

APPENDIX 2

(BETADEN SUSTAINABILITY REPORT) FAR COMMITTEE SEPT 2020

OBJECTIVES FOR BETADEN INVESTMENT FUNDING MANAGER – MATT THOMAS

FTC – 11/5/20-31/3/21

Section 1 – Objective setting/assessment. Complete at start of year, mid year and end of year.

	Objective/Target (in order of importance)	Measure d By	Weigh t	Time Frame	Outcome			
					Job Holder	Manage r	Agree d	Comment s
1	3 Month Objectives Value Proposition articulated and agreed with the BetaDen Advisory Board.	Evidence of Planning Framework & Appropriate Sign Off	15%	31/08/20				
2	Target audience/ sectors for funding identified and agreed with the Board/	Monthly Progress Report for Advisory Board	10%	31/08/20				
3	6 Month Objectives Audience/ sectors contacted and feedback collated (and target income Y1-12/15% identified).	No.of Contacts made No. of leads converted Distinguished from Obj 1 progression	25%	30/11/20				
4	Refinement of Value Proposition completed and agreed with the Board inline with BetaDen Business Plan Yr 1.	Business Structure/Co mmercial Framework to progress the business plan agreed by Board	20%	30/11/20				
5	Financial Target Y1 Business Plan £39-43K	Milestone target of £20K at 6 months	20%	30/11/20				
6	Building Investment Network /Investor Relations	Seeing change in event audience/n etwork (report narrative)	10%	30/11/20				