

Win Big With YouWIN 2ND Round

Proven tactics, secrets & Techniques to win big with YouWIN

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Introduction

YouWIN! 3 first round has come and gone and we are now face with a daunting task of answering the 2nd round questions which is more complex and technical. First let me congratulate you if you made the second round list.

The second round is the final lapse and is very pivot because what you submit here determines if you will make it. Therefore, it is imperative for you to be meticulous with your business plan. Thorough research should be done and facts and figures should always be given.

Unlike the first round that we were restricted to only 50 words, in this second round we are given up to 200 words and the questions are more broaden, technical and complex. We have about 60 questions to answer. It will interest you to know that the first round of YouWIN! 3 received well over 150,000 applicants and out of that, 6000 were shortlisted for the 2nd round and are trained in various centres across Nigeria.

I wrote 21 business plans personally and 16 were shortlisted for the 2nd round. A lot of people that bought my ebook are very thankful for knowing me. One of such messages came from Daniel C.

(Goodmorning Sir,

How are you and how's business. I trust you're doing well. It's my prayer for you. My training has been scheduled for 22nd-24th at Abj.

I wanted to know if you'll be giving insights into the second stage. I really benefited immensely from your mentor ship.

Looking forward to your direction.)

YouWIN! 3 is very competitive compare to preview ones. During the training it was announced that the quality of business plans received this time around have really improved compare to preview ones and this goes to show how competitive it is.

Looking at the 2nd round questions, in some instance the questions are still the same except that you have to explain in more details (up to 200 words)

For example in round one, we were not asked to state if your business is a new business, but in the second round, you are being asked to state if it's a new or existing business and you are also asked to state when your company start trading if existing. For new business it is not required.

Although the total questions are more than 50, there are some questions you are to just select from drop down menu and some questions are the same with round questions and you can just copy and paste. But there are vital questions there that you cannot miss and you must answer it professionally with clear understanding of your business goals and vision is all about. One of such questions is (Describe your top 3 business objectives for the next 12 months).

In this 2nd round you will prepare cash flow, income state among others and upload to them.

Section 1: Type of Business

Question 1.1: Is this a proposal for a new or existing business? Please select from the drop down menu.

Answer 1.1:

This is quite simple, you are required to just select from the list of drop down menu if you are existing business or not.

Question 1.2 When did your company start trading (Not required if new business)

Answer 1.2:

You are to state here the year or month you commenced operation. If you are applying as a new business, you don't need to answer this question, you can ignore. E.g March 2010

Section 2: Description of Business

Question 2.1 Select your industry sector

Answer 2.1

You have a drop down menu to choose from, just select the same industry selected in round 1.

If your industry is not listed, you can use the text box provided below the above question to state it. You are limited to 20 words.

**Question 2.2: Explain the type of business you're in
Provide a short summary of your business and outline the products
and services that you plan to deliver (200 words)**

Answer 2.2:

This question is very important and is like your executive summary...

To answer this question, you need to take something into consideration.

1. The word limit is 200 and you need to convey the value, selling benefits...
2. It is highly technical even though is quite simple to answer, but very easy to fail. It is like your executive summary, which is very important
3. You need to be precise and concise
4. Use your ELEVATOR SPEECH/PITCH

To answer this question correctly, I will like you to introduce your elevator speech. What do I mean by elevator speech? It is a short speech or description you give about your business before the real

one. Elevator pitches define your business in terms your prospective investors want to hear. Your marker uses the quality of the elevator speech as a way to judge whether to continue with your idea.

Imagine if you step into an elevator at the top floor of a building to go down to the lobby. Someone you don't know steps in with you. You smile, greeting each other. The other person asks what you do. How will you answer? Would it take you much time or would you just beat around the bush?

Like I told you before, your marker doesn't have the whole time to read your jargons; therefore you have to sell benefits instead of features. You start by telling them the benefits your customers would derive from using your products or services. Nobody will buy your products or services if it will not add value or solve their problem and that is exactly what YOUWIN or the person that will mark your proposal is looking for.

If you cannot put what you do into clear and concise words, how will other people, or rather, potential customers, know what you do?

In business, you need a brief elevator speech with a follow-up with details. The brief version offers a nutshell view of your business, enough to wet the appetite of a potential customer and cause them to ask for more details. When they do, you are ready with your more detailed follow-up. Memorize both versions so you are never at a loss for explaining what you do.

The Basics: Specialize

Activity: State clearly the kind of service you provide or the products you sell. Be specific.

