REQUIREMENTS FOR BUSINESS PLAN CHAPTERS

	1ST STAGE *Idea and founding team*	2ND STAGE *Market analysis and marketing*	3RD STAGE *Company and financial planning*
SUMMARY	■ Product / service ■ Founding team ■ Sustainability	□ Product / service □ Founding team □ Sustainability ■ Market analysis ■ Marketing	□ Product / service □ Founding team □ Sustainability □ Market analysis □ Marketing ■ Company / organization ■ Financial planning / financing
PRODUCT / SERVICE	■ Product description ■ Customer benefits ■ Target group (s) ■ Development status	□ Product description □ Customer benefits □ Target group (s) □ Development status	□ Product description □ Customer benefits □ Target group (s) □ Development status
FOUNDING TEAM	■ Founding team and competencies ■ Closing gaps ■ Key persons ■ Income of the founding members	□ Founding team and competencies □ Closing gaps □ Key persons □ Income of the Founding Members	□ Founding team and competencies □ Closing gaps □ Key persons □ Income of the Founding Members
MARKET ANALYSIS		■ Description of the overall market ■ Market segmentation and market potential ■ Competitive environment	□ Description of the overall market □ Market segmentation and market potential □ Competitive environment
MARKET ANALYSIS		■ Product policy ■ Pricing policy ■ Communications policy ■ Sales policy	□ Product policy □ Pricing policy □ Communications policy □ Sales policy
COMPANY / ORGANIZATION			■ Business system / core business ■ Organization ■ Milestone planning ■ Legal form, management and ownership structure ■ Location
FINANCIAL PLANNING/ FINANCING			■ Financial planning ■ Financing of capital requirements
TOTAL PAGE COUNT	***max. 20 pages***	***max. 35 pages***	***max. 50 pages***

■ Main focus of work at each stage

□ Chapters from the previous stage to be further developed