

[This pro-forma business plan is designed to provide you with guidance, and is not prescriptive. It is to be edited dependent upon your background, technical expertise and client contacts. Please remove/edit clauses or include additional clauses to reflect best your potential business following. A full annotated version with accompanying notes and suggested wordings is available on request.]

[Name of Candidate] Business Plan

[practice area e.g. Insurance, Project Finance etc] Practice

Date

Objective

To assist the Firm in expanding its [insert type of practice here] practice by:

- (i) developing and leveraging the Firm's [practice area] and;
- (ii) capitalizing on my contacts throughout the industry.

Background Information

General information about sector/market

The [insert geographic area and name of market here eg European Project Finance] market continues to attract the interest of:

- 1. Market participant A
- 2. Market Participant B;
- 3. Market Participant C; and
- 4. Market Participant D.

I would seek to expand [insert firm name here] client base through contacts with all of the aforementioned market participants.

Client contacts and information about the practice

1. Market Participant A

My contacts within [insert your description of Market Participant A] include the following:

Client X

Contacts:

Comments:

Client Y

Contacts: As above

Comments: As above

Etc.

2. Market Participant B

My contacts within [insert your description of Market Participant B] include the following:

Client X

Contacts:

Comments:

Etc.

3 Market Participant C

My contacts within [insert your description of Market Participant C] include the following:

Client X

Contacts:

Comments:

Etc.

4 Market Participant D

My contacts within [insert your description of Market Participant D] include the following:

Client X

Contacts:

Comments:

Etc.

Billing Information

Number of hours billed:

	Current Year	Previous Year	Two Years Ago
Client Billable			
Other Productive Non-billable			

Charge out rates for the past three years:

	Current Year	Previous Year	Two Years Ago
Charge out rate			

	Current Year	Previous Year	Two Years Ago
Recovery rate			

My current Team

Senior associate (PQE 6 years plus)
 Associate (PQE 5 years)
 Junior Assistant (PQE 1-2 years)
 Trainee

My indicative following

Client	Revenue Value
A	Range: £200K - £400K Reasonable expectation: £300K
B	Reasonable expectation: £50K
C	Reasonable expectation: £50K
D	Range: £150K - £400K Reasonable expectation: £300K
E	£0K (due to recent sale, this previously good client cannot be relied upon for a flow of instructions in 20--)
F	Range: £100K - £300K Reasonable expectation: £150K
G	Range: £100-£250K Reasonable expectation: £100K
H	Range: £100K-£150K Reasonable expectation: £100K
I	Range: £30K-£120K Reasonable expectation: £40K
J	Reasonable expectation: £40K
K	Range: £50K-£300K Reasonable expectation: £150K
Others	Reasonable expectation: £50K

Additional Information

Summary of indicative following:

	Minimum	Reasonable	Optimistic
Billings			

The indicative following table is based on the following assumptions:

My Team Billings:

2008-09	2009-10	2010-11 (projected)
£1.6 million	£1.9 million	£2.1 million +

Team Recovery Rate:

Potential New Clients

Compensation

	Current Year	Previous Year	Two Years Ago	Three Years Ago
Compensation				

Client References

Name:

Address:

Contact details:

Summary

A superb set of contacts within the [insert geographic area and practice here] market, that will allow [insert Firm name here] to expand its practice with [insert here the 'Market Participants' you have referred to in the first part of your plan.