Business Plan

Applicant： \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project Name：\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date： \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2019 “Entrepreneurship invent the new future”

Venture Contest for International Entrepreneurs in Europe

January 2019

**Part 1 Brief Introduction of Applicant and Team**

**1、Overview**

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| --- | --- |
| Highest Education degree |   |
| Current work company/institute |  |
| Current work address |  |
| Entrepreneurial experience (if you have) |
| Company name | Company Location | Registration time | Company still running now or not | Relation with original company |
|  |  |  |  |  |

**2、Education & Working Experience**

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| --- |
| Education Experience |
| Period | School | Profession | Degree |
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|  |  |  |  |
| Working Experience |
| Period | Company/Institute | Position |
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**3. Self-Introduction**

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| **Introduction of the applicant (300 words)：** Introduce the applicant's innovative idea, development ability, business idea and major achievements in the fields of science and technology, economy and management. |
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**4.** **Other members of the team**

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| **Introduction of other team members（1000 words）：**The team members should consist of manager and deputy managers who responsible for technology, marketing, finance, etc. Please introduce their educational background, expertise and job performance. |
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**Part 2 Description of the project**

**1. Brief description of the startup project**

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| **Project description（500 words）：**Overall situation of the project, including the key technology applied, the innovation of technology, the technical evaluation of authoritative departments and environmental protection evaluation etc. |
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**2. Planed (established) company situation**

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| **Proposed company name** |  |
| **Intention to settle in the incubator** |  |
| **Registered address**  |   |
| **City** |   |
| **Position of the applicant** |  |
| **Number of labors** |   | **Doctor degree** |   | **Master degree** |   | **Undergraduate** |   |
| **Property of the company** |   | **Proposed capital for registration** |  |
| **Field** |   |
| **Proposed share capital (100,000 RMB)** |
| **Content** | **Contribution** | **Intangible Capital** | **Tangible Capital** |
| **Technology**  | **Other** |
| **Applicant** |  |   |   |   |
| **Other team members** |   |   |   |   |
| **Venture investment** |   |   |   |   |
| **Other capital** |   |   |   |   |
| **Total** |  |   |   |   |
| What percentage does the applicant hold： |

**Part 3 Project Technology and Product (Service) Implementation**

**Chapter 1 Technical Plan**

**I. Overview of the technical project**

**1.1 Overall technical plan**

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| **Technical principles of the project（1000 words）：** |
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| **Main technical and performance indicators（500 words）：** |
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**1.2. Innovation of the project**

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| --- | --- |
| **Innovation type** | □Theoretical innovation □Application innovation □Technological innovation □Process innovation □Structural innovation |
| **Innovation description（1200 words）：**Describe the project in professional words. Please use experimental data as much as possible; also conduct data analysis and comparison. If it is a technological innovation, please explain what technology is used at present following what technology is innovated in your project; if it is structural innovation or process innovation, it is necessary to compare previous and innovated structures or processes and draw new and old structural drawings and process flow diagram. |
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**1.3 Related intellectual property**

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| **Explanation of intellectual property right holder：**If the applicant or the team is not the intellectual property right holder, it shall explain whether you have get the permit from the right holder. And explain what relationship you have with the right holder. |
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**2. Feasibility of the project technology development**

**2.1 Description of the project technical route**

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| **Description of the project technical route (1200 words):** including technical schematic diagram, process flow diagram, product structure diagram, frame diagram, etc. |
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**2.2 Maturity of the project**

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| **Current stage** | □Theory □Research and development □Middle experiment □Mass production |
| **Product sales**  | □Not sale yet □Trail sale □ Mass production |
| **Main technology maturity analysis（800 words）：** Including the main mature technologies applied in the project products, the main technologies that have been overcome and the main technologies to be researched. Following, analyze the maturity and stability of key technologies in terms of the experimental and production data. |
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| **Project Reliability Analysis (200 words):** Introduce the technical principles and measures, which can improve the reliability of the products. And the indicators that have been achieved through experiments or production and analyze their reliability. |
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| **Technical inspection of product:** If have condected inspection, please fill in the inspection institute, test opinions, test time and add the inspection report in the attachment. | □Tested □Not yet |
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**Part 4 Product (service) market and competition**

