

Business Plan

ACHEMA Start-Up Award 2021

(not exceeding 30 pages)

Personal Information about Participant:

Last name:

First name:

.....

Name of the company: In the process of being established

.....

Address (Street/Post code/Place of residence/Country):

.....

Telephone:

Fax:

E-mail:

.....

Date of birth:

Place of Birth:

.....

Title

We ensure the confidentiality of your submission. For further information please refer to https://www.achema.de/fileadmin/user_upload/Downloads/Gruenderpreis/Confidentiality_Agreement_AGP.pdf

1 Executive Summary

Core statements about your business idea. Summary of the essential statements: clear, brief, informative, motivating the reader to continue

In the course of the development to Business Plan the Executive Summary should be revised.

Size: 1-2 pages

2 Description of Product and Services (P) / (S)

Size: 3-6 pages

2.1 Basic Idea for (P) / (S)

- *What is the basic idea for the (P) or the (S)?*
- Which problem on the market will be solved by the (P) / (S)?
- What is the value proposition of your (P) / (S)?
- ...

2.2 Stage of Innovation

- *Are the (P)/(S) completely or only partly new, will existing (P)/(S) be replaced?*
- ...

2.3 Benefits for Customers

- *How can a client benefit?*
- How do you recognize changes in the clients' requirements in time?
- ...

2.4 Know-how Status

- *Who is the owner of the intellectual property (IP)?*
- *How is it protected, can the protection be bypassed? Are there already patents? Which additional protective measures are being planned?*
- Where is the patent filed, and who owns it?
- ...

2.5 Status of the (P)/(S)

- *Has the idea been submitted to other competitions or has it won awards (no hindrance to participation)?*
- *How likely is the idea to be implemented?*
- *Is there already proof that the idea can be implemented in principle, a prototype or a finished product?*
- *On which levels (specifications/types/sizes etc.) could the (P) and (S) be offered?*
- Which further measures and developments are you planning?
- ...

2.6 Statements about the Vertical Range of Manufacture

- *Which distribution of tasks has been planned for the production / supply of the (P)/(S) between the company itself and suppliers / partners?*
- Which production capacity or which level of service production are you planning?
- ...

3 Market / Clients / Competition

Size: 3-6 pages

3.1 Description of the Market Situation

- For the (P/S) for which there are currently no markets in existence: which measures should be implemented to create a market?
- For the (P/S) for which there is an existing market: what does this market look like (B2C or B2B market, segmentation, regional influences, size, growth...) (detailed assessment on the basis of references)?
- Are there opportunities to position (P)/(S) on the market, with reference to price, quality and volume/quantity?
- How and with which dynamic is the industry sector developing? Which factors determine the growth of your industry sector?
- How high is the potential for turn-over with individual clients now and in future?
- How many of such clients exist now and will exist in the future?
- ...

3.2 Market Competitors

- Structures of the competition / competitors (size, geographical distribution ...) (more in-depth analysis of competition based on references (internet, literature)?
- Which competitive advantages and unique selling points exist (based on (P) and (S) or based on organisational influences such as regional representation, flexibility of production organisation etc.?
- Compare your competitive strengths and weaknesses with those of your most important competitors
- ...

3.3 Protective Measures against Competitors

- Is there a „generic“ protection against competitors for this (P)/(S)?
- How can barriers against competitors be established, which ones are already in existence?
- ...

3.4 Segments and Target Customers

- How can your industry be segmented, and how do the segments differ? Where do you position yourself?
- Who are your target customers, and what are their motives and habits with regard to purchases?
- ...

4 Personal Situation

(Founder / Business Team / Management / Shareholders / Supporters)

Size: 1-2 pages

- Which persons in the start-up team are covering which skills (ideally in the form of skill profiles for individuals)?
- Who is supposed to take over which functional areas in the start-up?
- Which experts cover which roles?
- Are there any other partners or investors apart from the founders?
- How is the team involved in external networks?
- ...

5 Measures for Establishment of the Business

Size: 2-6 pages

5.1 Vision and Strategy

- *What is the vision for the company for the next 5 years (covering a niche, mass provider, specialist, market share, innovation etc.) (not more than three lines)?*
- *With which strategic measures should that be accomplished?*
- ...

5.2 Marketing/Sales, Production planning and After-Sales Services

- *Which basic concept ideas for starting and maintaining the business exist, e. g. focus on production and on the market, different possibilities for entrance to the market and long-term market supply?*
- *Where will the (P) / (S) be offered?*
- *At what price level are you positioning yourself on the market (first estimate)?*
- *Who exactly are your clients? Which individuals are involved in their purchase process?*
- *Which steps are you planning for the introduction of your product / service?*
- ...

5.3 Sales and Financial Planning (see corresponding Enclosure I)

- *What turn-over is planned for the first 5 years?*
- *Which cost structures exist, what does the profit and loss calculation look like?*
- *What are the financing requirements (financing the organisation, advance financing of material, pre- and semi-finished products, accounting, receipt of invoices, provisions for warranty claims etc.)?*
- *Please fill in the attached Excel sheet.*
- ...

5.4 Capital Requirements / Investment

- *Will external investment be required, what amount and duration?*
- *How high is the external capital requirement and what will the funds be used for?*
- *Which form of external capital are you aiming at? (Business Angel, subsidies, risk capital, loan,...)*
- ...

6 Company Structure / Business Model

Size: 1-2 pages

- Which company structure (*partnership, entrepreneurial company, limited liability company etc.*) would provide the best support for the start-up and minimize the risk?
- Are partnerships between producers and clients conceivable and reasonable?
- ...

7 Chances and Risks

Size: 2-3 Seiten / Matrix

- Which are the core competencies of the company? In which area does the company have a head start?
- Which of the company's requirements for development have to be met?
- Which chances for competitive advantages or for operating profitably exist for the company?
- Which trends/ developments could lead to losses in turn-over or profit, unless they are counteracted?
- ...

8 Realisation Schedule

Size: 2-3 pages / Chart

- What are the most important milestones in the development of your company and when will you be required to have reached them?
- How much time do you need until being ready for the market / for cooperation?
- When do you require which level of financing (own capital, borrowed capital or venture capital)?
- ...

Note: *The points in italics have been requested in a previous stage*