

Overview of Business Services

1.1 Draft copies and final deliverables

QUTBULL-HODA Business Consulting provides you with the tools you need to present your business to investors so they may consider the financial and business implications of the venture. Based on our experience with some of the top consulting firms and commercial organizations, we will ensure the business plan presents as much information as required by investors to evaluate your proposal, without overwhelming them with irrelevant or too much information. Based on our agreement, you may receive:

- PowerPoint Slide Deck
- Financial projections model
- Standard editable MS Word document and PDF of the business plan

1.2 Work Standards

The Slide Deck and Business Plan will follow guidelines and advice provided by established industry experts such as Guy Kawasaki and other prominent figures. However, the documents provided do not necessarily follow any set format or 'cookie-cutter' template as each business is unique in its own right. If you would like to follow a particular pattern it is your responsibility to let us know beforehand. Financials will also include a DCF (discounted cash flow) valuation of the business using the Gordon Formula, which is widely accepted by Angels and VCs.

1.3 Process and methodology

Our process involves an intensive and interactive dialogue with the principals and core team members of the business in addition to significant value addition from analysts, writers, market researchers, financial modelers, advisors and US based proofreaders. The diagram below shows the various inputs in preparing the business plan and supporting documents:



1.3.1 Market Research and Strategic Analysis

QUTBULL-HODA Consulting uses a number of resources for market research, including keyword analysis and traffic estimation tools, government websites and official consensus data, expert reviews and industry trade publications, research papers, working papers, white papers, competitor websites and 10K/ annual reports, industry participant blogs and commentary, scholarly papers and textbook references as applicable and wherever these are publicly available. Additionally, you are encouraged to provide references to resources that you think are relevant. You may also be presented with an option to include paid research – for which you will need to provide prior funding.

1.3.2 Timelines

QUTBULL-HODA will aim to complete the documentation and modeling as quickly as possible once we receive your responses. The process is continuously ongoing so that both our clients and our production staff are working simultaneously (and even around the clock thanks to different time zones). The time to document your responses is normally less than a week, but we commit to no less than two weeks on receiving your final response. Considering that there are two to three sets of questionnaires and a review, the entire business plan can be completed in as little as two to three weeks. Most business plans take slightly longer due to delayed responses from our clients.

1.4 Payments

The following payment schedule is advised:

- 50% advance payment of base amount on initiation of the project and client interview
- 50% payment and any additional cost on submission of the first draft
- Bonus payment following completion of the project

On payment of the 50% advance you signal your acceptance of all the terms and conditions in this document. As the production of the business plan is an ongoing and iterative process, all payments are non-refundable. On completion of the business plan, you will have the option of including an additional 15% bonus for excellent quality work. You may choose to defer the bonus payment till you find suitable investors or at any future date and you may also simply waive off the bonus payment if you are not fully satisfied with the work.

1.5 Confidentiality Statement and Legal Disclaimer

QUTBULL-HODA Business Consulting agrees to maintain the confidentiality of materials provided and not disclose the contents of the plan to any third party without the explicit consent of the principals of the business. QUTBULL-HODA reserves the right to re-publish any content that has been obtained from public sources or created with the intent of being generic to the industry and does not compromise in any way the privacy and confidentiality of the businesses or any proprietary or intellectual property.