



COMMERCIAL FINANCING PLAN

项目路演/商业计划书

You can add something here ,Here's the place for you to add something

Please add your company

20XX.XX.XX



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01

技术和产品

Technology and products



公司/项目简介

Company / Project Profile



公司及项目基本情况介绍

- Definition of project management:
project management is a set of technical methods based on accepted management principles, which are used to plan, evaluate and control work activities, so as to achieve the desired final effect on time, according to budget and according to specifications.

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技术和产品

Technology and products

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添加标题

1

技术指标
关键技术
OR
产品及服务

2

添加标题

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技术和产品

Technology and products

技术路线及方案(架构图模板)





与国内外同行业公司比较

	竞争公司1	竞争公司2	竞争公司3
产品功能		Here's the place for you to add something	Here's the place for you to add something
技术创新	线上技术转移交易与线下活动结合	Here's the place for you to add something	Here's the place for you to add something
核心团队		Here's the place for you to add something	Here's the place for you to add something
用户数量		Here's the place for you to add something	Here's the place for you to add something
运营策略	产学研结合创新体系	Here's the place for you to add something	Here's the place for you to add something
渠道资源	政府、院校、企业	Here's the place for you to add something	Here's the place for you to add something

竞争分析需要解答投资方的疑问：

- 市场上有没有同类的产品？
- 存在哪些潜在对手？
- 相比竞争者的优势在哪里？



技术来源及知识产权情况





02 商业模式及实施方案

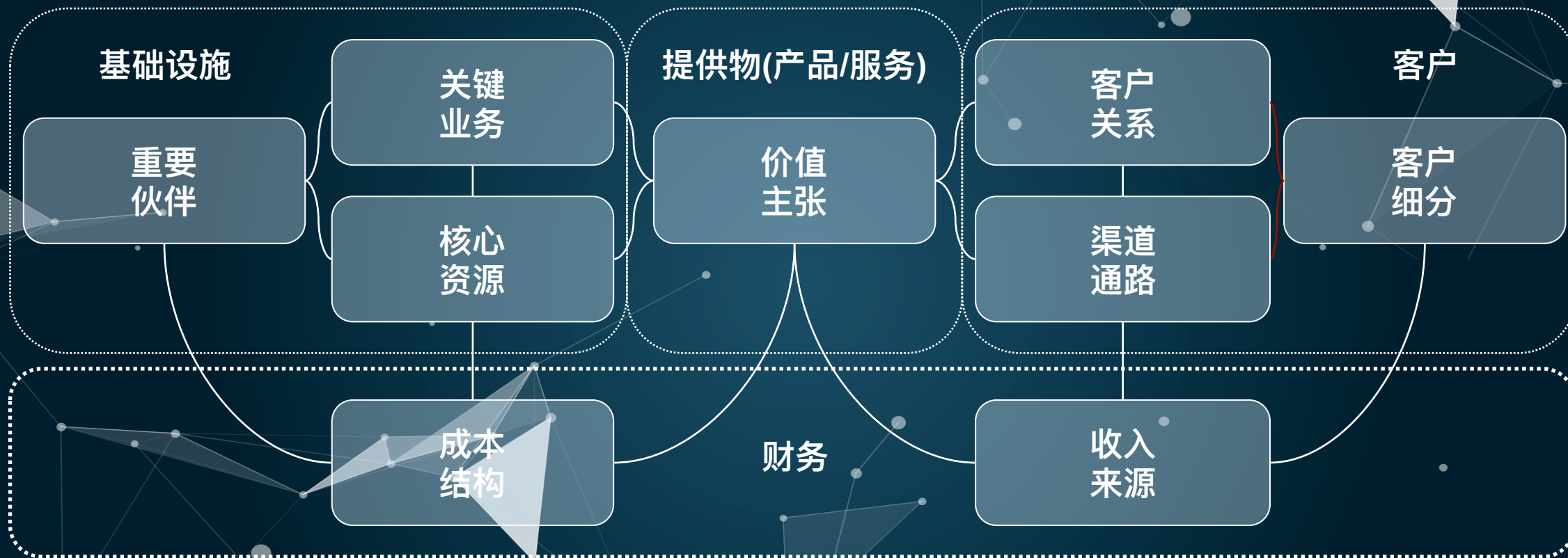
Business model and implementation plan



商业模式及实施方案

Business model and implementation plan

商业模式



商业模式描述了——企业如何创造价值，传递价值，获取价值的基本原理

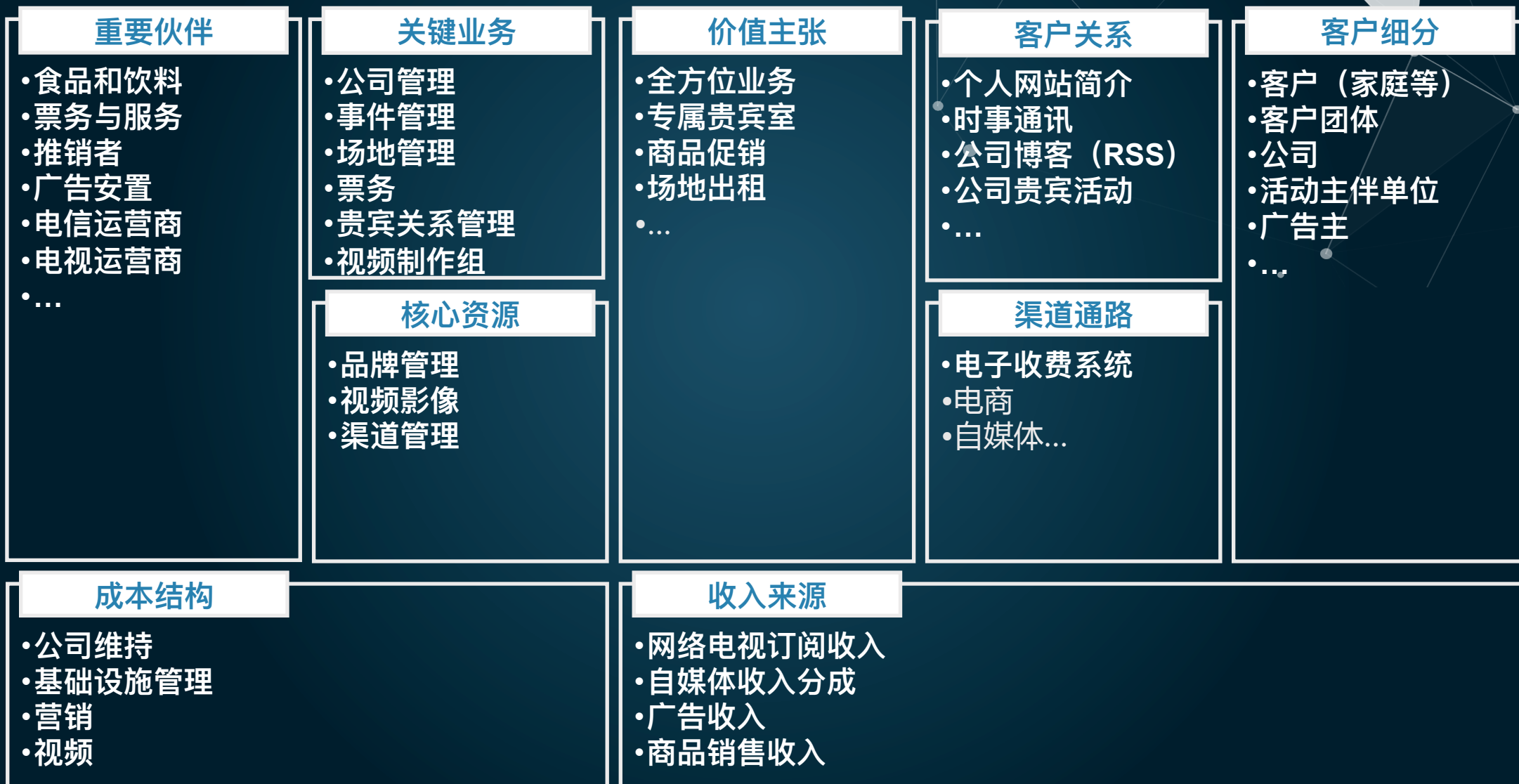
- 可考虑从价值定位、消费者目标群体、分销渠道、客户关系、价值配置、核心能力、合作伙伴网络、成本结构、收入模型来描述清楚商业模式.....
- 同时涵盖盈利预期，产品策略，价格策略，渠道策略，促销策略.....
- 代理，特许加盟，直销，BT模式(建设—转让模式)，BOT模式(建设—运营—转让模式).....



商业模式及实施方案

Business model and implementation plan

商业模式（标准商业模式画布模板）





商业模式及实施方案

Business model and implementation plan

实施方案



实施方案

- 实施方案：包括技术方案、生产方案、营销计划及特殊行业许可证报批情况
- 技术方案，包括技术原理图、解决关键技术的主要途径、方法、措施、主要技术指标以及产品（服务）研发计划。
- 产品生产方案，包括生产工艺流程图、生产工艺原理、解决生产关键环节主要问题的途径、方法、措施以及产品（服务）生产计划。
- 营销计划，公司所针对的市场竞争环境、竞争优势与不足，制订的产品营销计划。主要内容有市场营销策略、获利方式、营销方式和渠道、价格策略、预估3—5年的销售目标和市场占有率。
- 特殊行业产品的生产许可证报批情况。已报批的项目产品要附许可证复印件。



商业模式及实施方案

Business model and implementation plan

运营策略

渠道

- 自建渠道?
- 分销商、特许经营
- 线上线下相结合
- 第三方渠道?
- 比如借助三大运营商的销售渠道

营销

- 社交媒体营销?
- 事件营销?
- 植入营销?
- 饥饿营销?
- 捆绑营销?