**Chapter 1. General description of the marketing**

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| **Industry and Marketing Overview（1000 words）：**Briefly introduce the Chinese and international industry situation and market capacity based on data analysis and comparison. |
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| **Marketing demand of the product（1200 words）：**Analyze the acceptable capacity of the product (service) in market. And the main international target group. |
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| **Target group of the product (service)（500 words）：**Combine the advantages of products (services) and team strengths to determine the target customers, target market and competitiveness. Also include estimation of possible percentage of market share. |
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**Chapter 2. Competitive advantage analysis**

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| **The main competitors of the product (service) (300 words)：**Describe the competitors’ current technology, sales, market share, etc. |
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| **Product (service) competitive advantage analysis (500 words)：**Including analysis of the advantages of products (services), based on market opportunities (blank / new development / growth / high growth / maturity / saturation), marketing advantages, industry perception, management advantages and other aspects. |
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**Chapter 3. Project implementation risks and measures**

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| **Market risk and measures (300 words)：**Analyze the possible risk factors (source loss, market weakness, price fluctuations, etc.) influence on sensitivity of market and explain the measures to control risks. |
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| **Competitive risk and corresponding measures (300 words)：** Analyze the risk factors (economic strength, product price advantage, etc.) brought by major competitors. Please explain the countermeasures to control risks. |
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| **Risk management and measures (300 words)：** Analyze the impact and sensitivity of management risk factors (personnel, personnel turnover, key employee dependence, etc.) that may involve in business management and describe countermeasures to control risks. |
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| **Environmental risks and measures (300 words):** Analyze the environmental risk factors (national industrial policy adjustment, industry regulation changes, etc.) and explain the measures to control risks. |
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**Part 5 Finance and economic benefits**

**Chapter 1. Project investment and financing**

**1. Project investment plan**

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| **Project investment in 5 years：**  | **Total investment** |  |
| **Year** | **Stage** | **Investment amount** | **Main use of the funds** |
| 2020 | Beginning |  |  |
| 2021 | Midterm experiment & optimization |  |  |
| 2022 | Mass production & promoting |  |  |
| 2023 | Mass production |  |  |
| 2024 | Expand the market |  |  |
| **Estimation basis（600 words）：** |
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**2.、Project financing plan**

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| **Financing plan in 5 years：**  |
| Year | Stage | Self-raising | Mortgage  | Government funding | Others |
| 2020 | Beginning |  |  |  |  |
| 2021 | Midterm experiment & optimization |  |  |  |  |
| 2022 | Mass production & promoting |  |  |  |  |
| 2023 | Mass production |  |  |  |  |
| 2024 | Large-scale operation |  |  |  |  |
| **Estimation basis（600 words）：** |
|  |

**Chapter 2. Project economic benefit analysis**

**1. Economic benefit estimation**

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| Estimation of economic benefits in 5 years from the date of establishment of the company：  |
| Year | 2020 | 2021 | 2022 | 2023 | 2024 |
| Sales income |  |  |  |  |  |
| Total cost |  |  |  |  |  |
| Gross profit |  |  |  |  |  |
| Number of employees |  |  |  |  |  |
| Estimation analysis（600 words）：  |
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**2. Static analysis of project investment**

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| **Static analysis of project investment（600 words）：**Conduct break-even analysis, calculate the payback period and investment profit rate. |
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**Part 7 Attachments**

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| **Attachment content：**For who obtains various certificates, licenses, approvals, and reports must submit relevant certificates for future reference. Please insert the relevant image into the document behind the attachment list. |
| **Number** | **Attachment** | **Submit or not**  | **Pages** |
| 1 | Professional qualification certificate |  |  |
| 2 | Appraisal certificate of scientific achievements  |  | 　 |
| 3 | Certificate of scientific achievements identification including list of major developers |  | 　 |
| 4 | Scientific achievement appraisal certificate including list of appraisal committees |  | 　 |
| 5 | Clinical approval |  | 　 |
| 6 | GMP certificate for medicine |  | 　 |
| 7 | Award certificate |  | 　 |
| 8 | Quality and environmental certification |  | 　 |
| 9 | Environmental protection certification |  | 　 |
| 10 | Instrument prototype test certificate |  | 　 |
| 11 | Inspection reporter |  |  |
| 12 | Environmental certificate |  | 　 |
| 13 | Special product production license |  | 　 |
| 14 | Agricultural fertilizer, pesticide registration certificate |  | 　 |
| 15 | Communication, electricity access proof |  | 　 |
| 16 | Customer report  |  | 　 |
| 17 | Other added attachments |  | 　 |
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