

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 plan?

- 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 involved? As an investor, IYNC needs proof of a plan that the applicant can follow through
- There are a set of questions available on the grants application criteria or on the next slide that can serve as guide.



Guide 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 plan (if things don't go as you planned)
- What is the timeline for YGN start-up?
- Do you have other supporters, sponsors or possible partners (e.g. nuclear societies or organizations)



Market Research

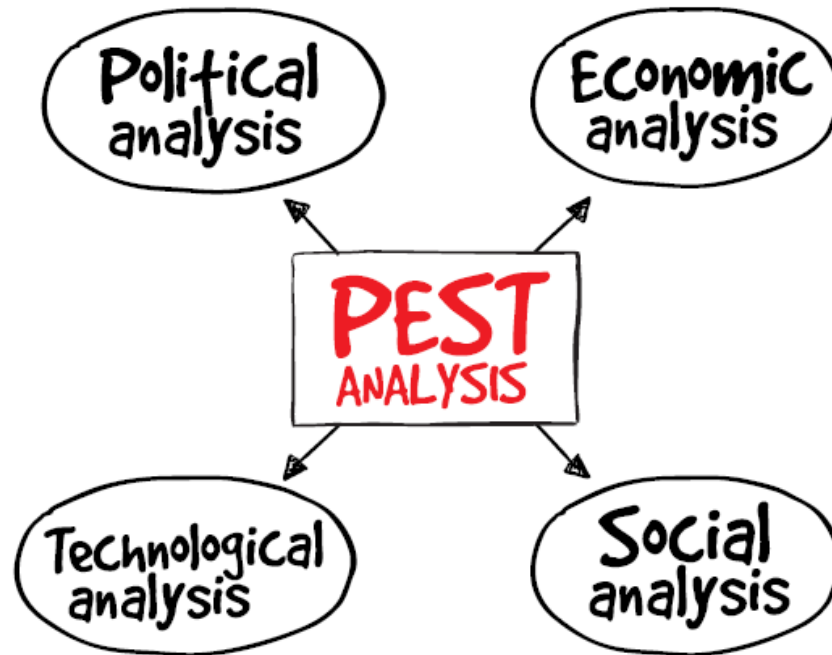
Market research is a section of the business plan

- You should start with a brief overview of the nuclear applications (power and/or non-power) in your region/country
- 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 there are similar organizations that are present in your country in the nuclear sector or other related fields.
- You should also evaluate the possible members of your YGN (if possible, interview or ask them if they are interested to join the YGN).
- For the summary of the market research, **please limit this to 2 slides.**



Objectives

- Finally, please 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), and **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 that you make a list of the people that will be involved in the YGN and its activities:

- 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, **please explain how you plan to reach your objectives.**
 - I.e. if one of your objectives is to have 50 YGN members after 6 months, tell us how you will do it. For example, to get 50 YGN members, you will set up a newsletter and have your colleagues advertise it.
- Please limit this to **1 slide per objective.**
 - IYNC would like to see the estimated cost and timeline for 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 will need to plan around it!
 - I.e. when you plan to use the funding, plan to keep some on the side as an emergency fund 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 of the YGN fails to secure some funding in the timeline you anticipated – what do you do then?
 - I.e. you realize that 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?
- Please limit this to **1 slide per scenario.**



Timeline

- The planned timeline can be presented in the form of a **Gantt Chart**
 - 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 IYNC Grants Secretary can guide you in the first steps in starting a YGN and/or develop your business plan & market research.

For any questions about the IYNC Start-Up Grant and the requirements, please email grants@iync.org.

