Proposal Code – Proposal Acronym

Business Plan

**PAGE LIMITATION NOTICE**

Please note, the Business Plan must not exceed 15 pages. Content beyond this limit will not be reviewed or considered in the evaluation process. Applicants are encouraged to ensure all critical information fits within this page allocation. All text in red should be removed from your final submission.

**DISCLAIMER**

Please note, this Business Plan serves as an initial framework for articulating your business concept, strategy, and anticipated needs as part of your proposal submission. The business planning is a dynamic process, for this reason selected proposals will undergo further refinement and enhancement of their Business Plans during the first half of the activity execution. This iterative process is designed to ensure that the Business Plan evolves in response to detailed project planning, feedback, and developments.

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# Market Opportunity

## Product or Service Overview

### Product or Service Description

Elaborate on the product or service your business intends to offer, highlighting the main features and detail how your solution addresses specific industrial needs or gaps in the market.

This section should focus on the product or service you intend to offer by the end of the project implementation rather than the current development.

Include, if necessary, an image or scheme to better describe and visualize the product or service, providing a clearer understanding of its functionality, components, or integration into existing systems.

### Value Proposition

Summarize the benefits and the unique selling propositions that set your offering apart from competitors. This section should clearly articulate the unique value your product

## Market Analysis

### Target Customers

Specify the target business segments, including industry types, organization sizes, and decision-maker roles, underlining the product or service's relevance to their specific challenges and needs.

### Market Size

Break down the Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), providing data to substantiate the market potential for your offering.

### Industry Analysis

Provide insights into industry trends, regulatory aspects and impacts, technological advancements, and economic factors affecting the market, and explain the opportunities for your solution within this context.

### Competitor Analysis

Analyse major competitors, detailing their market size and positioning, strengths, weaknesses, and strategies to highlight your competitive advantage.

### Barriers to Entry

Specify entry barriers, such as capital requirements, sales complexity, regulatory obstacles, etc.. proposing strategies for overcoming them.

# Strategy & Execution

## Marketing and Sales Strategy

### Marketing Plan

### Describe the marketing strategy, detailing targeted campaigns, channels (e.g., industry events, digital marketing, direct sales) aimed at building awareness, credibility of the solution and generating leads

### Sales Strategy

Describe the sales strategy, including channel strategies (direct sales team, partnerships,etc..), first sales targets, and methods for engaging and converting clients.

### Go-to-Market Plan

Outline the steps and actions planned to commercialize the solution from the project's beginning until its end. This should include timelines for market entry, scaling strategies, key milestones, and essential market introduction activities throughout the project's duration.

## Intellectual Property Strategy

Detail the intellectual property related to your product or service, specifying which partner(s) of the consortium hold the rights to existing IP and the nature of these rights. It should also describe how newly developed intellectual property will be managed and allocated among consortium members throughout the project's duration and after its completion. This includes outlining any agreements on IP sharing, licensing arrangements, and the distribution of rights that could impact commercialization paths.

## SWOT Analys

Identify the internal strengths and weaknesses of your product or service, as well as the external opportunities and threats that could impact its success in the market.

## Innovation and Growth Strategy

**Note to Applicants**: This section allows to present a concise overview of operational and strategic needs in alignment with business model and market approach, enabling EIT Manufacturing to tailor services effectively. Should one or more outlined needs not apply, indicate this by adding 'N/A' (Not Applicable) next to the respective sub-section(s).

### Internal Growth

Describe the needs concerning internal growth, for example but not limited to: team expansion, skill acquisition, infrastructure.

### Access to Market

Describe the needs concerning access to market, for example but not limited to: market entry strategies, partnership opportunities.

### Access to Finance

Describe the needs concerning access to finance, for example but not limited to: additional funding requirements, investment strategies.

# Ownership and Financials

## Business Owner Information

**Note to Applicants**: Please select only one of the following options that best describes the current status of the business owner and remove the others from your document. This section should concisely outline the relevant background, providing a clear picture of the business owner's standing, achievements, and potential for future success within the context of the proposed project.

### Established Company

Detail the company's history, key products, market position, and notable achievements. Highlight the track record of sales, strategic partnerships, and main competitors. This information should underscore the company's capacity for innovation, market penetration, and sustained growth, evidencing its capability to successfully commercialize the project outcomes.

### Startups

Present an overview of the startup, including the expertise and experience of the founding team, the vision driving the startup, significant milestones achieved to date, and any funding or investment the startup has secured. Describe how the startup's innovative approach and agility position it for rapid growth and success in addressing market needs.

## Financials Projections

### Revenue Projections

Present a detailed revenue forecast until 2030, detailing the expected sales volume, pricing strategies, and revenue growth rates. Include assumptions made in your revenue projections to give context to your forecasts.

### Break-even Analysis

Analyse the point at which costs and revenue break even, detailing fixed and variable costs and the timeline to profitability.