**Rekall Consulting Investment Proposal**

**The Vision**

Please provide as much detail as possible on your vision. Areas to consider:

* Company name
* Vision for the business
* Growth strategy: market entry & scale-up (what, where, why & how)
* Your value proposition & USPs
* Your competitive advantage/s
* Key objectives & milestones
* ‘End game’ business organisation chart (based on target EBITDA)
* Wealth creation options & preferred route/s

**The Market**

Please provide as much detail as possible on the market. Areas to consider:

* General description
* Size and value
* Growth trends & drivers
* Client types
* Most common client types
* A profile client types – description, volume & spread
* Internal recruitment model types – direct, inhouse, PSLs, MSPs etc
* Trends towards internal recruitment model types
* Demand type i.e. contract vs perm / contingent vs retained
* Candidate types
* Most common candidate types
* A profile candidate types
* Regional, national & international variances – clients & candidates
* Market pressures & risks
* Legislative or regulatory factors

What additional resources (independent industry reports & market analysis etc) can you provide – or point us in the direction of – to support our understanding of the market?

**Competitive Landscape**

Please provide as much detail as possible on the competitive landscape. Areas to consider:

* Number of key competitors (a guide range is fine)
* Analysis of top 6 competitors – business model i.e. contingent vs retained / contract versus perm / niche, vertical & geographical focus/es / locations / financials / market share / key staff / salary & commission structure / USPs / competitive advantages / strengths & weaknesses
* Demand for a start-up
* Key challenges to market entry
* M&A activity

What additional resources can you provide – or point us in the direction of – to support our understanding of the competitive landscape?

**Financials**

Please provide answers (if appropriate) to the following:

* Average perm fee and %
* Average weekly contract fee and % GP margin
* Average contract length – and on what basis i.e. hourly, daily, weekly
* Typical payment cycle – from date of the offer to invoice to payment
* Typical contractor growth in numbers – month on month – until average top out point
* Typical growth in perm placements – month on month – until average top out point
* Founder salaries & target earnings – Y1, Y2 & Y3
* Internal hiring – expected costs (with description)
* Client development – expected costs (with description)
* Candidate development – expected costs (with description)
* Office – expected costs (with description i.e. size & location)

**Business structure**

Please provide as much detail as possible on your business structure. Areas to consider:

* What’s your model – contingent / retained / contract / perm etc
* The operational structure of sales – 180 vs 270 vs 360, etc
* Typical sales targets, KPIs, and conversion ratios
* Other business performance metrics

**Business Development**

Please provide as much detail as possible on your business development plan. Areas to consider:

* Business development plan – identification, penetration, retention & yield
* Client value proposition – why work with you
* Barriers to entry & how you would manage
* Existing relationships – name, title, company, location, depth of opportunity & size of the opportunity
* Which of your existing clients you would have to hold off signing up due to restrictive covenants
* Clients you could sign up immediately – company name, location, contact points, depth of relationships, TOB, sign up process & size of the opportunity
* Target clients in the first 12 months (who, where, why & size of opportunity)
* Client development expectations in first 12 months – new business & account management
* Proven client development methods

**Candidate Sourcing**

Please provide as much detail as possible on your candidate sourcing plan. Areas to consider:

* Candidate sourcing plan – sourcing, attraction & maximisation
* Candidate value proposition – why work with you
* Key challenges to candidate development & how you would manage
* Existing relationships & candidate pools
* Proven sourcing methods

**Hiring Plan (If you want to hire)**

Please provide as much detail as possible on your hiring plan. Areas to consider:

* Your Employee Value Proposition
* Hiring plan – Y1, Y2 & Y3 (including start months)
* Corresponding organisation chart at the end of Y3
* Existing talent pipeline & immediate hire opportunities - experienced billers or managers – name, role, experience, salary level & billing history

**Training & development**

Please provide as much detail as possible on your training & development needs. Areas to consider:

* Key areas of focus
* How you measure success
* How you identify ongoing training needs

**Performance management**

Please provide as much detail as possible on your performance self-management plan. Areas to consider:

* Tools, techniques & touchpoints
* Key KPIs & performance standards
* What good, great and sub-standard looks like
* Reporting
* Underperformance management