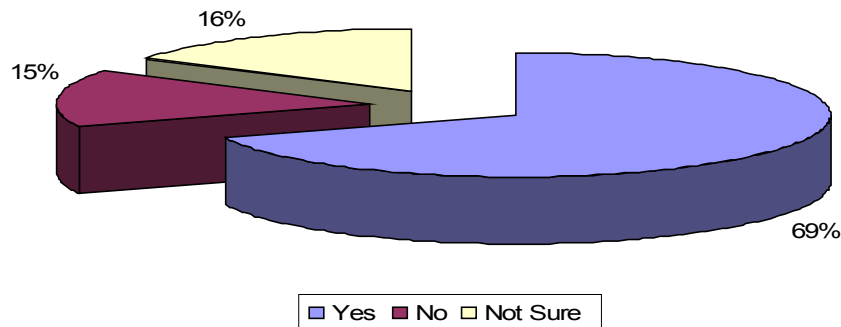


What investors are looking for

It is commonly acknowledged among investors that most business plans are not good enough. Research conducted by Inventya confirms this, but also found that a bad business plan does not mean a bad idea.

69% of business angel and venture capital investors surveyed felt that the idea itself was better than the business plan submitted.

Ideas Better Than Business Plans?



Source: Inventya 2007

The top three reasons for this were given as:

- A lack of clarity and focus in the plan
- Poor marketing planning
- Combinations of weak business and financial projections

These were in line with the findings in the US, where unrealistic projections and weak analysis of market/competition were rated as the highest problem areas by both the US Angel investors and VCs.