

BUSINESS PLAN - OVERVIEW

1. EXECUTIVE SUMMARY (see note below)
 2. GENERAL DESCRIPTION OF THE COMPANY (FOCUS ON THE ENTREPRENEURIAL TEAM)
 3. PRODUCT/SERVICE
 - a. INNOVATIVENESS AND DEFENSIBILITY OF THE IDEA
 - b. VALUE PROPOSITION
 4. MARKET ANALYSIS
 5. ANALYSIS OF THE COMPETITIVE LANDSCAPE
 6. BUSINESS MODEL
 - a. MARKETING ACTIVITIES
 - b. OPERATIONAL STRUCTURE
 7. ORGANISATION AND HUMAN RESOURCES
 8. FINANCIAL PLAN
 - A. *Technical annexes*
 - B. *Letters of Intent/References*
 - C. *CVs*
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NOTE: The EXECUTIVE SUMMARY of the business plan should not exceed 3 pages and should include the following points:

- ✓ The needs the business intends to satisfy and with which types of products/services.
- ✓ The premise (background) and stage of development of the idea, in particular of the products/services (evidence of customer acceptance or positive reviews by experts, if any).
- ✓ The target market/segments of the business offering and its goals.
- ✓ The competitive environment and the competitive advantage/positioning.
- ✓ The entrepreneurial/managerial team and experience background.
- ✓ The essential operational and organisational aspects (commercial, technical, production, administrative).
- ✓ Risks and means of protection/defence (legal/management).
- ✓ The main goals over time and within the constraints (financial, managerial resources, ...).
- ✓ The summary of the economic results and the financial/equity situation (base case, possibly more favourable and less favourable).