Startup Track

What we expect

Your business plan is a central deliverable that should demonstrate both thorough analysis and practical viability. It should be approximately 3,500 to 6,000 words in length, excluding references and appendices, and presented as a professionally formatted report. Aim for a clear and logical structure that guides the reader smoothly from the executive summary to conclusions and next steps.

Your plan must show rigor and depth. Support all claims and assumptions with evidence—this could be market data, competitor analysis, financial projections, or credible literature. Incorporating tables, figures, and graphs is highly recommended when they effectively communicate quantitative data or complex concepts. Figures must be properly labelled and referenced in the text, and tables should present data in a clean, easy-to-read manner.

Beyond content, pay close attention to the quality of writing. Maintain a formal, business-like tone; use accurate terminology; and ensure your arguments are coherent and well-reasoned. Consistency in style, proper referencing of sources, and careful proofreading for spelling and grammar are also critical.

In short, your business plan should reflect the same level of care, detail, and professionalism that real-world investors and stakeholders would expect. Please treat this as a blueprint for a venture you believe in, and use the document to clearly articulate its opportunity, strategy, feasibility, and financial outlook.

You may leverage generative AI tools to support your research and writing process. Still, you must critically evaluate all outputs and ensure they are accurate, properly attributed, and seamlessly integrated into your work.

Deadline for submitting business plan:	31st of August
How to submit:	Send it as via email to startup@constructor.university (both as PDF and editable file, such as Word)
	Use the following naming for the document:
	Lastname_Firstname_BusinessPlan_YYYY-MM-DD
	Example:
	Smith_John_BusinessPlan _2025-06-30.pdf and *Smith_John_BusinessPlan _2025-06-30.docx*

Agenda:

All assignments and deliverables need to be submitted by the end of each week.

Week	Content
Week 1: June 30th to July 6th	**Startup Accelerator** • Register under https://accelerator.constructor.app/ • Read "*Rules of the program*" under "*Week 0: Onboarding*" after signing up • Finish "Week 1: Customer discovery and customer development" • Pass the quiz on week 1 • Finish "*Assignment 1: Your Persona Canvas*" and send it to startup@constructor.university **Business Plan** • Prepare your business plan template. For that, research and rely on publicly available information. • Rely on the knowledge obtained from the Startup Accelerator to generate the first content for the sections on *Market Analysis* and *Business Model & Strategy*. Note that these sections will require additional content. **Assignment 1:** Read the following articles and briefly outline what you have learnt from them, both in general and for your startup. Summarize your learnings and and send it (as a PDF file, either continuous text or slides) to startup@constructor.university. • Signaling theory : https://doi.org/10.1177/0149206310388419 • Value creation in e-business: https://doi.org/10.1002/smj.187 • The YouTube video: How Great Entrepreneurs See What Others Don't: https://www.youtube.com/watch?v=68QW15sBdKQ Complete the Entrepreneurial Mindset assessment. (Document in Teams (Assignment Documents Folder)

	July 4th Online Call With All Participants • 10 am – 11 am • **Speed networking** • To be prepared for the first meeting, you should read Section 3.3 in Chapter 3 in the book below: Jones, O., Meckel, P., and Taylor, D. (2021). Creating Communities of Practice: Entrepreneurial Learning in a University-Based Incubator. Cham: Springer International Publishing AG. https://ebookcentral.proquest.com/lib/constructor-university/detail.action?docID=6467881
Week 2: July 7th to July 13th	**Startup Accelerator** • Finish "Week 2: Competitive Landscape & Market Analysis" • Pass the quiz on week 2 • Finish "*Assignment 2: Competitor list and matrix*" and send it to startup@constructor.university **Business Plan** • Rely on the knowledge obtained from this week's Startup Accelerator to generate the content for the section on *Market Analysis*. **Assignment 2:** Try to come up with answers for all the points below and structure them in a presentation with seven slides, one slide per bullet point (no need for elaborate editing or design). Send the slides to startup@constructor.university Part 1: Read Section 3.2 in Chapter 3 in the book below: • Jones, O., Meckel, P., and Taylor, D. (2021). Creating Communities of Practice: Entrepreneurial Learning in a

