

Business Plan Toolkit



Looking to make your idea come to life and launch your organization? Find out more.



FSI

FOUNDATION FOR SHARED IMPACT

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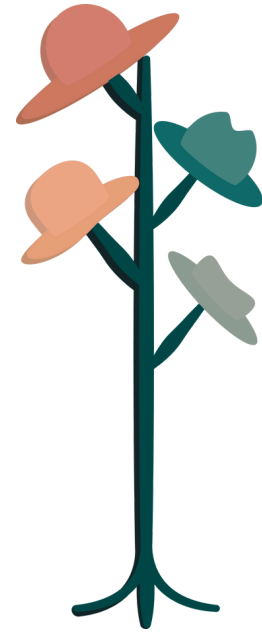
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Preface

The objective of this guide is to assist you in minimizing the risks that come with starting up your own business or social impact organization. These guidelines offer helpful tips and advice, but success requires diligence and vigor. As an entrepreneur, you have to be ready to wear a lot of hats, all simultaneously. Starting a new business takes a lot of perseverance and determination, which might feel like a daunting task at the beginning. This toolkit aims to minimize the risk of your new business failing and provide you with a foundation to expand upon.

You might find that your initial idea could change as you proceed through the process. Don't stress, this is very normal. Be open-minded to criticism and develop the resilience to overcome obstacles. Focus on an area of specialization and put together a team with complementary skills and a shared purpose. All businesses adapt and change as they progress. It does not mean your original idea is bad or you've failed, it means you're actively refining your business idea.

Although the key to success depends on you, no one has ever achieved success on their own. Not only should you use your experiences and skills to your advantage, but you should also recruit individuals within your network who are aligned with your entrepreneurial journey and goals.



Just remember:

Your key to success depends on YOU!

We wish you good luck with your new business venture and great success!



Acknowledgments

This toolkit is intended to be used as a guide for starting a business/social impact organization. Some of the language may not be applicable to your business/social impact organization, and you may want to consider adding sections and documents that are relevant to your business/social impact organization.

This toolkit is a collaborative work between the Foundation for Shared Impact (FSI) and Robin Wong, Monita Cheang, William Skannerup, Nicolas Mayor, Lamia Sreya Rahman, and Jarl Smidt-Olsen. Our gratitude also goes to Erika Makino and Colin Wu for designing this toolkit. Your time and commitment to this project is truly instrumental and appreciated.



Business Plan Structure

The following sections are organized in a way that will assist your thought process to develop your business idea and ultimately your business plan, which you can then share with potential investors, partners, collaborators, etc. By writing out the content of each of the sections below, we hope you will gain the clarity you need to launch your business.



By the end of this exercise, you will have sufficient information to compile your business plan document in the following structure.

My Business Plan Structure

- Executive Summary
- Company Overview
- Internal Analysis
 - Stating the Problem and Solution
 - Product or Service Offerings
 - Pricing
 - Target Market
- External Analysis
 - Competition
 - SWOT Analysis
- Intellectual Property
- Marketing Plan
- Sales Plan
- Financial Plan
- Financial Analysis
 - Income statement
 - Balance sheet
 - Statement of cash flows
- Timeline and Metrics



Company Overview

The first step is to develop a description of your business' vision and mission. Individual members of your team must align with your business' mission and vision to increase the chances of success.

Vision

Your vision statement should articulate your organization's **long-term goals**. For example:



What problems do you want to solve?

Is it inequitable access to education, marine pollution, racial discrimination, etc.?

Mission

Your mission statement should encapsulate your organization's values and **how your organization aims to achieve its vision**.



What are your organization's collective values that drive your vision?

Who are your clients or target beneficiaries?

Describe your **management team, partners, and collaborators**. It is equally important to convey to your audience that your management team has the relevant skills, knowledge, and expertise to execute your mission and vision.

Take some time to write out your company/organization overview. Try to be as granular as you can be with the details as it can inform your thought process going forward.



Internal Analysis

1. Unique Selling Point (USP)

Problem

What challenges is the business addressing?

What is the market need or social and/or environmental issue that you want to tackle? Explain the problem you identified and the main points you are addressing. Conduct in-depth research to find out if any companies or social impact organizations are already providing solutions to the issue. Even if there are already existing solutions, consider whether the solutions are effectively solving the issue and find out how your products/services can fill in the gaps of needs.

Solution

How is the business solving the problem?

As you are ideating the types of products or services that you would like to utilize as a solution, think about how your solution is unique in addressing the issue, who your target audience/beneficiaries are, and how they can benefit as a result. This will help you shape your mission statement and convert potential customers or stakeholders.



Tip: Want to learn more about the ideation process? Read more [here](#)!

