Business plan

Name of startup

Date

1. Brief introduction (¼ 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 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.

3. Market and customer (¼ page)

3.1 Market description
Describe the market you will act in and your customers. 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. The can be big or small, local or multinational. Who are you 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.

5. People and organization (¼ 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.

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.
6. Money and Feasibility (½ 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 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).

7. Implementation and Budget (½ 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 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?

7.3 Budget
Provide a budget that illustrates your revenue model and how you expect to scale your business.