

**Max 4 pages written in English**  
**Pictures and illustrations are very welcome to be included as an appendix.**

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[Click here for the guidelines for submitting a video.](#)

## **BUSINESS PLAN SUBMISSION**

### **1. Brief introduction**

The introduction should be a very short and precise 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 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)

### **3. Impact**

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

Describe how you have implemented the SDG's in your startup. Please also share with us in which areas your startup needs improvement for impact

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## **4. Business plan feasibility**

### **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.

### **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

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## **5. Team structure**

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**

### **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?

### **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**

*Hint: Place the budget in the appendix.*

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).

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## **VIDEO SUBMISSION**

### **1. Requirements**

**1.1** To enhance your business plan, we strongly encourage you to submit a video to apply for this year's competition. It will give you an advantage in the judging as it will provide the jury with a solid understanding of your team and startup.

**1.2** The video should consist of a maximum 3 mins.

**1.3** We would like to see you in the video, but you are welcome to include additional visuals.

**1.4** Include a direct link to your video (Youtube, Vimeo, etc.) into the application form on YouNoodle where you upload your application documents.

**1.5** We cannot receive your video in a file format or as a download link.

**1.6** It is your responsibility as an applicant to make sure that the video link works.

### **2. Video content**

**2.1** What is your idea and what customer pain point are you solving? You are welcome to show your product or prototype.

**2.2** What is your business model and what are your visions for your startup?

**2.3** Who is part of your team and what are your team members' competencies?

**2.4** How are you planning to implement your idea?