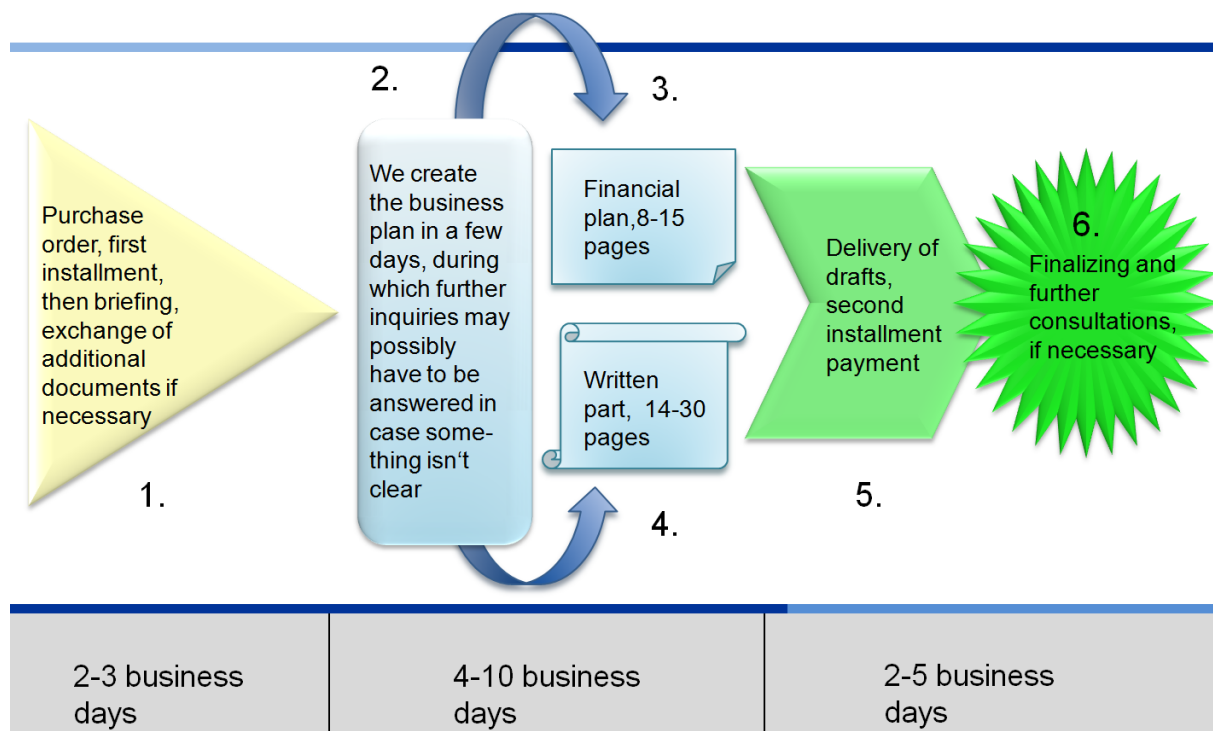
**PLEASE NOTE:** Our final offer is always individually adapted to the ideas and the budget of each founder. Therefore, we cannot make a final assessment without a discussion or [correspondence by email](#).

\*\*\*= Every additional correction loop and late corrections: \$57 normal correction | \$87 extensive correction

### 3. Procedure And Checklists: What We Need From You

**Founders' second most common questions: "How do we go from here and what do you need from me?"**

**The Process Roughly is Executed as Depicted**



**Please look at the table on the next page, which shows you which information you need to provide us.** As a rule of thumb, it is always better to get rather more than too little information from you.

The more information you can provide about your business model, the sooner we will create a draft that is very close to approaching the ideal form. **If you save us time on the research and communication, we can concentrate on making the business plan sound as convincing as possible.**

### **Further Information: Procedure & Duration of Our Business Plan Writing Service**

1. The customer will send an order mail containing the **key characteristics of the prospective business** model (sector, capitalization, legal form, etc.).

**2. We will provide our difficulty estimation according to our price table, and send you an offer,** our terms and conditions, and a 60% prepayment invoice. As the case may be, you will complete a special business plan questionnaire for complex business plans (such as large market launches, or technical startups), or you will send us additional information (e.g. concept papers, product information, etc.).

