



BUSINESS PLAN GUIDELINE FOR APPLICANTS

Participants' Names



Business Plan Development Guideline

e.g. of Table of Contents

1. Introduction and Executive Summary	3
2. General Description of the Innovation Idea	3
3. Analysis and Direction of Idea	3
4. Market Environment and Competitive Analysis	3
5. Description of Product or Service	3
6. Marketing Plan	3
7. Operational Plan	3
8. Financial Projection	3
9. Conclusion	3

1. Introduction and Executive Summary (1 pg.)
 - Briefly introduce your group members.
 - In two to three paragraphs, provide a brief description of the project, its purpose, and the main problem or issue it was supposed to resolve or address.

2. General Description of the Innovation Idea (1 pg.)
 - Briefly outline your idea (good or service)
 - Story behind idea
 - What makes this idea unique or different from others?
 - What problem will it provide a solution for?

3. Analysis and Direction of Idea (2 pgs.)
 - Goals/Objectives, Strategy, and action plan
 - Short term & Long-term goals 3 paragraphs
 - How to achieve these goals?
 - What is needed to achieve this goal?

4. Market Environment and Competitive Analysis (2 pgs.)
 - Market definition & analysis
 - Number and types of competitors?
 - Consumer demographics
 - Proposed Business model vs the existing ones deployed by competitors?

5. Description of Product or Service (1 pg.)
 - Feature & benefits of product/service
 - Target customers – Business to Business (B2B) or Business to Consumer (B2C)?
 - Sales/service distribution channels?
 - Estimated time to market?

6. Marketing Plan (1 pg.)
 - Customers – Who will use the service or good?
 - Promotion and advertising -How will customers find out about the service or good?
 - Location- Where will production take place?
 - Pricing- What pricing strategy would be used to attract customers?
 - Distribution – How will customers get the good or access the service?

7. Operational Plan (1pg.)
 - Production -What will be needed to produce this good or service?
 - Personnel -Who will be used in the process of making this good or service?
 - Administration- Who will be managing the daily processes?
 - Suppliers -Provision of equipment?

8. Financial Projection (2 pg.)
 - Projected Income Statement (3 years)
 - Projected Cashflow (3 years)
 - Briefly note where funds will come from for start-up capital.

9. Conclusion (1 pg.)
 - Summary of why this product or service is worth pursuing?
 - Summary of why the folks proposing the innovation idea are the right ones to pursue it.
 - Other strategic insights about how the team intends to pursue the innovation idea and the level of commitment they are prepared to make to get it done?



Business Plan Development Guideline

Business plan must be a maximum of 12 pages.

Business plans that are longer than 12 pages will be automatically rejected.

All business plans must be uploaded along with your application form here. Application Form https://docs.google.com/forms/d/e/1FAIpQLSePKzkV0eG4kqhktFakyG-s1d5VLmHWyik8DeBx_0JG7UvPbg/viewform

For questions about the business plan or competition please email info@growthperspectives.co

The above email will be open to accept questions for the first week of the competition then it will be closed thereafter.

Best of luck!