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| **Business Plan** |
| **Cover** : A short and attractive slogan reflecting the business idea and vision ofyour project, the name of the startup and the logo of the startup should be included. |
| **Problem** : This is the page where it states which problem(s) it solves and howimportant (opportunity) that problem(s) is. |
| **Solution** : This is the page where it is explained how to solve the specifiedproblem(s). |
| **Product** : It is the page where the product/service offered by your project isexplained, how it works and what features it has. |
| **Market** : The market size of current or potential customers for theproduct/service should be expressed. On this page, market analysis is expectedto be explained under three headings: total market size (full), achievable marketsize (sam) and available market (som). |

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| **Competitor Analysis** : This is the page where the primary and/or secondarycompetitors in the market are compared with the team's product/service. It needsto be visualized with a table. |
| **Business Model** : It is the page where it is explained how to reach the customerand how to generate income. |
| **Market Entry Strategy** : This is the page where it is explained how theproduct/service will be promoted in the targeted market, who the targetcustomers are and how the sales will be made. |
| **Team** : This is the page that includes the photo of the teammembers who carriedout your project, their role in the project, training information in the field ofexpertise and past work experience. |
| **Closing - Contact Information** : This is the page where the information tocontact the team (e-mail address or phone number) is included for those whowant to have more information about the project. |