2. Product or Service Offerings

Describe the product or service that you are offering. How does your solution solve pain points for potential beneficiaries/customers? Go into as much detail as possible when explaining how your product or service functions, its unique selling points, and your target pricing. Ensure your costing is realistic and that seasonality is built in.



FOR PRODUCTS

Sketch what you intend to manufacture or produce, and label various components and parts. Explain the materials used to make the products and their suitability for the user and solution. In addition, think about the packaging of your product, and try to make it appealing and functional to your target beneficiary/customer.

FOR SERVICES

Write a draft of the services you intend to provide, the program or collection of services on offer, and where and how these services will be provided. Think about how many employees you will need to hire to deliver your services and the hours of operation.

3. Pricing



Ensure your costing is realistic and seasonality is built in.

Pricing your products or services effectively is important for running a successful business. Some factors you must consider include your costs, your competition, the target market, your pricing model, and seasonality.

Seasonality is an important concept as it describes the ability to be flexible in the pricing of your goods or services based on predictable demand during different times of the year. For example, if your business offers holiday-themed products, you can increase the price during that time of year (e.g., Christmas). During slow periods, you may be able to entice customers by decreasing the prices or offering discounts. The general idea of seasonality is to compensate for the low demand and sales during the slow periods by

maximizing sales and revenue during the peak season. Seasonal fluctuations in demand can have a profound impact on inventory management, staffing levels, and marketing strategies. Businesses should analyze historical sales data during different seasons and holidays to forecast future demand. This analysis is then used to adjust operations and pricing strategies to maximize profit and minimize costs.



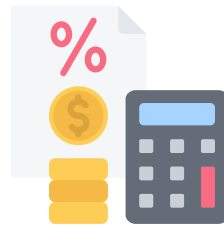
Tip: Want to find out more about seasonality? Click [here](#) to learn more!

For products

Consider the cost of materials, production, packaging, delivery, and storage. You should also research the kind of taxes that might apply to producing and/or selling your products. Consider if you need extra manpower, service, or equipment to help with packaging and delivery. Make sure to factor in batch size and seasonality.



cost of materials, production, packaging, delivery, and storage



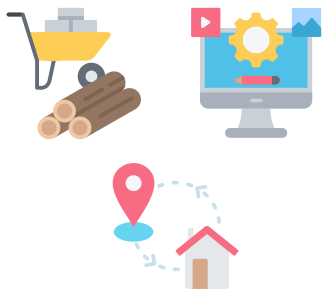
applicable taxes



extra manpower, service, or equipment

For services

Consider the kind of materials or equipment you might need to provide your service, where you will provide your service, and the costs of travel and insurance etc. As with products, you should also look at the sales taxes that may apply to your business, and if you need to hire extra manpower or external vendors for the delivery of your service.



cost of materials, equipment, or travel



applicable taxes, insurance



extra manpower, or external vendors

Make sure that your costs do not exceed the price of your products or services that you have stated in the above section. If this new business is your full-time job, make sure you include a salary for yourself in the financial budget. Consider how much you might have to spend a month and what you might be able to cut down to save money while launching your business.

Examples of pricing methods

Cost-plus pricing

This involves calculating your costs and marking up to make a profit. This method considers all costs involved to produce the product/ offer the service and adding on a fixed percentage onto the price



Competitive pricing

This involves analyzing the current market and your competitors' pricing on similar products/services and matching the pricing of your product/service based on that – potentially even undercutting them. To find out more about the sub-categories of competitive pricing available, see the tip below!



Price skimming

This involves having an initially high price and lowering it as the market evolves. This method is often used when you are introducing a new product with no competitors in the market allowing you to charge a high price. As you gain competitors who may price-match you or offer lower prices, you may consider decreasing the price too.



Penetration pricing

This is a common approach used by small businesses trying to penetrate the market. It involves setting the initial price of your product/service lower than your competitors to entice customers to buy yours. As you penetrate the market, you can start gradually increasing the price (usually when it is evident that demand is high or your customer base has expanded).



Value-based pricing

This approach involves pricing your product/service based on what your customers believe it is worth or how much they are willing to pay.



In-depth focus group

This involves gathering individuals who represent your target beneficiary/customer to gain an understanding of the beneficiary's/customer's perceptions of the value of your product/service and willingness to pay, and gather other qualitative feedback.



Tip: Want to learn more about pricing strategies? Read more [here!](#)

4. Target Market

Research is vital for success. Do people get excited about your proposed solution? To understand your target market, it is important to have information about the demographic, geographic, social status, and behavior of the specific segment.

To successfully penetrate a new market, start with a small segment of the market. In this section, you will map out your potential target beneficiaries/customers and create their respective marketing personas. Think about who would most likely want to purchase your products or services, and hence who you would target in the market to convert to new customers. Identifying your target beneficiaries/customers and their behaviors, preferred channels of communication, and types of content will inform your marketing strategies and initiatives (see more in [Marketing Plan](#)).

