**BUSINESS PLAN**



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.*

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| **Strengths**  * *To be completed* | **Weaknesses**  * *To be completed* |
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| **Opportunities**  * *To be completed* | **Threats**  * *To be completed* |
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**A. Appendix (only submit if applicable)**

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