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 trough

- 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 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
Useful framework for market research

PEST ANALYSIS

Political analysis
Economic analysis
Technological analysis
Social analysis

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