

Max 5 pages written in English

Pictures and illustrations are very welcome to be included as an appendix.

1. Brief introduction (5 lines)

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 (¾ page)

2.1 Customer Pain

Describe what problem/need your customer is facing, and why the customers would pay for a solution.

2.2 Business Idea

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

2.3 Value proposition

Tools available to help identify this: Business Model Canvas, Value Proposition Canvas

Describe what value your solution creates for your customers. What do you offer that is different from your competitors and what makes your solution unique (Unique selling proposition)

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. Impact (¼ page)

Tools to help identify this: UN's Sustainable Development Goals

Describe how your solution will create an impact in today's society? In which areas (environmental, social or economic) does your startup create impact?

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4. Business plan feasibility (1,5 page)

4.1 Customer profile

Describe your typical customer buying your product/service. Please be detailed here.

- If it is B2C you can describe that individual with gender, age, education, profession, lifestyle.
- If it is B2B describe the typical business customer by industry sector, size/number of employees and region
- If it is B2G describe which government institutions, ministries or municipalities you are targeting.

4.2 Market

What market are you operating in and where is it located? Estimate the size of your market and is it growing? 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.

4.3 Competition

Tools available to help identify this: competitor mapping

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.

What is your competitive advantage(s) over your competitor?

4.4 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 or made agreements with.

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4.5 Business model

Tools available to help identify this: Business Model Canvas

Describe how your company will make money or break even. Be detailed, who pays what to whom and when. Here are some suggestions for sales channels: Sale through distributors and/or web, Subscription services, Advertisement revenue

4.6 Economies of scale

Do you expect your costs to grow linearly or exponentially? What challenges will you face when you begin to scale your business and when will you break even?

4.7 Financing

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

5. Team structure (½ page)

Describe the people in the founding team, including which roles they have in the company. Explain why your team composition is the right one for the project. This includes those who do not work in the company full time, but are still involved, e.g. a developer or an advisory board.

Describe which key employees the company will need to hire after funding and how to recruit them.

6. Implementation plan (1 page)

6.1 Implementation plan

Tools available to help identify this: Timeline, 100 day plan

Describe what are the next steps for your team 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, product approved for sale, financial break-even, 1000 customers, etc).

6.2 Traction

Show how far you are in the business development process. Have you made some market research and talked with potential customers? Have you launched your MVP and are you currently selling your product/service?

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6.3 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?

6.4 Budget

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

6.5 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).