Project name: ...

Project Promoter name: ..., country: ...

Project Partner name: ..., country: ...

**Business plan**

*(template)*

General info:

* the text part of the Business Plan (max 12 pages) and annexes must not be more than **50 pages.** what is over 50 pages will not be considered by the evaluators
* Market research, feasibility study and/or other relevant documents could be attached as annexes;
* make sure that you present in the Business Plan the key factors that are critical to the success of every new venture: the people, the opportunity, the context, and the possibilities for both risk and reward;
* language style: use short, clear and to the point writing style.

**List of content**

# Executive summary

The summary should minimally include the following:

* the Need – what need/problem does your project address/solve?
* the Response – what actions/steps/initiatives do you plan to take to address/solve the need/problem? what products and/or services will you develop?
* Achievements to Date – what concrete steps have been initiated by your entity towards addressing/solving/investigating the need/problem?
* Financing – describe how this Business Plan will be financed; in addition, reference to the future revenue sources should be made.

...

# Introduction

## Presentation of company (main activities)

## *Please include, among other facts, a brief description of the type of business (History, what the business is doing, where the business is located), growth potential of current business in the market, ownership and corporate structure (who are the central owners and how the company is taking decisions)* Current situation

Please include a description of:

= Status of the company ), key resources, core activities and any partners;

* SWOT analysis of the company, and its product(s);
* market position, incl. percentage of the local, regional, national and world market
* customer segments, customer relationships, distribution channels;
* competitors and conditions;
* analysis of main challenges/needs, description of opportunities and threats;
* Sustainability: description how the company safeguards good business practice and the project's impact on society and the environment;
* Economical and business surroundings: account and key figures

...

## Company long-term strategy for development

How do you see your company developed in 10 years?

...

## Company short-term strategy for development

What are your targets for the next couple of years?

...

# Project

## Project objective (outcome)

Why is the project needed? What needs or problems are solved and for what target group(s)?

What does the project aim to achieve in the medium/long term?

...

## Project description

Describe the project activities and outputs (results achieved). Mention which activities will be subcontracted and which will be done “in-house”. Describe the experience of the company and of the team in implementing similar projects. Background of the project need.

...

## Technical solution/Innovation aspects

Describe the technical solution. If applicable, describe the innovation aspects of the process/product/service and refer to the Technology Readiness Level (TRL between 5 to 8). If a research and development project, describe the activities to be performed. Justify the categorization of activities as R&D. The Frascati Manual latest edition could be consulted together with the H2020 scale for TRL. Please also justify in detail the number of hours to be used for R&D activities.

...

## Partners’ role, experience and share of project budget and delivered activities

...

## **Summary of the main findings of the cost-benefit-analysis (CBA) of the project, effect on** profitability for the company

Summarize to the main findings of the CBA

The financial information must be included in the mandatory attachment called Detailed activity budget financial projections. The template is available on our website and includes the following excel sheets:

* Balance sheet historical data
* P&L Historic + forecast
* Cashflow
* Project costs and revenues.

Please describe how the project will impact the turnover and profitability of the company.

...

## The green element of the project - environmental benefits (internal and external) – *optional for project applications under the focus areas ICT, welfare technology, blue growth*

Provide a summary of the expected environmental benefits as a result of carrying out the project/investment. As applicable, you should refer to the internal and external (relative to your organization) environmental benefits. Where possible, indicate in numbers/amounts the expected environmental benefits (e.g. x tonnes of CO2/year prevented from release in the atmosphere, y tonnes of paper waste recycled/year, z tonnes of fuel saved/year).

...

## Market potential analysis - feasibility and sustainability. Competition.

Provide a summary of the findings of the market potential analysis. In connection to the product/service that will be the focus in your project, please refer to the market size, market growth, competition, profitability, and consumer and product/service type. Forecast total opportunity in terms of number of customers and revenue potential, and estimate your market share.

...

## Legal environment

Refer to the licenses, permits, special regulations (i.e. environmental) covering your specific type of business, patents, IPR status (ownership/distribution between partners before and after the project implementation) etc. Detail if any project specific approvals/permits are required and detail the expected timeline for obtaining them.

...

## Sustainability of the investment (i.e. the durability of the project after the implementation deadline)

How will the project contribute to the long-term operations and development of the company?

...

## Releasing effect

*Describe why the project can’t be implemented without funding from this programme. Why is the funding necessary to get the project implemented and how would it release the project.*

# 3. Conclusion

**4. Annexes**

List of annexes.

...