I don't mean something like, "We do computer programming and system design." That hardly gives insight into what you do best. I also don't mean, "We develop software for database management, systems integration, network management, Windows applications, and other custom applications." Small businesses that do everything under the sun lose credibility. You need to have focus.

Your Elevator Pitch Should Include:

- *The Problem Your Business Solves*
- *Who Has the Problem*
- *How Big the Market for the Solution Is*
- *Your Qualifications to Run this Business*

Maybe we should use this kind of template and just change the words in the bracket []:

1. [Name of your company] provides [name your products or services] for [describe the specific segment of the market you will serve] who [describe the problem this solves for them].
2. [Enter one sentence that tells why this business is needed and by whom.]

3. [Make a statement about the size and/or growth trend of the industry.]
4. [Write a sentence or two, no more, to address your qualifications to run the business.]
5. [Make an honest, upbeat, substantive and credible claim about the business potential in terms of sales or profitability.]

Example: Software Product

Brief version:

My company provides a low-cost, email newsletter management tool for organizations to communicate with their customers and generate repeat business. (20 words)

Quite unfortunate that there is no space for follow-up, so we won't use the follow up above except our brief version.

Notice two key points:

The service's key benefit: making the process of getting repeat business easy.¹

Including a benefit highlights the value to a potential customer. Just saying what you do or sell isn't enough. Tell the listener what he or she can get out of using your service or product.

Another Example for Restaurant

Utibe Restaurant helps Chinese who want to feel at home provides an exotic assortment of tastefully prepared Chinese dishes.

Ensure you mention your products and service and where you have more than 20 products or services, please use general terms because the space will not be enough. In my own business plan, I mentioned the price of some of my services.

Question 2.3: Describe your top 3 business objectives for the next 12 months (200 words)

Answer 2.3

This is where your vision and mission come in. You need to state exactly what you are trying to achieve in the next 12 month.

Where are you heading over the next 12 months? (why, where and how)

Clearly outline your purpose and indicate what goals need to be attained in order to reach your goals

Your business objective is like a MAP that guides you to your destination, therefore, your objectives need to be well spelt out. It will guide you to where you are going, where you want to be and how and steps to take to achieve it.

In some instance you set milestones to be achieved every 3 months. Your objective can be to open another branch in Lagos in the next 5 months and another in Abuja in the next 10 months etc.

It can be inform of growing your revenue to N20,000,000 in the next 10 months.

It can also be in form of creating more units or packaging your products instead of outsourcing it.

Section 3: Management team

Question 3.1 Describe the benefit that you and your proposed staff will bring to the business including expertise (technical), track record (practical and any relevant training in the industry (200 words)

Answer 3.1

To answer this question correctly, you need to look at your background. Your educational background, past experience and present experience in area or field or companies you have worked or currently working. These can include industrial training, SIWES, NYSC or post NYSC training or experience. Make sure you only list something that is very relevant to your business. If your experience will not in any way add value to your proposed business, please don't just mention it.

First thing to do is to identify all the skills you have, the skills and value you want accountant to bring, the same thing for sales/marketers, engineer, designers, farmers etc.

Example

- 1) My business will benefit from my Solid financial and managerial skills from my 6years working experience in GTB.
- 2) Strategic Business Planning and Development experience Skills – Planning skills is very paramount in this business and I have them all.
- 3) Sales and Customer Relationships – This is very important to me. I run after customers if they leave without someone giving them attention and I have to beg until they come back and I serve them personally.
- 4) Marketing Skills
- 5) Good communication skills – In this business I have to talk to sell well.
- 6) People Management and HR.

Question 3.2 State any management experience gained, outlining areas of responsibility (100 words)

Answer 3.2:

Do you have any management experience in your previous work, you can state it here and also outline the area of responsibility.

Please take note that your management experience gained doesn't mean the one from established firm only, if you have any management experience from small shop, school, NYSC, social work etc.

E.g

I work with ABC Company as a manager from 2010 – date. Below are my work responsibilities:

Accomplishes staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counselling, and disciplining employees; developing, coordinating, and enforcing systems, policies, procedures, and productivity standards.

Section 4: Employees

Question 4.1: How many full-time people will be newly employed in your business during the first 12 months after receiving a grant award?

Answer4.1:

Here you are to state how many full time staff you need for the next 12 months. Don't just mention anything here. Because it will reflect on your cashflow in the salary row. If you tell lies to impress YouWIN and give bogus number of staff to be employed without doing your home work well, they will know. Imagine if you say you will employ 30 people for the first year and in your cashflow, $30 \times 12 \text{ months} = 360$ and your total salaries to be paid out is N3,000,000, that means an average salary a month is N8300. I.e $N3,000,000/360 = N8300/\text{staff per month}$. That salary is poor and government want you to pay at least minimum wage which is N19,000.