Gender	Age	Income	Education	Interests	Lifestyle Preferences	City/Region	Spending Habits	Content/Communications Channels of Preference

The categories are not fixed and depend on the nature of your social impact organization/business. For example, what social media channels do they use so you can tailor your marketing to their preferences?

One cost-effective way to identify potential beneficiaries/customers or stakeholders and segment your audiences is by utilizing Google Analytics and Google Search Console. Both Google Analytics and Google Search Console offer free services and are equally important to drastically enhance your website's digital visibility to potential customers. For example, Google Search Console can monitor your website's organic search position and identify web pages that lack optimization. On the other hand, Google Analytics delivers a broad range of metrics related to web traffic, such as engagement, demographic charts, and the profitability of your Google Ads campaign.



Tip: Check out our guide on using Google Analytics [here](#). Find out how you can leverage Google Search Console in our guide [here](#). If you don't have a website for your business/organization yet, find out how you can build one with Wix from our guide [here](#).

External Analysis

1. Competition

Every business has competitors. Even when your product/service has never been brought to market before, they will still have competitors in the form of the next best alternative or market-wide accepted solutions.

The first step is to identify your competitors. Take some time to research who the major leaders are in your industry and their offerings. Competitors might also be other startups trying to solve the same problem. If you feel stuck, try finding industry-specific news or articles that could point you in the right direction. You can use search engines, industry reports, and online directories to identify your competitors.

It is important to identify your competitors to help you generate a USP and make your product stand out. Ask for help in areas where you lack knowledge. Some examples of these areas can include market share and your competitors' partnerships that may give them an advantage. Identifying their market share can help you gain an understanding of how much market share you can potentially capture.

When considering the key characteristics of your competitors' offerings, include a description of their:

- Their product/service, price
- The ease of access/purchase
- How they market their offerings to potential customers

You can include further points if you find anything that might differentiate them from other offerings.

Next, you should compare your product/service to your competitors'. Are you able to beat them on a certain specific aspect? Is your offering lower in price, easier to use, or better at solving the problem you identified?

You should also evaluate their marketing strategies, which include their advertising and social media strategies. Try to identify if their marketing persona is similar to yours, and if so, understand how they are creating leads from their engagements. You can use the analysis to pivot a product/service to better challenge your competitors if needed.

2. Competitive Analysis Results

COMPETITOR	Key characteristics of the competitor that are relevant to your business	How is your product/service better?	Price Points
Competitor 1			
Competitor 2			
Competitor 3			
Competitor 4			
Competitor 5			

3. Soliciting Feedback from Potential Beneficiaries/Customers

Getting feedback from a wide cross-section of potential beneficiaries/customers is critical to defining your USP.

One of the most common ways to obtain feedback is through online or in-person surveys as well as focus groups. It is important to keep the surveys short and focused to avoid deterring participation.

Surveys

Surveys can be sent via email or social media to gather feedback on specific areas such as product features and user experience. Consider joining local groups for entrepreneurs or your industry. There are many online survey tools including [SurveyMonkey](#), [Google Forms](#), and [Typeform](#) that can help you design and distribute surveys.



Focus Groups

Focus groups involve inviting potential customers to discuss their experiences with your product prototype or pilot service and are a more interactive and engaging way to get feedback. You can recruit participants through emails, social media, or your website. Usually, focus group participants are offered incentives such as discounts and giveaways to encourage participation.



4. SWOT Analysis Matrix

A SWOT analysis is a strategic planning and management tool used to help you identify your organization/business' **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats that are presented by other players in your industry. It helps you understand the market landscape with more clarity. You should conduct a SWOT analysis on your organization/business as well as competitors. Internal factors refer to factors within your business, such as your strengths and weaknesses, while external factors refer to the wider environment and include opportunities and threats.



Tip: Feel free to utilize the SWOT analysis template in [FSI's Entrepreneur's Toolkit!](#)

What to include in each quadrant:

Strengths

This quadrant identifies the internal strengths of your organization/business such as its unique selling point. List out factors that give your organization/business a competitive advantage.

Weaknesses

This quadrant identifies the internal weaknesses of your organization/business such as areas where it falls behind in comparison to your competitors.

Opportunities

This quadrant identifies the external opportunities your organization/business can take advantage of to grow, expand, generate more income, raise funds, and build a stronger stakeholder/customer base. Opportunities include analyzing and incorporating the latest industry trends.

Threats

This quadrant identifies external threats to your organization/business such as new competitors or change in seasons (if your product or service is highly dependent on seasons such as Christmas). These factors pose a risk to the success of your organization/business.

