[Business Plan Title]

[Business Plan Subtitle]



**Team Members:**

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| --- | --- | --- |
| **Name** | **University** | **Program of Study** |
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**<Date>**

# Abstract

*(max 200 words)*

*This may be published in case your idea is selected for the finals.*

# 1. The Business Idea - Short Description

*(max 2 pages)*

## 1.1 Innovation and Overall Objectives

*What is the need addressed?*

*What are the proposed services?*

*What is the innovation?*

## 1.2 Market Research - Competition Analysis

*What already exists in the market (direct-indirect competition)?*

*How is the proposed idea different from competition?*

# 2. Business Model Canvas

*(max 5 pages)*

## 2.1. Customer Segments

*Define the different groups or organisations your idea is targeted to as potential customer segments.*

*Examples of customer segments:*

*o Mass market (e.g. Consumer products)*

*o Niche market (e.g. Luxury items)*

*o Diversified market (e.g. E-bay)*

*o Multi-sided markets (e.g. Credit cards)*

*Questions to ask:*

*-For whom are we creating value?*

*-Who are our most important customers? B2B vs B2C*

*- Where do they live?*

*- How old are they?*

*- How much do they earn?*

*- What will their interaction with our product/service be?*

## 2.2 Value Propositions

*Describe the bunch of products/services that create value for each customer segment. Types of value propositions (quantitative or qualitative):*

*o Newness*

*o Performance*

*o Customization*

*o “Getting the job done”*

*o Price*

*o Risk reduction*

*o Cost Reduction*

*o Design*

*o Convenience/usability*

*o Accessibility*

*Questions to ask:*

*- What value do we offer to customers?*

*- Which of our customer’s problems are we solving?*

*- What is your company’s competitive advantage?*

*- Which customer needs are we full-filing?*

*- What packages of products/ services are we offering to each customer segment?*

## 2.3. Channels and Customer Relationships

*Describe how a company communicates with and reaches its customer segments to deliver its value propositions:*

*o Sales force*

*o Web sales*

*o Own stores*

*o Partner stores*

*o Wholesaler*

*Questions to ask:*

*- Through which channels do our customers want to be reached?*

*- How are these channels integrated?*

*- Which channels work best?*

*- How are we integrating them with customer routines?*

*Describe the types of relationships a company establishes with specific customers.*

*Categories of relationships:*

*o Personal assistance*

*o Self-service*

*o Automated service*

*o Customer communities*

*o Co-Creation*

*Questions to ask:*

*- What type of relationship does each of our customer expect us to establish and maintain with them?*

*- How costly are they?*

*- How are they integrated with the rest of our business model?*

## 2.4. Revenue Streams

*Describe the revenue a company generates from each customer*

*Types of revenue streams:*

*o Asset sale*

*o Usage fee*

*o Subscription fees*

*o Lending/renting/leasing*

*o Licensing*

*o Brokerage fees*

*o Advertising*

*Questions to ask:*

*- For what value are our customers really willing to pay?*

*- For what do they currently pay?*

*- How are they currently paying?*

*- How would they prefer to pay?*

*- How much does each revenue stream contribute to overall revenues?*

## 2. 5. Key Activities and Partnerships

*Categories of key activities:*

*o Production (e.g. Designing, developing and delivering a product)*

*o Problem solving (e.g. Coming up with new solutions)*

*o Platform/Network (e.g. Service provision, interface management)*

*Questions to ask:*

*- What key activities do our value propositions require?*

*-What key activities do our distribution channels require?*

*- What key activities do our customer relationships require?*

- What key activities do our revenue streams require?

*Describe the network of suppliers and partners you will need*

*Motivations for partnerships:*

*o Optimization and economy of scale*

*o Reduction of risk and uncertainty*

*o Acquisition of particular resources and activities*

*Questions to ask:*

*- Who will be our key partners?*

*- Who will be our key suppliers?*

*- Which will be key resources are we acquiring from partners?*

*-Which key activities do partners perform?*

## 2.6 Cost Structure

*List the costs to operate a business model*

*Categories of cost structures:*

*o Cost-driven*

*o Value-driven*

*Characteristics:*

*o Fixed costs*

*o Variable costs*

*o Economies of scale*

*o Economies of scope*

*Questions to ask:*

*- What are the most important costs inherent in our business model?*

*- Which key resources are the most expensive?*

*- Which key activities are the most expensive?*

# 3. The Team

*(max 2 pages)*

*Background and skills of each team-member*

*Complementarity of roles*

# 4. Prototype Description and Implementation Plan

*(max 2 pages)*

## 4.1 Prototype Description

*Mockup screens, links to existing web sites or video etc.*

## 4.2 Timeplan of activities

*Timeframe of the planned activities and short description of what has already taken place.*

# 5. Financial Analysis (optional)

*(max 2 pages)*

## 5.1. Estimated implementation cost and financing plan

*Provide a short description of the overall implementation blocks and associated costs as well as a plan of how could these be financed, e.g. through own effort/contribution, research funds, customer income, external investors etc.*

## 5.2. Estimated revenues

*Provide a short description of the income streams and estimated revenues for the first five years of operation*