



EUROPEAN UNION  
European Regional Development Fund



***The name of your Business Plan***

**Identity**

*What is your business idea about? Try to describe it briefly in 1-2 sentences. It should be understood by everyone, even if people are not familiar with the topic.*

**Problem**

*What was the challenge background? Why is it important to find a solution for this problem?*

**Our solution**

*What kind of solution do you have? How can it solve the Challenge Problem? How does your solution meet the project requirements?*

**Target market**

*What is your target audience? How specific is it?*

**The competition**

*What competitors do you have? Do you have other companies with similar products or solutions in the market? What is the general environment of the market?*

**Revenue streams**

*How are you going to return your investments? How long will it take?  
What alternative ways do you have for returning the investments? Other activities of the company?*

**Marketing activities**

*What communication channels are you going to use? E-mail newsletter, targeted Google and Facebook ads, social media? Others?*

**Expenses**

*What will be your main expenses?  
Materials? Testing? Outsourcing?  
Management? Production? Promotion? Other?*

**Team and key roles**

*How many team members will you need to bring your solution to life? What will be their duties? Who will lead the team? How you are going to reward and motivate them?*

**Milestones**

*What are your main steps in the beginning? What is your development strategy for the next month? 6 months? Year? 2 years?*