Intellectual Property (IP)

Let's say you are going to launch a market-first product/service to increase the visibility of businesses run by ethnically diverse communities. How do you protect this unique product against infringement?



Intellectual property (IP) refers to the **creation of a unique product, design, name, or image usually intended for commerce**. IP is protected by the law through copyright, patents, and trademarks. This allows inventors to benefit and gain recognition for their products/services while preventing competitors from copying the exact product/service. Commonly, IPs cover products or tangible items. However, a service is eligible for patent protection.



Obtaining IP can be expensive. However, the Hong Kong government provides subsidies for certain organizations. Click [this link](#) to explore the different government funding schemes.



Intellectual Property (IP)

There are several categories of IP, and each category has its own legal framework and requirements for protection. IP includes:

Patents

An exclusive right granted for an invention. This gives the inventor the right to prevent others from making or selling the invention themselves.

Copyright

This type of intellectual property usually covers artistic or creative work including books, music, and films.

Trademarks

A type of intellectual property that involves a specific sign or design associated with a source/company that distinguishes them from others.

Trade secrets

This includes the most important information and importantly is protected from disclosure both during and after the end of an employment relationship. Usually, only a small number of people within the business have access to it. A common example is Coca Cola's recipe, which distinguishes it from competitors and only a few people know its exact recipe.

Industrial designs

Protects the aesthetic aspects of a product, such as its shape, pattern, or color.

Geographical indications

Protects products that have a specific geographical origin and possess qualities or a reputation due to that origin, like Champagne or Roquefort cheese.



Want to find out more about the different types of IP? Click [here!](#)



Another way in which small-scale start-up organizations can protect their confidential information such as business plans, financial data, trade secrets, and other sensitive information is through a **Mutual Non-Disclosure Agreement (MNDA)**. Click [this link](#) for a template of an MNDA.

Marketing Plan

It's now time to start drafting your marketing plan. In this section, describe your marketing objectives and strategy, including costs, goals, and plan of action for the short term (within 1 year), medium term (2-3 years), and long term (4+ years, usually based on medium-term achievement).

1. Naming and Branding

The first aspect to consider is the name of the product/service you are trying to market. Try to choose a compelling name for your new product/service and try to tie it into what your organization/business offers.

As this article by [Forbes](#) has mentioned, try to keep the name simple yet memorable, unique, and **make sure that it is available** (ensure there are no registered Trademarks).

Work on your organization's/business' logo and website with the right impactful message. There are many free creative platforms such as Canva that assist you in designing logos.

2. Market Personas

As mentioned previously in the [Pricing](#) and [Target Market](#) sections, marketing personas are crucial to your marketing strategy.

Marketing personas are **the ideal, fictional representations of the target market for your product/service**. They are developed by analyzing the existing data of your beneficiaries/customers combined with external market research.

Marketing personas help organizations/businesses develop specific marketing strategies tailored to the preferences of their ideal beneficiaries/customers. You will need to develop an effective lead generation strategy aligned with the marketing personas.

One way to convert engagements into leads is by creating targeted content around the needs and interests of specific marketing personas via social media and email.

Another way is to offer a seamless user-experience on your website, including having a simple checkout process which increases the likelihood of customers making a purchase.

3. Market Data Analysis

Analyzing the data of existing beneficiaries/customers and identifying their preferences and interests will help you create your marketing persona and subsequently, marketing plan.

You can get feedback from existing beneficiaries/customers through online reviews on sites such as Google. Encourage your beneficiaries/customers to leave online reviews by having links on your email signature and prompts after online purchases. You could also offer incentives such as discounts for positive reviews.

Your marketing persona should also help inform your pricing and service strategy, promotional strategy, and distribution channels.



Find out how to use Google to get feedback from beneficiaries/customers from our [Entrepreneur's Toolkit guide on How to List Your Business on Google](#).

4. Marketing Channels

For new startups or social impact organizations, conventional marketing channels such as television, radio, magazines, and billboards will almost certainly, in most cases, prove too expensive. However, you can consider reaching out to these media outlets for mutually beneficial opportunities such as interviews and event coverage.

For-profit and not-for-profit organizations/businesses harness social media as a free platform to reach millions. You should consider what content you are able to make that highlights your product/service in a way that is entertaining or eye-catching.



Some other cost-effective marketing methods include Google Ads and email marketing.



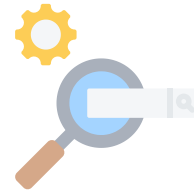
Google Ads allows organizations/businesses to create and share ads to users who search for particular terms or keywords. Although it is not free for most organizations, it is considerably cheaper than the aforementioned methods and has the potential to reach millions. (Google Ad Grants give eligible nonprofits access to US\$10,000 worth of ads per month.)