	University-Based Incubator. Cham: Springer International Publishing AG. https://ebookcentral.proquest.com/lib/constructor-university/detail.action?docID=6467881
	You should then consider:
	• How prior knowledge plays a role in the entrepreneurial opportunity identification and development process for your business.
	• How to implement your prior knowledge in the business plan (market analysis, customer problems etc.);
	• How your generic entrepreneurial competencies can help you acquire resources or identify areas for improvement in your business.
	Part 2:
	• Watch the video „Business Plan Writing 101" from the Wharton Entrepreneurship Series: https://www.youtube.com/watch?v=zlrb_X6fYZ0
	• Read the article „Seven Common Business Plan Mistakes" https://web.uri.edu/risbdc/seven-common-business-plan-mistakes/
	You should then consider:
	• What actual value does a business plan provide me?
	• What of the eight things that a business plan includes may be the most challenging for me to write? Which ones may already be well-defined?
	• You can challenge your assumptions. Could some of them be unrealistic?
	• In line with the article on business plan mistakes when writing summaries, draft a text of up to 250 words that summarizes your business. "Someone without a deep business background should be able to understand it, and it should make the case that your business is viable in short, clear points."
Week 3: July 14th to July 20th	**Startup Accelerator** • Finish "Week 3: Founders & Team Growth" • Pass the quiz on week 3 • Finish "*Assignment 3.1: Competitor list and matrix*" and "*Assignment 3.2: Capitalization table*". Send both to startup@constructor.university • Finish "Week 4: Tech & Product roadmap development" • Pass the quiz on week 4

	• Finish "*Assignment 4: Tech & Product roadmap*" and send it to startup@constructor.university
	Business Plan
	• Rely on the knowledge obtained from this week's Startup Accelerator to generate the content for your business plan.
	July 18th Online Call With All Participants
	• 10 am – 11 am • Discussing assignment 2
Week 4: July 21st to July 27th	**Startup Accelerator** • Finish "Week 5: Financial Modeling" • Pass the quiz on week 5 • Finish "*Assignment 5: Financial Model*" and send it to startup@constructor.university **Business Plan** • Rely on the knowledge obtained from this week's Startup Accelerator to generate the content for your business plan. **July 25th Online Call With All Participants (voluntary)** • 10 am – 11 am • Room for discussion and questions • All participants must arrive within the first 10 minutes
Week 5: July 28th to August 3rd	**Startup Accelerator** • Finish "Week 6: IP & Legal check" • Pass the quiz on week 6 • Finish "*Assignment 6: Legal profile*" and send it to startup@constructor.university **Business Plan** • Rely on the knowledge obtained from this week's Startup Accelerator to generate the content for your business plan.

	August 1st Online Call With All Participants • 10 am – 11 am • Discussing the financial models from the week before • Any other questions / discussion
Week 6: August 4th to August 10th	**Startup Accelerator** • Finish "*Week 7: Fundraising & Investor relations*" • Pass the quiz on week 7 • Finish "*Assignment 7: Funding strategy*" and send it to startup@constructor.university **Business Plan** • Rely on the knowledge obtained from this week's Startup Accelerator to generate the content for your business plan. **August 15th Online Call With All Participants (voluntary)** • 10 am – 11 am • Room for discussion and questions • All participants must arrive within the first 10 minutes
Week 7: August 11th to August 17th	**Startup Accelerator** • Finish "*Week 8: Sales, Marketing & Business development*" • Pass the quiz on week 8 • Finish "*Assignment 8: Cold email template*" and send it to startup@constructor.university **Business Plan** • Rely on the knowledge obtained from this week's Startup Accelerator to generate the content for your business plan.
Week 8: August 18th to August 24th	**August 22th Online Call With Other Participants** • 10 am – 11 am • Checkup / discussion round on status of business plans • Room for discussion and questions
Final week: August 25th to August 31st	Finish your business plans and hand them in by August 31st end of day.

Calls:
- July 4th Online Call with All Participants
- July 18th Online Call with All Participants
- July 25th Online Call (*voluntary*)
- August 1st Online Call with All Participants
- August 15th Online Call (*voluntary*)
- August 22th Online Call with Other Participants