



**ABU DHABI GLOBAL MARKET**  
**سوق أبوظبي العالمي**

**Business Plan Guidelines**

**1. Business Details**

- Business owner name
- Business owner e-mail
- Business owner phone number
- Start-up name
- Company URL (if existing)
- Current start-up location
- Start-up sector

**2. Business Concept**

- When did you begin your start-up?
- What is the need you are trying to address, and what is your solution?
- What is the technology that you are developing? Is development done in-house or outsourced?
- Who are your main competitors?
- How far along are you? If you are live, we would love to hear about your traction to date (e.g., users, revenue, monthly growth rates, etc.). Otherwise, what have you developed so far? Please share as much information as possible.
- What markets are you planning to serve?
- What is your strategy to acquire customers?
- How will your business generate revenue?

**3. Business Financials**

- 3 Year Financial Forecasts
- How has your start-up been funded to date? Have you raised funding for your start-up? If yes how much have you raised so far? What is the source of investment?
- Have you raised any debt?
- What is your existing runway? Would you need to raise additional finance? How do you intend to do that?

**4. The Team**

- How many people would you start with (including yourself)?
- For each team member please include a CV and/or a bio
- Please indicate what each team member's current level of commitment to the business is (e.g. full time staff / contributing 25% of their time etc)
- Please show a timeline of when you anticipate each team member becoming full time in the business.

**5. Business Milestones**

- Please provide the milestones that you aim to achieve over the next eight quarters for your product development, and your business.

**REGISTRATION AUTHORITY**  
**سلطة التسجيل**

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