You can set your budget and have the option to pay only when the user clicks on an ad. Additionally, this platform offers detailed analytics to help you track the performance and effectiveness of the ads. Four must-have campaigns supported by Google Ads include:



Generic search term campaigns

This involves keywords related to your product/service. This is particularly effective when a user is searching for a product/service with no service provider/brand knowledge or preference.



Branded keywords search campaign

This involves branded keywords – products/services associated with a specific brand.



Competitor keywords search campaign

This targets branded keywords or phrases of competitors and attempts to drive the user to your website instead.



Display campaign

This involves displaying your advertisements on websites or apps as part of the Google Display Network. This usually aims to attract users who are not actively searching for the product/service.

There are an endless number of ways you can choose to market your product/service. You can look at other successful marketing campaigns for inspiration, but make sure to be creative and original to showcase the identity of your organization/business.

5. Press Release/You are ready!

When you are ready to launch your product/service to the public, look into producing a press release. A press release is a newsworthy story that outlines what your product/service offers, who it was developed by, and a few quotes from the executive officers.

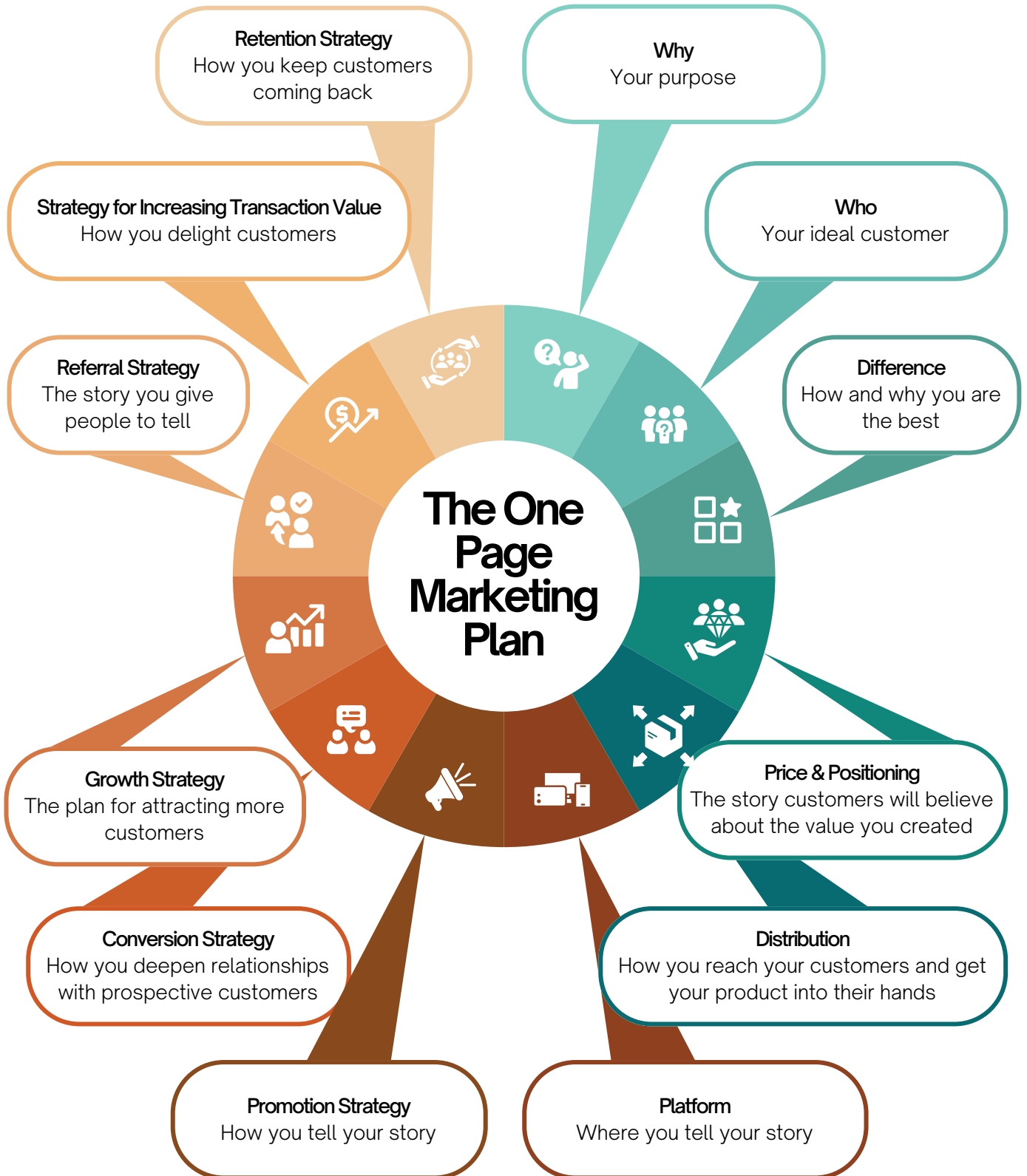


Want to craft a newsworthy press release? Click [here](#) for a press release FSI drafted for its first GuideFong Bazaar, which was published on multiple media outlets like [The Beat Asia](#), [StartmeupHK](#), [Sassy Hong Kong](#).