So what you need do is to list all the positions and the number of staff that will be needed.

Don't forget that you may not start production immediately you receive your first grant, it can take you up to 4 months before operations commence and during this period you may not employ anyone until when you need them.

For some people that your work is seasonal, you will need to look at the month you need to employ and analyse your staff need. That is, if you need casual staff for such work and period.

I have include template for you to use and analyse your staff needs, the salaries etc.

Question 4.2: How many additional casual staff will be employed in your business during the first 12 months after receiving a grant award ?

Answer 4.2:

I won't go into details here because I have already done that in the first above.

Section 5: Full time staff

Question 5.0.1: You have indicated that you will not employ any full time staff. Update the number of employees

For each new full time staff member

Question 5.1: Full time staff role

Answer 5.1:

Here you are to state the roles of full time staff that will be employed. E.g accountant, engineer, marketer and also state their role.

Question 5.2: Casual worker: How many additional casual staff will be employed during the first 12 months after receiving the grant award?

Answer 5.2:

State how many casual staff will be employed during the first 12 months after receiving you grant. If there will be no need for casual staff, you can enter zero.

Section 6: Operation Management

Question 6.1: Describe each step of operation of production process for your business (200 words)

Answer 6.1

To answer this question, you need know the operation process of your business. Starting from ordering your raw materials, mixing, production, processing and packaging them. So you need to have full knowledge of your business before can answer this question convincingly.

As you describe each step of operations or production process in your business, you need to State what you need for each product step, and that may include supplies, time period, etc. Doing this shows how professional you are and the level of knowledge in have in your business. That's exactly how I answer this question in the previews edition.

For example, let's look at restaurant business production process:

BELOW IS THE ANSWER SUBMITTED TO YOUWIN WOMEN EDITION THAT WON

The operational procedures for preparation of any food are almost the same, but I will use vegetable soup (Edikan Ikong) in this explanation:

Menu/Recipe Development:

We start by listing all the ingredients for the food we want to prepare and the quantity we wanted.

The ingredient for preparation of Vegetable soup (Edikan Ikong) are

- a) Pumpkin leaves and water (not more than 3KG)
- b) Beef, Stock Fish, Dry fish and Shaki.
- c) Pepper, Salt and ground Crayfish
- d) 200ml Palm oil
- e) Periwinkle - 5 cup
- f) 2 medium bulbs onions
- g) 5 cubes of Knorr Seasoning

Others are Garri, Fufu, Semo, Pounded Yam

Costing:

At this stage we cost all the ingredients and where to get them. We determine if we are to buy from the market or our suppliers will supply them or from our store. We determine quantity to be cook

Buying/Gathering:

We buy all the recipes. Some of the ingredients are supplied by our suppliers and we buy in bulk all the time to reduce cost except perishable ingredients.

Preparation:

At this stage we prepare the soup by adding all the ingredients together and cooking them. We also prepare the Eba, Fufu, Semo and Pounded Yam since one of these is served with the soup.

The time it takes to prepare this soup is between 30 minutes-1hour.

We use gas cooker to cook the food

Serving to Customers:

At this stage the food are keep in a food storage containers to preserved it for a longer shelf life and the food are taking from the kitchen to the restaurant to server customers.

In the answer above, I did not mention how many staff is involved in the production process. I enjoin you to please state the number of staffs involve in the production process. Don't forget the word limit, so make you give point and not irrelevant stories.

Question 6.2 Describe the main three success factors necessary to strive in your industry (e.g suppliers, networks, low –cost, diverse customer base, production capacity) Give example each. (200 words)

Answer 6.2:

In every business there must be success factor to help succeed in your niches. These factors can also be your competitive advantage. What you have that your competitors don't have.

The best way to answer this question is to look at your USP (Unique Selling Point). So what are your unique selling points? What makes you stand out from the competitors?

I want us to look at 2 case studies before you proceed to answer this question. We are going to look at GLO and Cowbell success factor.

Case study 1: When was about entering the Nigerian telecom market, they look what will make them succeed. What their competitors don't have that they have. The best strategy to penetrate the market, at that time MTN Nigeria was the reigning GSM provider and they told Nigerians that we are not ripe enough for per second billing (PSB) and that it's 10years later that they can introduce PSB. They said is NOT POSSIBLE! But when GLO came in, they said Nigerians deserve the best and that they are introducing PSB. Immediately they launched, almost everyone migrated to GLO because of PSB. Per Minute Billing (PMP) is a total rip-off because when you make call that is 2 second, you are charged flat rate of N40/min instead of 66Kobo per second. So when you make 2seconds call or flash, you are charge N40. But with Glo, you only pay for the seconds used.

