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## The business plan

*(according to participant manual StartUp contest)*

building block	focus	amount <sup>*)</sup>
<b>1. Summary</b>	<ul style="list-style-type: none"><li>• Description of the business idea</li><li>• Essential success factors</li><li>• Significant risks</li><li>• aims</li></ul>	approx. 1
<b>2. corporate form</b>	<ul style="list-style-type: none"><li>• legal form</li><li>• Business partner structure</li></ul>	approx. 1
<b>3. Product / service</b>	<ul style="list-style-type: none"><li>• Description of the product / service</li><li>• Customer benefits / customer benefits</li><li>• State of development of product and service</li><li>• innovation</li><li>• Prerequisites for Business Operations / Manufacturing Requirements</li></ul>	approx. 4
<b>4. Field / Market</b>	<ul style="list-style-type: none"><li>• field</li><li>• competition</li><li>• Customer</li></ul>	approx. 3
<b>5. Marketing &amp; Distribution</b>	<ul style="list-style-type: none"><li>• Market entry strategy</li><li>• marketing concept</li><li>• Sales Promotion / Advertising</li></ul>	approx. 3
<b>6. Management</b>	<ul style="list-style-type: none"><li>• Professional qualifications</li><li>• field experience</li><li>• Commercial know-how</li><li>• Business organization</li></ul>	approx. 2
<b>7. 3-year plan</b>	<ul style="list-style-type: none"><li>• investment planning</li><li>• human resource planning</li><li>• profitability forecast</li><li>• liquidity planning</li><li>• chances and risks</li></ul>	approx. 7
<b>8. capital requirements</b>	<ul style="list-style-type: none"><li>• own funds</li><li>• borrowed funds</li><li>• guarantees</li></ul>	approx. 2

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<sup>\*)</sup> recommended scope in pages