Marketing Plan

Here is a one-page marketing plan produced by Lyrium Venture Partners, a management consulting and venture capital firm. These are the criteria they are looking for in potential partners and investees. Try to formulate your marketing strategy and plan around this diagram.



Sales Plan/Fundraising Plan

Outline how you plan to nurture leads, convert prospects into customers, and concentrate on landing your first order.

Think about your sales pitch/fundraising plan, the cost and time it will take per new lead, and how you will manage your database of leads, prospects, and funders/customers. Try to remove technological barriers and map your funder/customer journey by using Google Analytics or social media insights as discussed in the [Marketing Plan](#).



Tip: You can also visit [here for more information on how to use Google Analytics to understand your potential funders/customers!](#)

Note:

You might also want to consider having an upselling strategy, to gain more sales from existing customers. Some upselling strategies include offers such as “buy 1, get 1 half price”. This entices the customer to buy another product or service. However, you must ensure that you are still making profit.

For nonprofit social impact organizations, your fundraising plan will look different. Income generated from your fundraising efforts will be reinvested into your organization to broaden your impact. Surplus income can be used to plan future events/ tasks, provide incentives for the employees, or allocate more money to your mission. Examples of upselling strategies to help increase donations and enhance donor engagement include matching gifts, tiered donation levels with respective recognition, donor loyalty programs, and exclusive engagement opportunities.



Financial Plan

Before you can launch a new business or social impact organization, you need to identify where you will be getting your initial funding. This funding will help you cover the initial costs of purchasing or producing your first batch of products/services, or set up the requirements to provide your service. There are different methods of getting funding, including personal savings, loans, angel investments, crowdfunding, and government grants. Investigate which option might suit you the best.



In Hong Kong, various kinds of funding options exist for businesses at different stages of growth. Check out the guides on various funding options for entrepreneurs in Hong Kong [here](#).

Foundation for Shared Impact has a few readily available guides including:



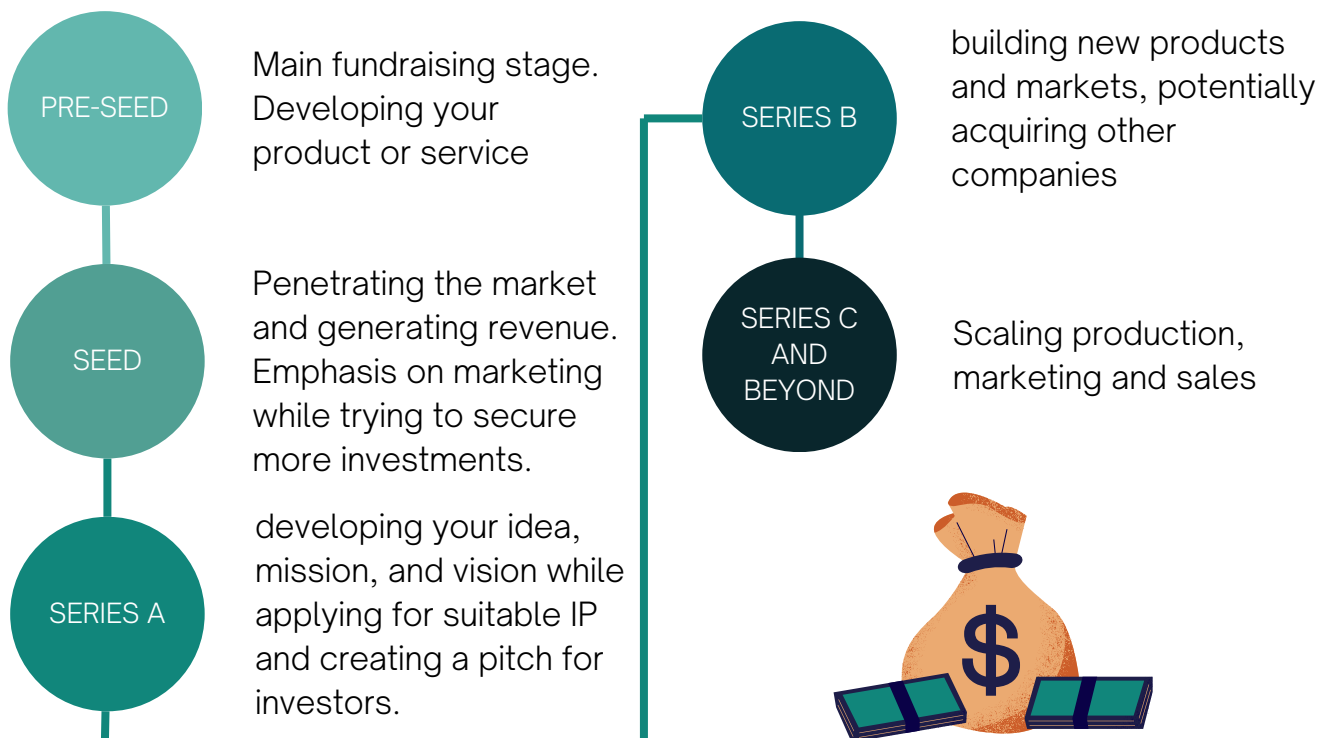
[Guide to Startup Funding Options in Hong Kong](#)