This unique factor or USP helped Glo to penetrate the market in due time.

Case Study 2: Cowbell

Let's look at Cowbell. When they came to Nigeria they discovered a unique factor/USP, They discovered that milk are produced in tin and not all Nigerians could afford it. They made milk in a sachet, Peak was laughing at them then- they said Cowbell was milk for the poor- but they were right! Majority of Nigerians were poor and could afford tin milk. If out of over 100millions Nigerians, 5 millions poor Nigerians could afford N10 a day for a sachet of milk. So 50millions x N10 = N50,000,000 a day so multiply it in a month.

On monthly basis, they grossed N900million (almost N1billion).

When Peak saw that the market was dwindling, the decided to join Cowbell and produce milk in sachet in order to survive.

Now look at those two case studies, how do you think you can up come it USP to strive in the industries? Your success factors can be your flexible pricing system, mass production, home delivery, free installation and maintenance etc.

E.G ABC company provides free installation and maintenance to our clients in order to help them save time, cost and give them the best experience.

Question 6.3 :Do you need to hold manufactured product/prototypes prior to undertaking this process? If so describe what is required (50 words)

While you are still dreaming of winning N10m from federal government, you need to prove that you are a serious entrepreneur...

UNFORTUNATELY, I cannot afford to unleash those hot strategies and all the answers here. Why? There are a lot of empty headed people out there waiting for HOT information like this so that they can steal it and start selling it even though they do not understand how it works.

Another important reason is that people out there when given free things valuable information like this, they tend not to use it coz they did not pay to get it. But, if you pay to get something, you definite use that thing and achieve the desired result.

Yes! I know what I am talking about. I want to charge the spirit of success out of you. I am not going to release those top secrets, proven techniques, answers to all the second round questions and hot strategies to you here. If you need it, you will have to take one step further so as for me to know that you are really ready and serious to WIN BIG WITH YOUWIN.

This is to those who are really serious about winning N10m from FG and establish or expand their business just like I did.

Those that subscribe to my success guide in the first round could hide their joy

COMPOSE

Inbox (19)

Starred

Important

Sent Mail


Drafts (1)

Junk E-mail

More ▾

Something's not right.

We're having trouble connecting to Google. We'll keep trying...

**Daniel Chukwudi** <deechukwudi@gmail.com>
to me ▾

Apr 3 ☆


↩

▾


God bless you sir,
It is with great pleasure that I write to inform you that my business plan is among the 6000 short listed to go ahead to the second stage with the YouWin 3 business plan.
I want to say a big thank you for being a blessing and aiding in my achievement thus far and to let you know that I am still under your tutelage even as I delve into the second stage.
Thanks again and God bless you beyond measure.

Best Regards.

Daniel
...Jesus loves You!

