# **Rapport Project 1**

Équipe: Team1 Secteur d'activité: Business Line 1

Description of project 1



Date de début: 27/08/2021

# Membres de l'équipe

admin	admin
Clément	Cardot

# Customer

Widespread sales that scale. Large numer of active users with substancial growth.

First commercial sales and implemented sales process. Substancial numer of active users.

Customers in extended testing or first test sales. Small numer of active users.

Benefits confirmed by first cutomer testing.

Established interest and relations with customers.

Confirmed problem/need from several customers or users.

First market feedback established.

Identified specific needs in the market.

Hypothesis of possible needs in the market.

### Commentaire:

# **Technology**

Technology complete and proven in actual operations over time.

Technology complete and demonstrated in actual operations.

Technology prototype demonstration in operational environment.

Technology prototype demonstration in relevant environment.

Technology validation in relevant environment.

Technology validation in laboratory.

Proof-of-concept of critical functions and/or characteristics. in laboratory.

Technology concept and/or application formulated.

Interesting research results or initial technology idea identified.

### Commentaire:

# **Business Model**

Sustainable business model proven to meet internal and external expectations on profit, scalability and impact over time.

Sales and metrics show that sustainable business model is viable.

Viability of sustainable business model (pricing, revenue model, etc) validated by initial commercial sales.

Full sustainable business model tested on customers, partners, suppliers (e.g. by test sales), calculations show economic viability.

Key assumptions in sustainable business model tested on market.

First calculations indicating economically viable business model. First assessment indicating environmental and social sustainability.

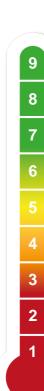
Description of sustainable business model and target market(s), including competition

First hypothesis of possible business concept (in any format) and identified overall market potential and competition.

No or unclear hypothesis of possible business idea, market potential, and competition.

#### Commentaire:

## **IPR**



Strong IPR support and protection for business. IPR protection granted and maintained in relevant counties.

IPR strategy and management practices fully implemented. Filed formal applications/registrations of complementary IPR.

Filed formal applications registrations of key IPR in relevant countries fregions according to IPR strategy.

First complete IPR strategy in place considering different IPR. Positive response on filed applications/registrations.

Draft of IPR strategy to create business value is in place. Filed first formal application registration of key IPR.

Confirmed that IPR protection is possible and for what. Decided why to protect certain IPR (business relevance).

Description of possible key IPR in some detail. Initial evaluation of potential to protect key IPR.

Identified different forms of possible IPR that you have/create. Ownership is clarified and you can use relevant IPR.

Hypothesizing on your possible IPR.

#### Commentaire:

## **Team**

High performing, well-structured organization at all levels that is maintained, develops, and performs over time.

Professional organization in place (board, CEO, management, staff).

Well-functioning team and culture in place. Growth plan for expanding team and building organization over time.

Complementary, diverse, and committed founding team with all necessary competencies and capacity to start building a business.

Initial founding team with main needed competencies and capacity. Team agrees on ownership, roles, goals, and visions.

A champion is present with clear idea of direction (startup/other way). Several needed competencies in place, initiated plan to complement.

Some of necessary competencies in place to verify/develop idea. Defined needed competencies (and plan for finding them).

Limited competencies in place to start verifying the idea. First idea of additional necessary competencies or resources.

Lack of necessary competencies/resources to verify idea. Little insight into team needs (typically an individual).

#### Commentaire:

# **Funding**

Secured funding for at least 6-12 months of operations. Financial monitoring and forecasting system fully implemented.

Term sheet level discussions with one or several external funding sources that show clear interest.

Initial discussions with potential external funding sources. Complete pitch for funding and supporting material ready.

Improved pitch for funding tested on relevant audience. Initiated contacts with relevant external funding sources.

First pitch for funding tested on relevant audience. Defined near term funding need and decided on funding strategy.

Funding for elaborated verification plan secured.

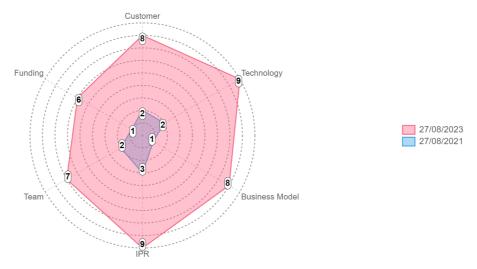
Funding for initial verification plan secured.

Description of initial verification activities. Defined funding need and funding sources for initial milestones.

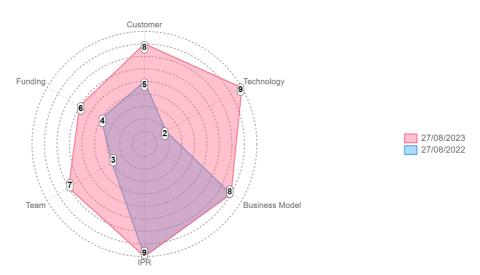
No clear description of initial verification activities. No clear view of initial funding needs and funding options.

#### Commentaire:

# Résumé



Comparaison avec le graphique initial



Comparaison avec les deux derniers graphiques