

## Documentation

The final deliverable must be in electronic format and structured in only one document. There is not a restriction on the number of pages, but it is recommended not to exceed 70 pages (including annexes). It should contain (at least) the following sections, not necessarily in the same order:

1. Introduction, sector, company and products
  - A. Sector, company, products or services to commercialize (PI).
  - B. SWOT analysis, Porter model or similar.
  - C. Competitive advantages.
  - D. Mission and basic strategic approach of the company, viability conclusions
  - E. Business Model Canvas.
2. Market research and analysis
  - A. Potential customers (segments and volume)
  - B. Market size and tendencies. Qualitative analysis
  - C. Existing competitors
  - D. Sales Prediction and market share

### 3. Requirements for the artefact

- A. Functional
- B. Non-functional
- C. Use cases

### 4. Technological alternatives

- A. Characteristics of each
- B. Comparison

### 5. Functional architecture

- A. Overall picture
- B. Modules description
- C. Interfaces
- D. Data exchange

### 6. Performance testing



Prototype

### 7. Marketing Plan

- A. General Marketing Strategy (segmentation and positioning)
- B. Price policy (P2)
- C. Organization of sales and distribution (P3)
- D. Service and guarantees policies
- E. Advertising and promotion (P4)

### 8. Management Team and staff structure

- A. Organization and people, organization chart and profiles.
- B. Key directors, profiles and individual CV.
- C. Directors' shares remuneration and contribution
- D. Board of directors
- E. Professional support services to contract

9. Business project beginning calendar (detailing the first 12 months).
10. Risks and critical problems we can find when implementing the plan and possible solutions.
11. Financial Plan
  - A. Income Statement Prediction (2-3 years).
  - B. Treasury Prediction (for the first 12 months).
  - C. Balance Sheet Prediction (2-3 years).
  - D. Break even analysis (first 2 years).
  - E. How we will manage Cost Control (description of the system to use).
12. Proposal for the investors (if required).
  - A. Financial needs through other shareholders.
  - B. Final composition of shareholders
  - C. Use of funds (detailing the initial balance with the total funds).
13. Bibliography

Note:

#### FOR THOSE STUDENTS TAKING BDM AND SDM

Section 3, 4, 5 and 6, will be substituted by whichever the deliverable that has been agreed with the professors of both courses. For VBP it has to be substituted for a brief description of the prototype and a few images (a demo, or at least some screenshots of the product are required)