**Utibe Etim**
Congratulation, let pop champaign!!!

Apr 3 ☆

**Daniel Chukwudi**
to me ▾

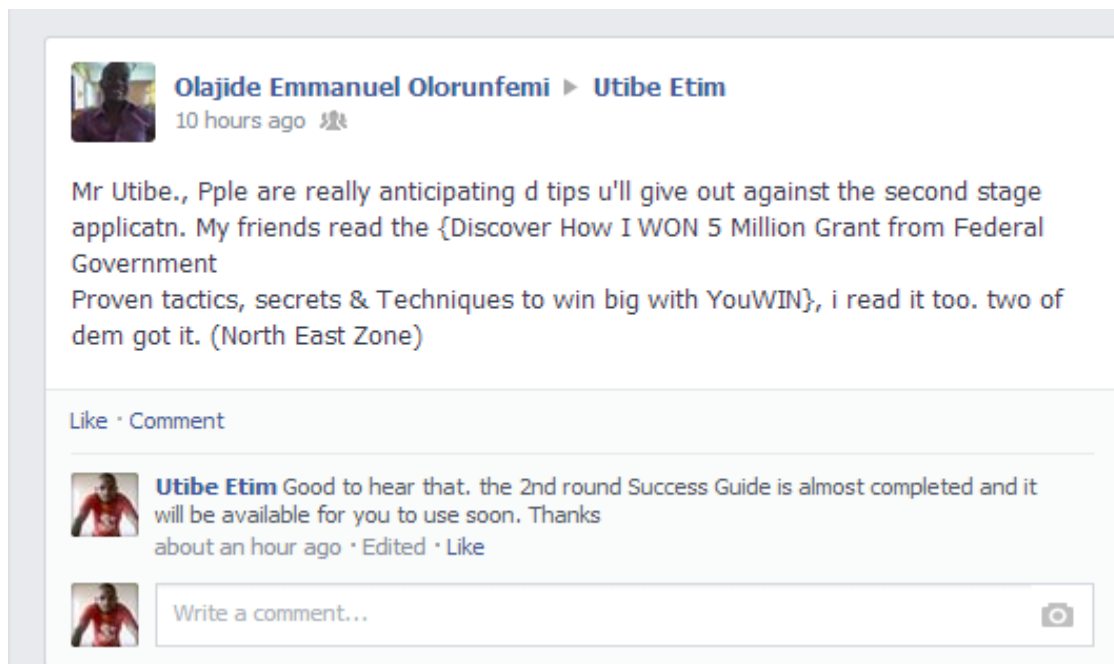
Apr 10 ☆

↩

▾

Goodmorning Sir,
How are you and how's business. I trust you're doing well. It's my prayer for you. My training has been scheduled for 22nd-24th at Abj. I wanted to know if you'll be giving insights into the second stage. I really benefited immensely from your mentor ship.
Looking forward to your direction.

God bless you beyond measure.
...Jesus loves You!



Below is what I want to give out to those serious minded entrepreneurs:

The same secrets I applied to win in the first edition and also assisted women in the 2nd edition to win as much 10m FREE Grant from Federal Government programme supported by World Bank and how you can win as much as N10m.

- ✓ All the questions answered including those questions under **financials template**.
- ✓ We will teach and show you how to use cash-flow and break-even analysis to answer questions under **FINANCIALS section correctly and confidently**.
- ✓ Discover the secrets that I have used that guaranteed success for me and my mentees
- ✓ The **TECHNIQUES** that put you ahead of other applicants.
- ✓ You will discover how to effectively and efficiently answer the over 25 questions in the 1st round with confidence.
- ✓ How to analysis your business idea to know the strength, opportunities, weakness and any threat that would give you an edge over others.
- ✓ Setting the goals, mission and vision that will impress your marker
- ✓ I will help you with tips and support
- ✓ Show you how to answer questions the exact way YouWIN want you.
- ✓ I will put you on a special list of my mentees where you are given priority and excellent support.

To get that award winning YouWIN business plan **SUCCESS GUIDE**, financials template, sales forecast templates, marketing among other valuable information, please visit <http://utibeetim.com/ebook/> or follow the steps below:

So how much should I charge for this ULTIMATE GUIDE?

Or should I rather ask how much do you think it worth?

I will personally write 7 business plans this year for some clients and you will be learning the same secrets and tips I will be using...

Just 20 people will be on my mentee list so that I can give proper supports and review.

No doubt, you will agree with me that this ultimate guide should be priced at N50,000.00

Now”” should I peg my winning guide at N50,000.00?

I will say BIG NO even though we all know that the value is far higher than that.

What if I peg it at N30,000.00? Hmmm! To some people that is on the high side.

So I will not even sell it for N25,000.00 even though that is very nice for some people. I will sell it for only serious mind entrepreneurs for:

N20,000.00? Nope

N15,000.00? Nope

But for only

N10,000.00

Just 10k only and is only for those that want to change their status this year

PLEASE NOTE THAT I CAN ONLY ACCEPT 20 potential entrepreneurs that I know I can give excellent support when they need it.

The question is: WILL YOU BE AMONG THE 20 LUCKY entrepreneurs?

Take action now and order for this ultimate guide to YouWIN business plan success by ordering for it

ORDERING INSTRUCTIONS

There are 3 ways to secure your seat for this seminar.

Pay into any of my personal bank accounts below:

GUARANTY TRUST BANK

Account Name: Utibe Etim

Account Number: 0007852498

UBA

Account Name: Utibe Etim

Account Number: 2012483183

After payment, please text or email your name, email, phone No, Your business idea, location to 07031542324 or utibeman@gmail.com and I will send your Ultimate Guide to YouWIN Business Plan Success and I will also store your details for follow up and support.

It is my honest desire and genuine interest to help you achieve your YouWIN business plan competition dreams. Unfortunately, I won't be able to help more than 20 people because of the support I want to give them. Make sure you act now to be a part of this.

All the best.

Utibe Etim

PS: Do you have any question for me? Please don't hesitate to call me on 07031542324 or you can.