[Guide to the SME Export Marketing Fund](#)

[Guide to the BUD Fund \(Dedicated Fund on Branding, Upgrading and Domestic Sales\)](#)

It is important to identify what stage of funding your start-up is at. Consider the different types of funding you might need if your product/service is affected by seasonality.



Financial Plan

Identify the various sources of funding you anticipate or have secured and their expected amount. Guidance on where to potentially secure funding at each stage is available [here](#).

For social impact organizations, guidance on funding options can be found [here](#):



[A Social Entrepreneur's Guide to Funding in Hong Kong](#)



[Register to be listed on the SE Directory](#)



If you have already built a network of people (including family and friends) who are interested in investing in your idea for a business/social impact organization, crowdfund from them. Alternatively, you can explore crowdfunding platforms to obtain the capital you need to launch your business/social impact organization

Companies like **FundFluent** are also a great source of information on grants and funding strategy.



A guide on how to get started and examples of getting investments for early-stage or post-revenue social enterprises can be found [here](#). For social impact leaders and entrepreneurs, [FSI's Funding Opportunities Database](#) offers an overview of funding opportunities in Hong Kong.



Financial Analysis

Compulsory financial statements are reports that businesses are required to submit to regulatory authorities by law. These documents should provide transparency into the financial performance of the business. For financial report templates see [here](#). Bookkeeping software like Xero or Quickbooks generates various financial statements based on accounting entries.



Compulsory financial statements to complete:



Income statement (also known as Profit and Loss statement)

This is a quarterly or yearly report that will be readily available to the public. Should clearly outline the inflow of new assets as well as the outflow incurred to produce revenue. It is recommended that you start with your revenue. Expenses and costs are then deducted closely followed by taxes. This leads to the calculation of your profit.



Balance sheet

Instead of showing your funds over a given period, the balance sheet shows your assets (what you own) and liabilities (what you owe) and the difference between them at the moment you produce the balance sheet. The difference between the assets and liabilities reveals the book value of the stakeholders' stake in the company. Assets must be listed from most to least liquid (what can be made into money/ sold fastest). Liabilities are listed in order of immediacy.



Statement of cash flows

This statement reveals where the funding comes from and what it is used for (e.g. operations or investments). A statement of cash flow should show the ability of your company or organization to pay bills while funding future growth.



Depending on the sources of funding you are looking to secure, you may need to provide additional information for investors to consider. A deeper analysis to scratch beneath the surface of the figures in the financial statements may be required by investors/funders to better evaluate the financial viability of your business/social impact organization. This level of analysis may not be required for a sole proprietorship.

The deeper analysis should include these components:

Revenue Quality

Investors/funders prefer annual recurring fees or regular revenues above ad-hoc/initial/one-off/broking revenues. While this revenue does not affect the financials, it affects how investors/funders see the future of the business/social impact organization and how they value the business/social impact organization.

Accounts Receivables

Some businesses/social impact organizations show great revenues but are slow in collecting. Some investors may look further into the Accounts Receivables and may and may even discount anything outstanding longer than a certain time period. Bookkeeping software such as Xero can be used to produce this information. For entrepreneurs, having a robust collection process will be well-regarded by investors/funders.

Revenue Mix

Investors/funders like diverse revenue streams and not from a single source.

Cost Base

Investors/funders prefer a variable cost base, which refers to the portion of costs that fluctuate with the level of production or sales volume (unlike fixed costs, which remain constant regardless of output).



Further information about financial statements with examples can be found [here](#).

Timeline and Metrics

Starting a business or social impact organization is a long journey. Sometimes, it is easy to get lost in the process and forget to celebrate that you are doing something you are passionate about. By building a timeline of your goals and respective actions, you can ensure that you are on target and plan your next steps. Celebrate the persistence you show and the small wins you have along the way. Don't save celebrating wins until the very end.

Timeline

Activity Description	Goal	Completion Date

The categories are not fixed and depend on the nature of your social impact organization/business. For example, what social media channels do they use so you can tailor your marketing to their preferences?

