

**The business plan should be written in German.
This English translation is just for your information.
The translation is provided without liability.**

Suggested Structure of a Business Plan

1. Executive Summary

- *short summary of*
 - o *problem and solution/innovation,*
 - o *market and target groups,*
 - o *competition,*
 - o *team and enterprise,*
 - o *financing und business model*

2. Business Idea

2.1. Background

- *What is the customer problem, need*
- *Explain the invention process and responsible participants*
- *Draw connections to former research and development approaches*

2.2. Owners of Expertise

- *Present the founding team*
- *Outline relevant experience and know-how (business, technical, entrepreneurial)*
- *List relevant knowledge about the industry*
- *Describe the network (mentors, consultants,...)*
- *Mention cooperation partners, such as the university and research institute*

2.3. Innovation

- *Briefly describe of the identified problem and demand from the client's perspective*
- *Give a detailed description of the knowledge based process, product or service innovation*
- *Highlight the attributes, functions and variations of the invented solution*
- *Qualify or Quantify the added value to customers if possible*

2.4. Product Roadmap

- *Present the current development status*
- *Plan the realization up until market entry*
- *Give an overview of following products or improvements*

3. Market und Competition

3.1. Market, Market Potential, Market Development

- *Describe the market in size, the relevant segment and identify target groups*
- *Identify trends, market developments and critically analyse expected market growth*

3.2. USP and customer value

- *Shortly state the unique selling points (USP) objectively and funded by relevant sources*
- *Relate the customer value added by your invention to the current available solutions*
- *Identify intellectual property rights (patents & trademarks, utility models)*

3.3. Competition

- *Describe the competition of the enterprise*
- *Identify direct and indirect competitors as well as substitutes*
- *Present a strategy to secure the USP of the innovation*

3.4. Marketing and market entry strategy

- *Segment the target groups*
- *Identify possible market entry barriers*
- *Plan a market entry strategy, name strategic partnerships and pilot customers, define your product and price strategy*
- *Communication and distribution policy*
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4. Business Planning

4.1. Organisation

- *State the planned or current legal status, shareholders*
- *Outline the business organisation including the organigram and task distribution*
- *Identify possible locations and factors important for the choice of location*
- *Describe the Advisory Board*

4.2. Financial Planning

- *Description and explanation of the revenue model, including a price calculation*
- *Present the need for financing and strategies for maintaining liquidity and solvency until the break even point*
- *Income statement (for 3 years)*
- *Liquidity plan (for 3 years)*

4.3. Chances und Risks

- *SWOT Analysis*

Appendix (submit only if applicable)

- *Additional information to the financial planning (scenarios, investments, other)*
- *Letters of Intent*
- *Studies*