

# SkyPulse Technologies

## Creating a startup business plan

January 31, 2024



**Version: 0.0.1**

**Execution period: 13.12.2023 - ???.???.2024**

**Responsible expert**  
Olga Samuel  
olga.samuel@sbl.ch

**Student**  
Fabian Boni  
e036696@edu.sbl.ch

**Student**  
Xenia Gautschy  
e036176@edu.sbl.ch

**Student**  
Céline Moser  
e036180@edu.sbl.ch

**Student**  
Jonas Schultheiss  
e036708@edu.sbl.ch

---

# DOCUMENT MANAGEMENT

Authors: F. Boni, X. Gautschy, C. Moser, J.Schultheiss  
Version: 0.0.1  
Date: January 31, 2024  
Status: In progress  
File name: wr-skypulse-technologies.pdf

---

Version	Date	Change
---------	------	--------

---

0.0.1	26.01.2024	Initialization of $\LaTeX$ document
-------	------------	-------------------------------------

---

---

# ABSTRACT

## Lorem ipsum dolor sit amet, consectetur adipiscing elit

Duis aliquam dui eget risus viverra cursus. Aenean lorem sapien, malesuada vitae ultrices eget, condimentum vitae arcu. Integer gravida aliquam malesuada. Maecenas tempor dui velit, eu tempus est lobortis eget. Aliquam erat volutpat. Sed posuere vitae erat pretium volutpat. Vivamus ac quam sed sem fermentum accumsan. Vestibulum lobortis mauris dui, sit amet posuere arcu blandit ac. Pellentesque vestibulum tempor est, at congue felis finibus sed. Cras urna dui, egestas sed luctus eu, finibus at enim. Nulla convallis, risus vel blandit ultricies, sem erat tempor risus, vitae cursus ipsum quam id sem. Aliquam eleifend eget erat ac venenatis. Nullam cursus nunc nec lorem luctus, sed iaculis ipsum tincidunt. Quisque ut hendrerit diam. Cras id nunc sit amet arcu porttitor eleifend.

Vivamus ac laoreet neque. Maecenas sed tempor nibh. Sed risus quam, rutrum ut ipsum eu, porttitor faucibus leo. Proin ultricies mauris eget lorem accumsan luctus. Nullam laoreet ac sem sit amet aliquam. Cras arcu est, elementum sed interdum ac, feugiat pulvinar tellus. Maecenas at nisi commodo, vestibulum est vitae, volutpat turpis. Pellentesque ornare nunc vitae erat tempor egestas. Vivamus lacinia enim nulla, non ultrices dui consequat sed. In risus massa, vulputate nec leo at, malesuada mattis lorem. Pellentesque ac eros dui. Nam euismod libero elit, eu porta quam consectetur a. Nulla sit amet neque eget sem aliquet interdum.

## Vivamus ac laoreet neque

Donec consectetur arcu turpis, ac condimentum massa pharetra sit amet. Maecenas vestibulum auctor tristique. Phasellus risus ipsum, bibendum vitae mauris non, rhoncus pretium tellus. Etiam vulputate elit ligula, vel rutrum ex eleifend vel. Fusce in vulputate enim. Praesent augue nisi, euismod nec nulla quis, dictum tempus quam. Vestibulum sodales, quam id consectetur lobortis, justo lacus hendrerit nisi, quis euismod massa eros vel tortor. Nulla vel vestibulum elit. Fusce eleifend iaculis risus vel convallis. Suspendisse potenti. Nam ac massa sagittis est gravida vehicula. Morbi nisl felis, condimentum nec mi ut, porta luctus lectus.

Duis et elit sapien. Donec volutpat tincidunt finibus. Morbi at convallis eros. Nunc sed dapibus sem, id congue nulla. Vestibulum sed nisi sed sapien blandit pharetra. Nam hendrerit volutpat purus eget pretium. Vestibulum quis dui interdum, aliquam libero a, ornare velit. Aenean lorem purus, molestie eu volutpat sit amet, bibendum in elit. Praesent sed sapien et ipsum maximus maximus.

# Contents

<b>I</b>	<b>Introduction</b>	<b>1</b>
<b>1</b>	<b>Offering</b>	<b>2</b>
<b>2</b>	<b>Ownership</b>	<b>3</b>
<b>II</b>	<b>Business plan</b>	<b>4</b>
<b>3</b>	<b>Company description</b>	<b>5</b>
3.1	Organizational chart . . . . .	5
3.2	Vision . . . . .	5
3.3	Mission . . . . .	5
3.4	Contributions to sustainability . . . . .	5
3.5	Objectives of services . . . . .	5
<b>4</b>	<b>Market situation</b>	<b>6</b>
4.1	PESTEL . . . . .	6
4.2	Market description . . . . .	6
4.3	Persona description . . . . .	6
4.4	Competitor analysis . . . . .	6
4.5	Market outlook . . . . .	6
4.6	Market regulations . . . . .	6
<b>5</b>	<b>Strategy</b>	<b>7</b>
5.1	Stakeholders . . . . .	7
5.1.1	Internal . . . . .	7
5.1.2	External . . . . .	7
5.2	SWOT-analysis . . . . .	7
5.3	STP Process . . . . .	7
5.4	How we reach our goals . . . . .	7
5.5	Possible barriers of entry . . . . .	7
<b>6</b>	<b>Financial plan</b>	<b>8</b>

<b>III Future</b>	<b>9</b>
<b>7 Outlook</b>	<b>10</b>
<b>IV Appendix</b>	<b>11</b>
<b>A List of acronyms</b>	<b>12</b>
<b>B Glossary</b>	<b>13</b>
<b>C List of figures</b>	<b>14</b>
<b>D List of sources</b>	<b>15</b>

# Part I.

## Introduction

---

---

## CHAPTER 1

---

# OFFERING

---

---

## CHAPTER 2

---

# OWNERSHIP



## **Part II.**

# **Business plan**

---

## CHAPTER 3

---

# COMPANY DESCRIPTION

### 3.1. Organizational chart

### 3.2. Vision

### 3.3. Mission

### 3.4. Contributions to sustainability

### 3.5. Objectives of services

---

## CHAPTER 4

---

# MARKET SITUATION

### 4.1. PESTEL

### 4.2. Market description

### 4.3. Persona description

### 4.4. Competitor analysis

### 4.5. Market outlook

### 4.6. Market regulations

---

## CHAPTER 5

---

# STRATEGY

### 5.1. Stakeholders

#### 5.1.1. Internal

#### 5.1.2. External

### 5.2. SWOT-analysis

### 5.3. STP Process

### 5.4. How we reach our goals

### 5.5. Possible barriers of entry

---

---

## CHAPTER 6

---

# FINANCIAL PLAN

## Part III.

# Future

---

---

## CHAPTER 7

---

# OUTLOOK

# Part IV.

# Appendix



---

---

## APPENDIX **A**

---

# LIST OF ACRONYMS

---

---

## APPENDIX **B**

---

## GLOSSARY

---

Expression	Explanation

---

---

---

## APPENDIX C

---

### LIST OF FIGURES

---

---

## APPENDIX D

---

# LIST OF SOURCES