**Please note: It's VERY important you send us ALL your information before we start working** on your draft. Late submission of information can lead to us having to call it your first correction loop, please see the offer table on the preceding page to learn more about how we handle correction loops.

**3. We will create your business plan within 4-21 days,** depending on complexity and required information.

**4. You will receive the complete drafts of the written part, and the financial plan as copy-protected PDF files.** BEFORE any subsequent consultations or change requests can be executed, you must transfer the remaining 40% of the order value, and you will also ONLY THEN receive the open work file of the written part as a Microsoft Word file as well as the financials as an Excel file.

**Note on the correction loops:** Please see the number of correction loops included in the above table. Once again, we would like to point out that we have to count late-submitted information AND briefing changes which lead to complex corrections / additions as a correction loop.

If you as a MINI or ASSIST-client require an open Excel financial plan, a license fee of US \$117 will be charged, as our professionally programmed financial plan offers additional value by facilitating calculation of different financial scenarios. An open, unbranded financial plan usually costs hundreds of Dollars with other business plan consultants, if they disclose it at all. **All other customers have the open file financial plan and one usage license included in their package.**

**KEEP IN MIND: The better you brief us about your business model, the easier it is for us to create a draft that is already very close to the final version.** If you save us time with research and communication, we can concentrate our effort on optimizing the conviction power of your business plan.



*Many contact possibilities - outstanding emergency service: BrainHive Business Planning*

## Our Business Plan Checklist:

Checklists	ASSIST*	REGULAR	COMPLEX	ENTERPRISE
Business plan available?	Required	Not Required	Not Required	Not Required
Financial plan available?	Required	Not Required	Not Required	Not Required
Information about founder/team: CV/resume	If (included) in plan, not required	Required	Required	Required
Information about enterprise: name, legal form, structure, site, memo of entity if app.	If in plan, not required	Required	Required	Required
Information about enterprise model: products, services, if app. price lists / catalogues / brochures, presentations	If in plan, not required	Required, additional documents are optional	Required, additional documents are optional	Required, additional documents are optional
Information about financial part: Equity, debt, if app. current inventory / assets	If in plan, not required	Required	Required	Required
Information about potential or existing partnerships: clients, suppliers, service providers	If in plan, not required	If available	If available	If available
Information on going concern / interim financing / turnaround: business assessment and other accounting documents	If in plan, not required	N/A, Extensions are always at least in our COMPLEX service scope	If applicable and available	If applicable and available
Other information (Strategy Papers, Business Plan Survey, CCI extract, report, letters of intent etc.)	If available	If available	If available	If available

\* = At BrainHive, we're able to audit and touch up your existing business plan documents. The required budget depends heavily on the quality of what you currently have. Please make your existing draft available to us for a valid quote.

#### 4. Advantages of a Business Plan Written by BrainHive

The following comparison chart is useful to help you understand what exactly it is that makes a business plan from BrainHive different from other business plans. **BrainHive is prompt, professional, effective and more personal** than the creation via software or less specialized consultants.

				
	Software	CPA/ Lawyer	Other Business Plan Agencies	BrainHive
Individual	✗	✓	✓	✓
Verified	✗	[ ✓ ]	✓	✓
Complete	[ ✓ ]	[ ✓ ]	✓	✓
Specialized	✗	✗	✓	✓
Financial Plan in Excel	✗	(✗)	(✗)	✓
Correction Loops	✗	[ ✓ ]	✓	✓
Multilingual	✓	(✗)	[ ✓ ]	✓
Data Privacy	[ ✓ ]	✓	✓	✓
Pitchdeck/ Pitch Video	✗	✗	✗	✓
Delivery Time	?	17-28 Days	12-17 Days	10-14 Days
6-Guarantees-Principle	✗	?	?	✓
6-Eyes-Principle	✗	?	?	✓
Express- and Emergency Service	✗	(✗)	(✗)	✓
Contact on Weekends- & Holidays	[ ✓ ]	(✗)	(✗)	✓
Credit Interview Coaching	✗	(✗)	[ ✓ ]	✓
ASSIST & REGULAR- Offer below 600€	✗	✗	✗	✓
From Restaurant to Valley-Startup	✓	(✗)	[ ✓ ]	✓
<b>Legend</b>	X=No	(X) = Normally no	[ V ] = Normally yes	V = Yes



## 5. Contact Information



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