

IYNC Business Plan

These slides are meant as a guideline for preparing a business plan in order to get funds for a new YGN branch from IYNC

For questions/guidance please contact IYNC at grants@iync.org



What is a business case

- ➔ A business plan is a statement that the applicant presents to an investor (a.k.a. IYNC) to convince them of the feasibility and sustainability of their project (a.k.a Young Generation Network Start-up)
- ➔ Why is IYNC's involved? As an investor, IYNC needs proof of a plan the applicant can follow through
- ➔ There are a set of questions available on the grants application criteria, to guide you.



The questions

- What are the missions and goals of the new YGN?
- What will be its activities?
- What resources are currently available for use and sustainability of your YGN?
- Do you have a contingency (if things don't go as you thought) plan?
- What is the timeline for YGN start-up?
- Do you have other supporters or sponsors?



Market research

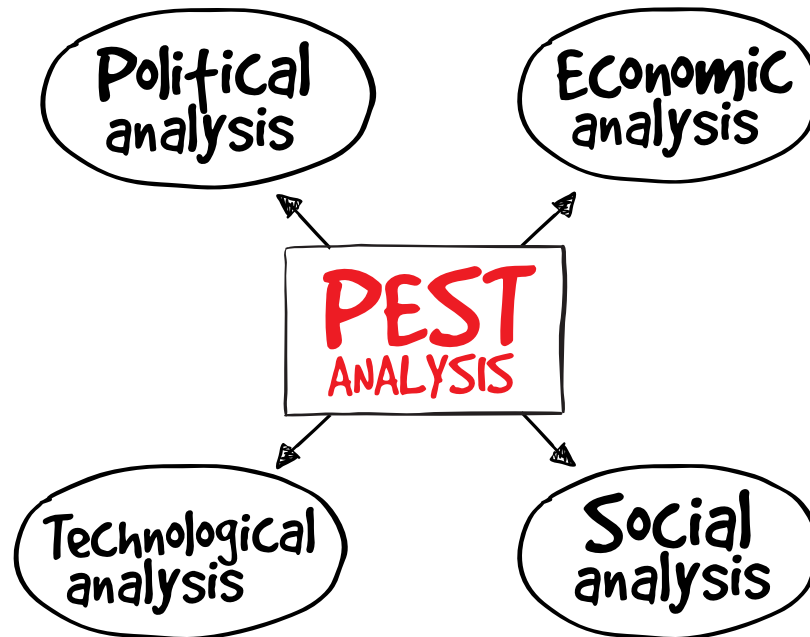
Market research is a section of the business plan

- ➔ You should start with a brief overview of the nuclear applications in your regional area
- ➔ Then provide some details on the state of the nuclear industry/academia and industrial/academic applications in your own country
- ➔ This allows IYNC to understand the background in which the new YGN will operate



Market Research

➔ Useful framework for market research



<https://www.strategicmanagementinsight.com/tools/img/pest-pestel-analysis.svg>



Context

- ➔ You should also describe if some other similar association (young organization) are/were present in the territory in the nuclear sector or other field
- ➔ You should also evaluate the possible members group and if possible already interview them about their availability for the project
- ➔ It's a summary of a market research – no more than 2 slides



Objectives

- Finally you should give us an idea of why you want to open a YGN branch and what you're trying to achieve
- The objectives should be ideally split in short term (first 6 months), medium term (6-24 months), long term (24 months and later)
- Make the objectives concrete and feasible (that will help you plan how to achieve them).



Resources

Describe the available resources and/or the plan to obtain them:

- People
- Funding
- Know-how

We suggest you make a list of the people that we'll be involved in the project

- For the funding you have or are trying to obtain
- for the know-how you have and will need later



Objective plan

- Once you have told us what resources you have, explain us how you plan to reach your objectives
- i.e. if one of the objective is to have 50 YGN members after 6 months, tell us how you will do it: for example setting up a newsletter and have your colleagues advertise it
- No more than 1 slide per objective – IYNC would like to see cost estimate and time spent on each objective



Contingency plan

- A contingency plan is a plan that details alternatives to the main project when something goes wrong – usually a contingency plan is needed because the resources fail (not all the funding is available) or because the objectives weren't realistic
- Sometimes you can't avoid failure but you can plan around it!
i.e. when you plan to use the funding, plan to keep some on the side as a last minute money pot, and/or allocate more time than you think is necessary for certain activities.



Contingency plan

Please develop a couple of alternative scenarios for some major occurrences.

- i.e. first scenario the YGN fails to secure some funding in the timescale you anticipated – what do you do then?
- i.e. you realise you won't be able to get 50 members in the first 6 months due to delays in setting up a newsletter – what do you do to make it to your medium term goals?

No more than 1 slide per scenario



Timeline

- This is a simple Gantt chart of the plan
- A Gantt chart breaks down the plan in smaller portions of work and assigns to each portion a time and number of resources dedicated to it
- One slide should be enough



Contacts

The Grant committee and YGN Liaison can help you develop your business plan and market research.

Do not hesitate in contacting us:

Grants Committee Secretary: grants@iync.org

YGN Liaison Chair: nicholle.turnipseed@scana.com

