***Business Plan guideline***

*This guideline must be used when developing business plans.*

1. **Cover page with all appropriate logos**
2. **Executive Summary** - It summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.
3. **Table of Content** – headings and subheadings
4. **Table of tables** – All the tables used in the document
5. **Table of Figures** – figures used in the document
6. **List of acronyms -** acronyms used in the document

***Main body***

1. **INTRODUCTION** 
   1. **Project background**

The general Background of the project, including indication of project sponsors and/or funders and key stakeholders.

* 1. **Alignment with relevant policies and strategies**

This section must clearly demonstrate the relevance of the project, and alignment with policies and strategies, and most importantly with the regional context (e.g., socio-economic trends, sector support, economic opportunities etc.).

* 1. **Summary of feasibility study (key findings)**

Key findings and outcomes of the feasibility study process will shape the conceptual model of the Science and Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs etc. must be outlined on this section.

* 1. **Project rationales**

The importance and relevance of the Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs etc must be clearly demonstrated. This section should be contextualised in line with (amongst others) the relevant policies and strategies, as well as key findings and outcomes of the feasibility study.

1. **CONCEPTUAL MODEL AND OFFERINGS** 
   1. **Conceptual model**

The conceptual model should illustrate (amongst others) the *structure*, *ecosystems*, and all the elements (*components*) of the Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs etc. This section should outline a context-based conceptual model of the Science and Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs etc. based on the key outcome of the feasibility study and other key relevant factors.

* 1. **Objectives of the Science and Technology Park**

This section must clearly articulate the objectives of the Science and Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs. The objectives must be context based, and thus key findings (amongst others) of the feasibility study must be considered.

* 1. **Offerings (i.e., Product and services)**

This section must provide a *detailed description* of all key offerings of the Science and Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs etc. The offerings must align well with the conceptual model and key objectives, and must clearly indicate how they will be implemented/delivered.

1. **TARGET MARKET AND BENEFICIARIES**

This section must provide a clear indication of the target market, beneficiaries, and a summary of key Performance Indicators (KPIs). It must also indicate how the target audience will be recruited/reached, and how the technology Park, Techno Parks, Innovation Hubs, Tech Hubs etc will be marketed and promoted.

1. **TECHNICAL ASPECTS** 
   1. **Location**

This section must indicate the selected location of the envisaged Science and Technology Parks, Techno Parks, Innovation Hubs, Tech Hubs, including size, status (i.e., green field, brown field, or existing building), land ownership, maps, photos and other appropriate information deemed important for the location aspects. Most importantly, issues of accessibility by target market/target beneficiaries must be addressed in this section.

* 1. **High level facility drawing (if necessary)**

This entails a high-level drawing of facilities, in line with the conceptual model and offerings (i.e., products and services).

* 1. **Required facilities, machinery and equipment**

In addition to the typical operational infrastructure (e.g. computer, furniture, fencing etc.) , there should be a separate section for the technical enabling infrastructure to support offerings (e.g., high value training equipment, 3D machinery, technical design software, etc.).

* 1. **Human resource requirements**

This section entails the human resource requirement to operate the facility.

* 1. **Institutional framework and governance**

This section must outline the *legal framework*, *institutional arrangement*, *Governance Structure* etc.)

* 1. **Regulatory and legal issues**

This entails all regulatory requirements (e.g., EIA, occupational health and safety etc.) necessary for the establishment and operation of the technology Park, Techno Parks, Innovation Hubs, Tech Hubs

1. **FINANCIAL AND ECONOMIC ASPECTS** 
   1. **Investment and financial statement**

initial investment will include the following (amongst others):

* Initial investment required
* Civil works, structures and buildings cost
* Regulatory compliance cost
* equipment and machinery cost
* Working capital
* Income streams
* Financial statement (at least income statement)
  1. **Economic benefits of the business**
* Comprehensive Key Performance Indicators (jobs created, Tech SMMEs created etc.)

1. **APPENDICES**

* Feasibility report (e.g., *Feasibility study report*, *Market study report*, *technical study* etc.)