# Buisness Model of a Successful Funding Proposal

**Tassadaq Hussain** Ph.D. Supercomputing and Al www.tassadaq.ucerd.com

**University of Sialkot** 

# Wining Research Grant

- 1) Project Philosophy
- 2) Goals and Objectives (Commercial)
- 3) Anticipated Customer
- 4) Core Strength
- 5) Competitor Analysis
- 6) Go to Marketing
- 7) Financial Strategy

On the same day that molecular biologist Carol Greider won a Nobel prize in 2009, she learnt that her recently submitted grant proposal had been rejected.

# **Project Philosophy**

Give important features of Products, Services, Application etc. to targeting audience (end-user), that solves issues/problems and improvements against the solutions available in the market. Accessibility, Usability, Production etc.

## **Goals and Objectives**

Clear Deliverable Scalable **Reliable (Different Problems and Domains)** Programmable Secure Accessible Affordable **Trade-offs** 

## **Anticipated Customer**

Identify Industry or Community
Trends, Location, etc.
1) Total Addressable Market (TAM)
2) Serviceable Addressable Market (SAM)
3) Serviceable Obtainable Market (SOM)



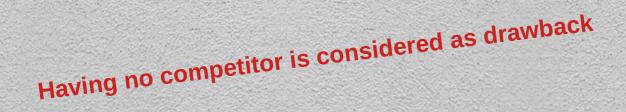
# Core Strength and Weakness

- Idea
- Problem
- Product or Service
- Business Strategy
- Team
- Partner
- Risk Mitigation

#### **Development of Energy and Cost Efficient Electric Fan Controller Opportunities** Weakness Threats Strength Huge market • Team of intellectuals and Production and Fluctuation in economy No local competitor in Manufacturing facilities of Global delays like COVID researchers Pakistan. chip design are not locally High-end professionals pandemic The product will open available. having expertise in opportunists for related state-of-the-art products like: technologies Washing Machines Affiliation with industrial O Drones experts to get different O Electric Vehicles problems information and advocacy and marketing support.

## **Competitor Analysis**

3			The second se		and the second
たれたたな		National / Int'l	Price	Features	Services
SUNFING!	Your Solution	Indigenous			
Control of the	National (Name)				
65.03.00 X	International				
			A REAL PROPERTY AND A REAL	CARLENDER OF A THE REAL AND A COMPANY OF	



# Go-to-Market (Buisness Plans)



## Go-To Market

Product

#### Product

### Fan Manufactures TAM 10,000,000 Consumer Fan

### **Single Product**

Avg Manufacturing Price = 1200 Avg Sale Price 1700 Profit per product = 500

### SOM

Policy-II

0.1% 1st Year Profit (Million) = 4 1% 3rd Year Profit (Million) = 43 With 5% Up to 5th Year Profit (Million) = 257

### Services

### **Critical Solutions Consultancy**

#### **Single Industry**

Power Improvement Cost Reduction Software Add-on New Featues 1 Million / Year

### Solutions

### **Relevant Industry**

Washing Machine Industry Motor Industry Industrial Automation Electrical Vehicle Drone

Policy-III

### Go to Market

## **Target Customer**

- Publication
- Talks
- Workshops
- Exhibition
- Renting

# Financial Planning

- Budgeting
- Prototype Cost
- Production Cost
- Sale Projection (1year, 2year, 3year)
- ROI
- Payback Period

## **Financial Planning**

**Revenue** : Price of one unit multiplied by total number of sold during a period **Costs** : Amount used to make the products **Expenses** : Cost incur when you don't sell any product/service. **Gross profit :** Revenue divided by costs **Operating profit :** Subtracting Costs and Expense from Revenue. Net profit : Operating profit after taxes **Assets**: What you own (Cash, Equipment, Inventory, Receivable) Liabilities: What you owe (Dept, Obligation, Payable) **Equity**: Ownership of assets which are assets - liabilities **Cashflow :** Cash Generated or used through operation, investing and financing Valuation : What your venture is worth (Market Value, Equity Value, Enterprise Value, Net Worth, Cash Flow)

Funding Requirement: Cash Burn + Working Capital Cash Burn = > Usage of Cash during development phase Working Capital = > Inventory Production + Receivable – Payable

Use of Funds: Cost ? Salaries ? Marketing ? Administrative ? Working ? Running ?

## Cash Flow

the second s		and the second se		Distance in the second second	and the second	
Years	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	12/31/28
WC+IC	15,000,000	10,000,000				
No of Unit Produced		10,000	25,000	50,000	75,000	100,000
Unit Product Price		900	1,125	1,406	1,758	2,197
Unit Sale Price		1,300	1,560	1,872	2,246	2,696
Services (Solution)		0	1,000,000	1,500,000	2,000,000	2,500,000
Cost of Production		9,000,000	28,125,000	70,312,500	131,835,938	219,726,563
Revenue		13,000,000	40,000,000	95,100,000	170,480,000	272,068,000
Operational Cost		300,000	360,000	432,000	518,400	622,080
Administrative Cost		500,000	600,000	720,000	864,000	1,036,800
Misc. Other Cost		500,000	600,000	720,000	864,000	1,036,800
Total Cost		1,300,000	1,560,000	1,872,000	2,246,400	2,695,680
Net Profit Before Tax	-25,000,000	2,700,000	11,315,000			49,645,758
Gross Profit	-25,000,000	2,133,000	8,938,850	18,103,245	28,754,153	39,220,148
Gross Profit (Millions)		2	9	18	29	39

BUSINESS MODEL CANVAS							
KEY PARTNERS partners		VALUE PROPOSIT	s a c tool for ght ion, which is	CUSTOMER RELATIONSHIP Welcome to feed back Provides upgrades if required Customers experience will help to improve our product CHANNELS Through personal linkages Seminars, Exibitions, Workshops Digital Markeeting,	<b>CUSTOMER</b> <b>SEGMENTS</b> <b>Bulk buyers</b> 30 rehabilitation centers in pakistan, 26 military recruitment centers across pakistan, 16 large scale footwear manufacturers, 104 orthopedic clinics, police recruitment centers 171 fitness and gyms centers in pakistan, <b>Single piece buyers:</b> 5 million pregnancies took place in pakistan 19 million diabetic adults for the prevention of foot ulceration		
COST STRUCTURE			REVENUE STREAM(S)				
Production costs Markiiting costs Hardware cost is most expensive Hardware cost can be changed when sensors are locally made			Buying the product Renting the product				

# How to Write Successful Funding Proposal

**Tassadaq Hussain** Ph.D. Supercomputing and Al www.tassadaq.ucerd.com

**University of Sialkot**