



BUSINESS PLAN RULES

1. IISMA-E applicants should write their business plan based on the format provided by the IISMA team
2. The business plan should be written in Times New Roman format with a Font Size of 11 and space of 1,15
3. Each section of the business plan should be written up to 100 words
4. IISMA-E applicants should elaborate on the points below in each section
 - a. Problem: What problem will your business solve?
 - b. Solution: What will your business provide to solve that problem?
 - c. Business Model: How will your business make money?
 - d. Target Customers: Who will purchase your products or services?
 - e. Promotion: How will your target customers learn about your business?
 - f. Competitive Advantage: What will your business do better than the competitors?
 - g. Financial Projections: How much money do you need to start? Spend every month? Earn every month?
 - h. Funding Required: How much money do you need to start and operate the business?
5. Applicants may propose businesses from various categories (food and beverage/cultivation/creative industry, Arts, Culture and Tourism/Services and trade/manufacturing and applied technology/Digital Business)
6. Applicants are open to determining their business field, which is not limited to their university major.
7. You can add a supplemental document to support the business plan you're writing. The supplemental document needs to be combined with the business plan form into one PDF file for submission. (Note: The business plan form needs to be at the front of the PDF.)