

ANNEXURE D

GUIDELINES FOR PREPARING THE BUSINESS PLAN

An Applicant for Zone Developer license is encouraged to follow these guidelines while preparing the Business Plan for the proposed project. Please note that the structure given below is generic and provided only for facilitation and guidance. The Applicant may add further sections to make its case strong and convincing.

1. Cover Page:

Clearly state the name, address, website and logo of the organization, company, consortium, or enterprise, as applicable.

2. Table of Contents:

List all the key headings and subheadings with correct page numbers in this section.

3. Company and Sponsors Profile:

In this section, kindly specify the main line of your current business. Highlight all the key milestones of the company's development till date, and the strategic plans for the next 5 years. This section should also cover the purpose of the business plan, your expertise and services, previous track record, experience and completed projects, list of clients, resumes of directors, senior management and key employees, and other relevant items.

4. Mission and Vision Statement:

Describe your mission and vision for doing business as a zone developer, and the technology business in the STZ as a Zone Enterprise, if applicable, and clearly demonstrate the objectives of applying to STZA.

5. Proposed Business Structure:

Describe in detail the facility, management, and organizational structure of the proposed project. Also include the structure of the company in terms of executive leadership, management, current number of employees, future staffing requirements and the physical operational requirements to operate the proposed project. Outline the key personnel in the company and any relevant experience/training they have that relates to the business of a co-zone developer. This should also be accompanied by a SWOT analysis of the business plan.

6. Market Demand Assessment

Provide an overview of the key competitors, locally and globally, for the proposed project. Also provide a market analysis including market trends, target markets and customers for the proposed project. This should also include the suitability of the proposed project to support the targeted technological sectors and the required infrastructure and amenities.

7. Sales and Marketing Plan:

Specify your sales and marketing strategy for reaching local and international zone enterprises and other stakeholders of the proposed project and describe how the strategy will help in achieving the objectives of STZA. Also provide an estimated sales forecast for the first five years of operations of the proposed project.

8. Economic Impact Analysis and Operational Plan:

A Zone Developer is required to create a zone plan that attracts industry, academia and government, in the triple helix model, to create a technology eco-system within the zone. Accordingly, through the Applicant’s plans for the zone, the Applicant is requested to provide the following information in the form provided below to demonstrate how the Applicant aims to fulfil the core strategic objectives of STZA:

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In case the tenants (prospective Zone Enterprises) are already known, please note that this information will also be obtained from them and aggregated by STZA to form an overall economic impact assessment of the Zone Developer and the overall STZ.

STRATEGIC OBJECTIVES		
S. No	Type	Applicant is requested to specify details
1	Investment – FDI	[insert] In <u>USD</u> ; For Year-1,2,3,4,5 (separate figures)
2	Investment – Local	[insert] In <u>PKR</u> ; For Year-1,2,3,4,5 (separate figures)
3	Job Creation	[insert] In <u>Number</u> of Total Jobs Created; For Year-1,2,3,4,5 Please bifurcate by category as applicable, i.e., Management, Engineers, Technicians, Support Staff, Labor, etc.
The remaining requirements in this table from serial numbers 4 till 9 are only applicable on those Applicants that will also use space in the building for their own technology business as a Zone Enterprise and are submitting a Joint Application.		
4	Exports	[insert] In <u>USD</u> ; For Year-1,2,3,4,5 of Commercial Operations
5	Import Substitution	[insert] In <u>USD</u> ; For Year-1,2,3,4,5 of Commercial Operations
6	Human Capital Development	[insert] In <u>Number</u> of Total Certifications; For Year-1,2,3,4,5

STRATEGIC OBJECTIVES		
S. No	Type	Applicant is requested to specify details
		Please indicate estimated total <u>value</u> of certifications
7	Technology Transfer	[insert] In <u>Number</u> of Technologies Transferred; For Year-1,2,3,4,5 Please indicate list of technologies intended to be transferred immediately and new technologies introduced
8	R&D – Budget	[insert] In <u>USD</u> ; For Year-1,2,3,4,5 The R&D Budget should be a fraction of total investment (FDI + Local) intended to be invested in development of new products, software, services, etc.
9	R&D – Existing IP Portfolio	[insert] In <u>Number</u> of Total Intellectual Property Rights (IPRs) The applicant is requested to specify categories (utility patent, industrial design, copyright, trademark, etc.) as well as status (whether filed or awarded) and jurisdiction (country or PCT)

For all claims, please provide supporting documentation in this section. For example, if investments (FDI or local) are claimed, please show capability to invest. This may be shown via equity of own company, via equity of partners along with letters of support, via IPO evaluation, and alike. For future years, projections may be shown in case of investments, exports, etc.

Sensitivity analysis of changes in key variables and drivers on project viability should be added here.

An operational plan should also be included relating to the proposed business, academic and commercial activities mix for the Applicant's proposed project, to ensure that an ideal mix is created for commercial activity as well as research, technological consultations, training for start-ups, small and medium-sized enterprises, and opportunities on technology transfer and international cooperation. The operational plan should also outline the facilities to be provided by the Applicant including amenities and general services.

9. Design and Construction:

The Business Plan should include preliminary architectural drawings and proposed lay out plans for the development on the proposed project. Details should also be provided for the proposed

construction plan and schedule, along with any infrastructure or other support that may be required from STZA.

10. Growth Plan:

In this section, outline the intended future development and growth plan of the proposed project including but not limited to future development plans, research & development activities, new market entrance, technology transfer, new hiring requirements, potential funding sources etc. The plan should also highlight the sustainability and expansion strategy of the proposed project.

11. Land Plans:

The Business Plan should include details regarding the land requirement of the Applicant in acres, land use plan and matrix, proposed development and infrastructure requirements, and utilities requirements.

12. Financial Plan and Projections:

The Business Plan should include detailed projected financial statements including income statement, balance sheet and cashflows for the initial five years of the proposed project. The assumptions and drivers supporting the revenues, costs and other items should be clearly and accurately listed in the document. The plans must include profitability and return on project KPIs e.g., NPV, IRR etc. It is mandatory that the business plan is reviewed and examined by an independent financial expert with evidence attached in the form of an expert report.

13. Funding and Investment Strategy:

The Business Plan should include a detailed funding plan and evidence of the sources of income that will be utilized by the Applicant including potential risks. The funding plan should also include the proposed rental/leasing plans for the land in relation to the zone enterprises and other general service providers. It should also include the investment strategy of the Applicant.

14. Critical Risks to the Plan including Mitigation Steps:

Describe critical risks faced by the Applicant (both current and in the future). Examples include internal characteristics, uniqueness, investment, external characteristics, customer availability, technical obsolescence, operational obstacles, regulatory barriers, competition etc. The risk mitigation should be clearly mentioned against each identified risk.

15. Legal & Regulatory Approvals:

Provide details regarding the legal structure of the Applicant. Also include the list of approvals required for the development and operation of the proposed project in line with the regulatory requirements of STZA, and other applicable authorities.

16. Assistance Required:

Provide a short paragraph or list of areas where you require support from the government and regulatory authorities through STZA.

17. Additional Information:

Attach plans, diagrams, research or any other relevant documents which support your Business Plan.
