

1. The first step in the process of developing a business plan is to conduct a market analysis. This involves identifying the target market, understanding the needs and preferences of the target audience, and assessing the competitive landscape. A thorough market analysis provides valuable insights into the viability of the business idea and helps to shape the overall strategy.

2. Once the market analysis is complete, the next step is to develop a business model. This involves determining the revenue streams, identifying the key resources and capabilities, and outlining the operational structure. A clear business model is essential for understanding how the business will generate profit and sustain itself over time.

3. The third step is to create a financial plan. This involves projecting the costs of the business, estimating the revenue, and determining the break-even point. A detailed financial plan provides a clear picture of the financial requirements and the potential return on investment, which is crucial for attracting investors and securing financing.

4. The fourth step is to develop a marketing and sales strategy. This involves identifying the most effective channels for reaching the target market, creating compelling marketing messages, and establishing a sales process. A well-defined marketing and sales strategy is essential for driving customer acquisition and maximizing revenue.

5. The fifth step is to create a management and organizational structure. This involves identifying the key roles and responsibilities, establishing a reporting hierarchy, and defining the processes and procedures. A clear management and organizational structure is essential for ensuring efficient operations and effective communication.

6. The final step is to write the business plan. This involves synthesizing all the information gathered in the previous steps into a coherent and compelling document. A well-written business plan is a critical tool for communicating the business idea to stakeholders, securing financing, and guiding the overall direction of the business.

7. The final step in the process of developing a business plan is to review and revise the plan. This involves seeking feedback from mentors, advisors, and potential investors, and making necessary adjustments to the plan. A business plan is a living document that should be regularly updated as the business evolves and market conditions change.

8. The final step in the process of developing a business plan is to implement the plan. This involves putting the strategies and actions outlined in the plan into practice, monitoring progress, and making adjustments as needed. Successful implementation is the key to achieving the business's goals and realizing its potential.

Extreme poverty

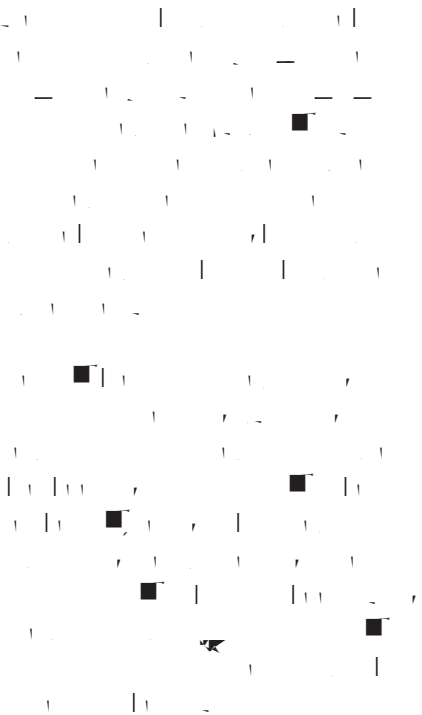
Ending extreme poverty is possible, but it will be more difficult than it was to halve it and will require targeted resources.

MDG1a, to halve the proportion of people living in extreme poverty, was

Domestic public resources

Mobilising domestic resources is a priority in many countries; where resources are growing, the challenge is to develop non-financial capacity to deliver services

Government resources are growing in many developing countries



For many countries where poverty is high, government resources will remain low

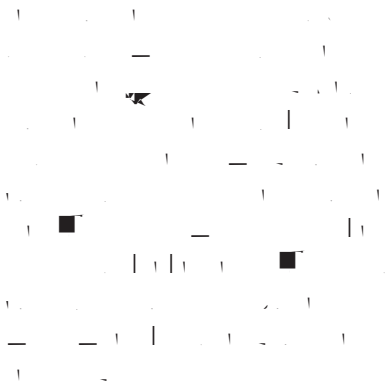


Countries with the lowest domestic resources will

Official development assistance

ODA is the key international resource that can be targeted at the world's poorest people - however allocations do not respond well to the characteristics of poverty

ODA has risen, but the proportion going to LDCs has recently dipped



Many donors have not met commitments on ODA



Humanitarian assistance

Humanitarian assistance is growing, though rising needs still outweigh financing – and greater alignment with goals to end poverty would bridge the gap between humanitarian and development assistance.

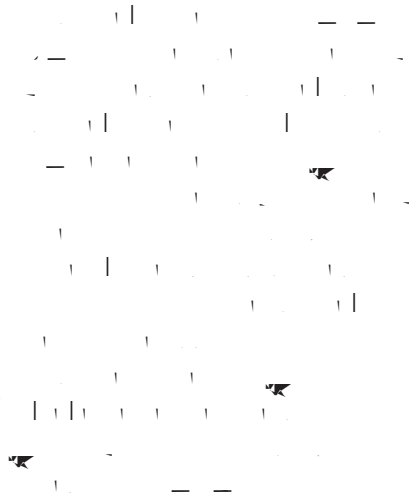
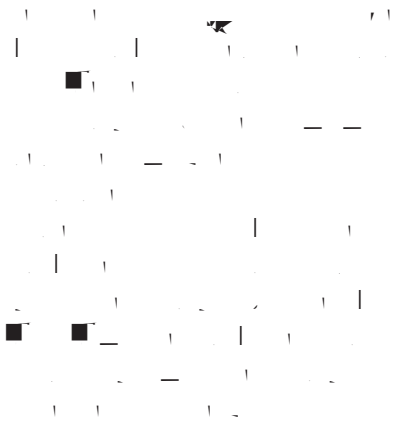
Despite growth, humanitarian assistance is not meeting increasing need



Climate finance

The climate and development agendas are intertwined: sustainable progress in one is not possible without progress in the other – yet climate finance falls short of need.

Global climate finance reached US\$359 billion in 2012, far below estimates of need



Climate finance plays a critical role in sustaining and protecting development



Around half (51%) of global climate finance is invested in developing countries



Contact:

: +1 347 430 7006 : @ .

: +44 (0) 1179 272 505 : @ .

www.devinit.org