



# BUSINESS PLAN

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A business plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the time-frame for the achievement of the goals.

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Version: V1

## Suggested Structure of a Business Plan

### 1. Executive Summary

Short summary of:

- *problem and solution/innovation, market and target groups, competition, team and enterprise, financing and business model*

### 2. Business Idea

#### 2.1. Background

- *Explain the invention process and responsible participants*
- *Draw connections to former research and development approaches or existing related products*
- *Identify pre-existing intellectual property rights.*

#### 2.2. Owners of Expertise

- *Present the founders' team*
- *Outline relevant experience and know-how (business, technical, entrepreneurial)*
- *List relevant knowledge about the industry*
- *Describe the network (mentors, consultants,...)*
- *Mention cooperation partners, such as the university, research institutes, other companies or former customers.*

#### 2.3. Innovation

- *Briefly describe of the identified problem and demand from the client's perspective*
- *Give a detailed description of the knowledge based process, product or service innovation*
- *Highlight the attributes, functions and variations of the invented solution*
- *Qualify or Quantify the added value to customers if possible.*

#### 2.4. Product Roadmap

- *Present the current development status*



- *Plan the realization up until market entry*
- *Give an overview of following products or improvements.*

### **3. Market and Competition**

#### **3.1. Market, Market Potential, Market Development**

- *Describe the market in size, the relevant segment and identify target groups.*
- *Identify trends, market developments and critically analyse expected market growth.*

#### **3.2. USP and customer value**

- *Shortly state the Unique Selling Points (USP) objectively and funded by relevant sources.*
- *Relate the customer value added by your invention to the current available solutions. Identify intellectual property (petty patents & patents, brands)*

#### **3.3. Competition**

- *Describe the competition of the enterprise*
- *Identify direct and indirect competitors as well as substitutes*
- *Invent a strategy to secure the USP of the innovation*

#### **3.4. Marketing and Go-to-market strategy**

- *Segment the target groups*
- *Identify possible market entry barriers*
- *Plan a market entry strategy including strategic partnerships, launching customer communication, price and distribution policy*

### **4. Business Planning**

#### **4.1. Organisation**

- *State the planned or current legal status, shareholders*
- *Outline the business organisation including the organigram and task distribution*
- *Identify possible locations and factors important for the choice of location*
- *Describe the Advisory Board*

#### **4.2. Financial Planning**

- *Description and explanation of the revenue model, including a price calculation*
- *Present the need for funding and strategies for maintaining liquidity and solvency until the break-even point*



- *Make an income statement*
- *Explain how the liquidity planning for 3 years looks like*

#### 4.3. Chances & Risks

- *Do a SWOT Analysis.*

<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>• <i>To be completed</i></li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• <i>To be completed</i></li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• <i>To be completed</i></li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• <i>To be completed</i></li></ul>

#### A. Appendix (only submit if applicable)

- *Additional information to the financial planning (scenarios, investments, other)*
- *Letters of Intent*
- *Studies*