

Max 7 pages written in English
Pictures and illustrations are very welcome to be included in appendix

1. Brief introduction

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

2. Product and/or service description

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 or problem.

2.2 Business Idea

Describe your idea and how it solves the problem the customer is facing. In other words, the solution of the problem described above.

2.3 Value proposition

Describe exactly how and why your particular 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 customers

3.1 Customer profile

Describe your typical customer in detail, and (if possible) be specific and name actual (potential) customers. To market your product/service successfully, solid knowledge of the consumer is necessary. If you sell to private individuals, you can explain 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.
Have you already got any customers? How many?

3.2 Market description

The market you operate within. 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, or the number of potential customers. How big is the market? Where is the company's market geographically?

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4. Industry and competition

4.1 Competition

Identify and describe other relevant companies within your industry. Who are your main competitors and how big 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 your competitors cannot? And is there any reason why they should not be able to just copy the value you are offering and match it with their own products? This is related to both value proposition plus idea protection.

4.3 Strategic partners

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

5. People and organization

5.1 Number of employees

Provide the number of people in your startup. How many are paid employees? Are there any interns, students jobs, board members, etc.

5.2 List your team and key roles

Describe the people in the founding team, including which roles they have in the company. 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 advisory boards. Describe which key employees the company will need to hire after funding and how to recruit them.

6. Money and feasibility

6.1 Business model

Describe how your company will make money, e.g. sale through distributors and/or web, subscription services, license, exit, etc. Be detailed, who pays what to whom and when.

6.2 Economies of scale

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

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6.3 Financing

If you already got or need start-up capital, describe where and how you will get it, and how much you have already gotten. (founders, friends/family, grants, seed capital, bank loans, public grants, business angels, 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

7.1 Implementation plan

Describe how you intend to realize your business plan – i.e. what will you do tomorrow, if you get the money you need? Outline relevant milestones (first sale, first delivery, a 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 customers? How will you get the next 10? If you sell by website, how will people know about your site and product? In other words, what is your marketing/communication plan?

7.4 Budget

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

8. Goal for the program

Describe what type of help you do think you need to achieve your goals and vision for your startup and why you think participating in this program can help you be successful.