eNEET Rural

Facilitating entrepreneurship and improving skills

of **NEETs** living in **rural areas**

*Project Contract no. 2017-1-315*

**D5.4** **Start-up competition for NEETs interested to open start-ups and owning innovative project**

IMPLEMENTED BY

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| WP Identification | WP5 |
| WP Title | Youth employment facilitating services |
| Task Identification | T5.4 – eNEET ICT Collaborative Platform |
| Task Title | Start-up competition for NEETs interested to open start-ups and owning innovative project |
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| Document Type | Business Plan Template (Light version) |

**BUSINESS PLAN**

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| **Business name** |  |
| **Name of the participant/s** |  |
| **Country of the participant/s** |  |
| **Team no.** |  |
| **Related project partner** |  |

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| **IDENTIFICATION** | |
|  | |
| **PROBLEM** | **SOLUTION** |
|  |  |
| **TARGET MARKET** | **COMPETITION** |
|  |  |
| **SALES CHANNELS** | **MARKETING ACTIVITIES** |
|  |  |
| **REVENUE** | **COSTS** |
|  |  |
| **MILESTONES** | |
|  | |
| **TEAM AND KEY ROLES** | **PARTNERS AND RESOURCES** |
|  |  |
| **INNOVATIVENESS** | |
|  | |

**HOW TO FILL IN A BUSINESS PLAN**

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| --- | --- |
| **IDENTIFICATION**  Describe your business in one sentence. What do you do and for whom?  Your identity is what sets you apart from the competition. It’s what defines you as a company, it’s what your business is. | |
| **PROBLEM**  Describe the problems your customers face or will face in the future. Why do they need your products or services? | **SOLUTION**  What is your product / service? Describe how it solves the problems of your customers. |
| **TARGET MARKET**  Who are your customers? Describe the ideal customer and what the existing volume of your customers is. | **COMPETITION**  What other products / services do your potential customers use to solve their problems? How are you better than the competition? |
| **SALES CHANNELS**  Describe how you plan to make the sale. Will you be selling directly to customers in the store / online store? Will you be selling through intermediaries / distributors? Describe your sales process. | **MARKETING ACTIVITIES**  What are the primary ways you will reach customers? If you include advertising or. promotion, describe how. |
| **REVENUE**  What are your primary sources of income? Describe how you will earn money or which products / services will generate revenue. | **COSTS**  Provide a list of the main groups of your expenses. In the early stages of planning, a very detailed description is not required, list the main areas where you plan to spend the most money. |
| **MILESTONES**  State your main goals that you plan to achieve in the next few months. What activities do you need to take to move your business from idea to realization? | |
| **TEAM AND KEY ROLES**  Specify business partners or. key employees (names and their position / role) needed to start a business. | **PARTNERS AND RESOURCES**  For some companies, certain external partners are key to starting and developing their business, while others may base their business on intellectual property or other resources. List the partners / resources that are key to your business. |
| **INNOVATIVENESS**  What makes your idea innovative? Innovativeness is often not about a brand-new product or service, but rather a new way of using/delivering an already-existing product or service. Describe at least one aspect. | |