



Main topics to be included in a (financial) Business Plan

The Business plan and the summary (The Investment Proposal) shall always be written in English and each version shall be dated.

Business plan target groups:

- **company team internally**
- **external financial sources**

- 1.0 Summary (the investment proposal)
- 2.0 Description of product / technology / service
- 3.0 Description of the team
- 4.0 Description of the market
- 5.0 Description of the internationalization strategy
- 6.0 Description of the competitive advantages
- 7.0 Description of intellectual property (IP)
- 8.0 Description of value drivers (and eventual value estimation)
- 9.0 Description of milestones
- 10.0 Description of budgets – income, costs and profit margin
- 11.0 Description of capital need and usage of capital need
- 12.0 Description of exit strategy and return on investment (ROI)

About the Summary of the Business Plan – THE INVESTMENT PROPOSAL:

- **not more than 2 pages**
- **to include the main topics from the business plan**

- 1) The product
- 2) The team
- 3) The market and competitive advantages
- 4) Eventual IP
- 5) (Eventually a short description of the value drivers)
- 6) Milestones and (scaling of) capital need
- 7) Usage of capital need
- 8) Exit strategy and ROI