制造

- 自建生产工厂?
- 生产能力安排
- 生产代工?
- 供应能力安排
- 供应链管理?



03 行业及市场

Industry and market



行业定位及需求分析

(根据项目情况修改)

行业现状

行业空白点、供需状况、政策环境.

目标客户

群体规模、群体分布、群体层次

行业

- 进入行业的主要障碍(经济性, 政策性), 影响行业发展的各种因素(有利+不利), 哪些行业的变化对产品利润影响较大, 行业目前所处发展阶段, 行业潜在的各种风险.....

需求痛点

是完全没得到满足?
现有方案解决不优?

需求特点

显性/隐形 低频/高频
普遍/刚需

市场定位

需求分析

市场容量

宏观数据、微观数据.

发展趋势

技术驱动、政策影响、消费驱动



行业及市场

Industry and market

市场分析 (根据项目情况修改)



Analyze the competitiveness of products in domestic and foreign markets, the company's brand competitive advantage, sales channels, sales price, cost advantage, competitor analysis, market development prospect (scale + growth trend), price trend



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Analyze the competitiveness of products in domestic and foreign markets, the company's brand competitive advantage, sales channels, sales price, cost advantage, competitor analysis, market development prospect (scale + growth trend), price trend

市场

- 如实分析产品在国内外市场竞争能力分析, 公司的品牌竞争优势, 销售渠道, 销售价格, 成本优势, 竞争对手分析, 市场发展前景 (规模+增长趋势), 价格趋势.....



04 团队介绍

Team Introduction



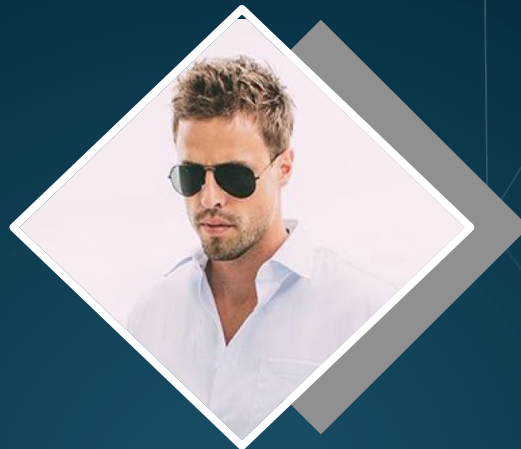
团队介绍

Team Introduction



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团队介绍

- 公司的管理团队，组织架构及团队能力的优势和劣势
- 团队成员的分工与互补，团队成员的持股情况
- 各成员与管理公司有关的教育与工作背景
- 重点介绍团队负责人背景、经历、经验、业务专长以及在技术、经济、管理领域“辉煌成就”



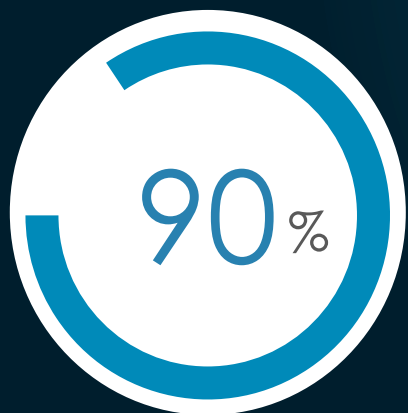
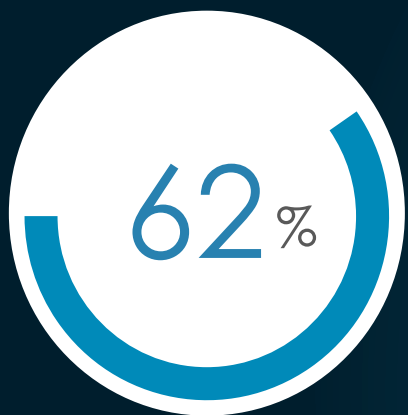
05 财务分析

Financial analysis



财务分析

Financial analysis



财务分析

- Data analysis refers to the use of appropriate statistical analysis methods to analyze a large number of collected data, summarize, understand and digest them,

财务分析

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财务分析：

- 实事求是地量化分析企业过去及未来的经营情况，要经得起推敲。
- 所需的总投入和主要用途，说明资金的筹措方式（自筹、贷款、社会资金等），还要说明资金使用计划和具体用途、预计收支情况以及潜在的财务风险分析。



财务分析

Financial analysis

49087

Definition of project management: project management is a set of technical methods based on accepted management principles, which are used to plan,

5590

Definition of project management: project management is a set of technical methods based on accepted management principles, which are used to plan,

38%

Definition of project management: project management is a set of technical methods based on accepted management principles, which are used to plan,



THANK YOU

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希望你在纷繁喧扰的世界有一颗平静的心

——七彩尘设计

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如
尘

静
水
如
心