

## 2. Business idea

### c) Pricing

- Financial requirements
- Cost recovery and revenue structure
- External services
- Price strategy

## 3. Sector and market

### a) Sector analysis

- Definition of the sector
- What is the demand for the service / product in your industry?
- What developments and trends are there in the industry?
- Administrative influences
- Barriers to market entry

## 3. Sector and market

b) relevant market

- Definition and segmentation of the market
- Market operators
- Target group analysis
- Reference and potential customers
- Industry concentration and dependence on large customers

## 3. Sector and market

### c) competition

- Competitive Analysis (Identification, Strengths and Weaknesses)
- Differences in your offer
- Reactions to your market entry

## 3. Sector and market

d) location

- location analysis
- definition of location, criteria

## 4. Marketing and distribution

### a) Marketing

- Advertising and public relations
- Marketing mix
- Determination of a marketing budget

## 4. Marketing and distribution

### b) distribution

- Paths of the service / product to the customer
- distribution channels (direct sales, intermediaries, storage)
- industry-specific external sales staff?
- Payment target and discount
- Service and advice

## 5. Management

### a) Key positions

- Team Compilation
- Key positions and assignment of tasks
- Management qualifications (training, professional activity, sector knowledge)
- Experiences and skills related to the business project
- External service providers



## 5. Management

### a) Key positions

- What skills are missing?
- How and by whom are they supplemented?
- Does the team have knowledge in the commercial field?
- What are the special features of your personnel policy (e.g. qualification, employee participation)?
- How should the compensation system be designed?

## 5. Management

### b) Legal form

- Individual or team
- Capital company/Personal company
- Legal form
- Business representation and liability
- Equity vs. debt
- Formalities (d. B. Accounting, balance sheet)

## 6. Chances and Risks

- Identification of opportunities created by the foundation, use of opportunities
- Assessment of risks to business activities
- Risk minimization, alternatives

## 7. Financial planning

### a) Planning of personnel costs

- staff needs and staff costs
- payment structure
- planning of personnel
- critical items



## 7. Financial planning

b) Planning of investments and tax write-offs / depreciat



- Investment planning in the short term before the start of business activities / long-term foresight
- Depreciation planning
- Influence on liquidity

**[Link financial planning template](#)**

## 7. Financial planning

### c) Liquidity planning

- Amount of deposits (equity/debt capital)
- Overview of monthly incoming and outgoing payments
- Overview of monthly repayment and interest payments
- Liquidity reserve/buffer
- Long-term liquidity forecast



## 7. Financial planning

### d) financing

- Financial requirements for the next five years
- Equity/Debt ratio
- Sources of financing (own resources, FFF, loans, subsidies, crowd)
- Securities