Key Performance Metrics

Activity Description	Goal	Key Metric

Key performance indicators (KPIs) are important to quantitatively track progress towards your goals. KPIs are used to evaluate the effectiveness of your business'/organization's strategy, identify areas for improvement, and make data-driven decisions to optimize performance.

Tracking key metrics is integral as it helps identify the areas that have the greatest impact on their success where organizations can prioritize their efforts on.

Importantly, KPIs can drive accountability within an organization and encourage employees to take ownership of their performance and output by measuring their performance against clear targets.

Preparing Your Pitch

Your business pitch should include the most important information related to your business/social impact organization, including what your products/services are, the problem they resolve, how they are different from the products/services of your competitors, your goals and visions, the team that will make it happen, and how you plan to expand your business/social impact organization in order to succeed and thrive.

A great way of starting to write your pitch is breaking it into bite size and writing a key point for each section. This will also help you remember your pitch, so that you can pitch your business/social impact organization to anyone anytime.

Tips



Develop a unique and compelling proposition.



Look at your proposal from the customer's/beneficiary's perspective.



Make your pitch with conviction and confidence.



Convey your personal value to the business/social impact organization; your network, track record, and relevant experience.



Ask people within your network to be your sounding board.



Answer questions about your pitch realistically and truthfully.

People will buy into people first before the product/service.

There are three types of pitching materials:



One-liner pitch

This is a single sentence that effectively communicates the essence of your business. It includes the product/service you are offering.



Elevator pitch

The context for the name of this type of pitch is that you summarize your vision and mission, product/service features, and target market in the time it takes you to ride an elevator.



Comprehensive pitch deck

This is the most detailed pitching material. This can involve a presentation where you provide an overview of your vision and mission and the product/service you provide. This includes the market need you are addressing, business model, and financial information and projections. Pitch decks are used for investor/funder meetings - remember to make it visually appealing and engaging.

All of the pitching materials include the vision and mission statements, problems and solutions, and call-to-action. If you would like more information on the pitching materials, visit our guide on [How to pitch your business](#) – all the basics you should learn! At the end of your pitch, you should have captivated your audience and got them interested in your product/service, potentially gaining new customers/funders. Following this, you can generate a press release to inform the public about your business or social impact organization's launch – much of the content can be taken from the pitching materials.



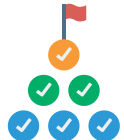
Executive Summary

A clear and compelling executive summary is a critical component of your business plan. Your executive summary should include:



Business Concept

A brief description of your business/social impact organization, its products/services, and the market needs it addresses.



Mission Statement

A statement that captures the essence of your business's/social impact organization's purpose and values.



Market Analysis

An overview of the target market, including size, demographics, and trends. Identification of competitors and market positioning.



Business Model

Explanation of how the business/social impact organization will generate revenue and sustain operations.



Marketing Strategy

Summary of how the business/social impact organization plans to attract and retain customers/beneficiaries/funders.



Management Team

Brief profiles of key team members and their relevant experience.



Financial Projections

Key financial data such as projected revenue, profit margins, and funding requirements.



Funding Request (if applicable)

Information about the amount of funding needed and how it will be used.



Milestones

Key milestones and timelines for the development and growth of your company/organization.



Conclusion

A strong closing statement that reinforces the business's/social impact organization's potential and readiness for investment or support.

Get in Touch

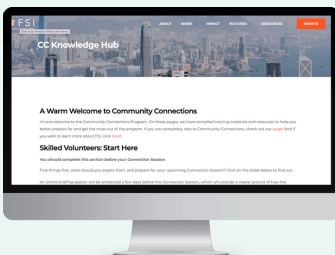
At the Foundation for Shared Impact (FSI), we are at the forefront of providing bespoke direct business support to under-resourced entrepreneurs and social impact leaders in Hong Kong. This enables us to identify the various challenges facing these entrepreneurs and leaders in starting and growing their organizations/businesses.

Through broad cross-sector collaboration with our partners and stakeholders, we are able to produce a rich library of resources to help entrepreneurs and social impact leaders navigate everyday matters related to running their organizations/businesses. Feel free to explore FSI's other resources in our [Entrepreneur's Toolkit](#) and [Social Impact Knowledge Hub](#).

Our Resources

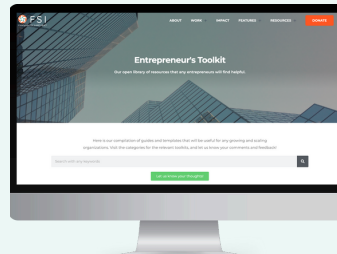
Check out our other resources for Volunteers, NGOs, and Entrepreneur's in Hong Kong.

Knowledge Hub



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