

Business Plan

Team name

Date

1. Brief introduction (1/4 page)

The introduction should be a very short and exact description of the concept, solution, strategy and implementation.

2. Product and/or service Description (½ - 1 page)

2.1 Customer Pain

Describe what problem/need your customer is facing, and why they will pay someone to fix it for them. This is sometimes referred to as the “customer pain”.

2.2 Business Idea

Describe your idea and how it solves the problem the customer is facing.

2.3 Value proposition

Describe exactly how your solution creates value for the customers. Furthermore, you can describe how your concept is innovative or unique.

2.4 Idea protection

Describe how you can prevent others from copying your business idea (patents, branding, people with key skills, copyright, first mover advantages etc)

3. Market and customer (½ page)

3.1 Customer profile

Describe your typical customer in detail, and (if possible) be specific and name actual (potential) customers. To market successfully, solid knowledge of the consumer is necessary. If you sell to private individuals, you can write about the typical private customer, e.g. gender, age, education, profession, lifestyle, etc. If you sell to businesses, describe the typical business customer e.g. sector, size/number of employees, etc.

3.2 Market Describe

the market you will act in. Estimate the size of the market, and the rate at which it is growing (if relevant). The market size could be defined as the amount of money all potential customers are paying to solve the problem today. How big is the market? What is the company's market geographically?

4. Industry and competition (½ page)

4.1 Competition

Identify and describe other relevant companies within your industry. They can be big or small, local or multinational. Who are your main competitors, and what are their market shares (if possible)? If you cannot identify the main competitors, describe the typical competitor.

4.2 Competitive advantages

Describe your competitive advantage(s). What can you offer that competitors can't? And is there any reason why they shouldn't be able to just copy the value you are offering and match it with their own products? Is there a need to hire after founding and how would you recruit them.

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4.3 Strategic partners

Could any of your competitors be strategic partners instead? Are there any other relevant partners (public institutions, organisations, etc.)? Describe the key partners (suppliers, customers, consultants, banks, etc.) that you have already contacted.

5. People and organisation (½ page)

Describe the people in the founding team, including which roles they will have in the company, and explain why these are the right people for the project. Including those who do not work in the company every day, but are still involved, e.g. a financial partner or director. Describe which key employees the company will need to hire after its founding and how to recruit them.

6. Money and Feasibility (1 page)

6.1 Business model

Describe how your company will make money, e.g. sale through distributors, web sales, subscription service, advertisement revenue, etc. Be detailed, who pays what to whom and when, etc.

6.2 Economies of scale

Are your costs expected to grow linear or decrease exponentially? Will your business be more and more profitable with growth?

6.3 Financing

If you need start-up capital, describe where you will get it from and how (founders, friends/family, seed capital, bank loans, public grants, etc).

6.4 Risk analysis

Identify relevant risks (Political, Economical, Social, Technical) and rate them in terms of impact and likelihood. Also describe what you will do to counteract them (risk mitigation).

7. Implementation and Budget (1 page)

7.1 Implementation plan

Describe how you intend to realise your business plan – i.e. what will you do tomorrow, if you get the money you need? Outline relevant milestones (first sale, first delivery, product approved for sale, financial break-even, 1000 customers, etc).

7.2 Traction

Show how far you are in the business development process. Have you done market testing, do you have sales, do you have partners or letters of intent?

7.3 Marketing and sales

Describe how you intend to promote and sell your product or service. How will you get your first customer? How will you get the next 10? If you sell by website, how will people know about your site and product?

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7.4 Budget

Provide a budget that illustrates your revenue model and how you expect to scale your business. Venture Cup is a nationwide non-profit organization whose purpose is to find entrepreneurs of tomorrow and to facilitate the creation of new businesses. This purpose is achieved through a targeted effort that centers on the following core activities; competitions, skills training, mentoring and networking. Venture Cup | www.venturecup.dk | Tel +45 3815 3377 | info@venturecup.dk

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