

COMPANY NAME

LOGO

Business Plan Format
Climate-KIC Startup Accelerator Italy



1. Executive Summary

1. Executive Summary: starting from the Value Proposition, give an overview of the business plan
2. SWOT analysis

2. Your value proposition

Please explain: (1) the problem you face, (2) how your solution enables to solve this problem and (3) what validation actions you have already accomplished i.e. what step have you made to reach the present maturity point?

1 page max

3. Company overview

Please describe your objectives, mission, vision, and your background, your past steps of validation

1 page max

4. Your product(s)

Please describe your products (description features, technology, patents, TRL etc.)

Please include pictures.

Provide Use Cases.

3 page max

5. Value chain

Please describe your sourcing, manufacturing and supply strategy

3 page max

6. Your revenue model

How will you generate revenues? Please describe revenue streams for each of your product.

1 page max

7. Your Market

1. Please describe briefly your customer
2. Demand and Offer: numbers, description, TAM, SAM, SOM, Market Overview
3. Competition / Alternatives: description of the competitors
4. Competitive Strategy: competitive advantages and comparative matrix with competitors

4 page max

8. Marketing and sales

What marketing actions have you developed?

How are you organising your sales efforts?

Have you made a first sale? Who are your customers?

2 page max

9. Team and organization

Please describe your team (profiles, competence and roles in the company).

Provide an organization chart, please mention also external resources if some of those are carried out externally

1 page max

10. Partnership and alliances

Please describe your strategic partners and explain what agreements you have secured with them.

1 page max

11. Investments and funds

Please describe those investments already made and those needed in the near future.

1 page max

12. Economic and Financials

Highlights

	Unit	2019	2020	2021
Total Company X revenues (revenues = sales)	€			
Total Company X CAPEX (6 year linear depreciation) (CAPEX = Capital Expenditure)	€			
Total Company X COGS (COGS = Cost of Goods Sold)	€			
Total Company X OPEX (OPEX = Operational Expenditure)	€			
Company X EBITDA (EBITDA = Earnings Before Interest, Taxes, Depreciation and Amortization)	€			
Company X EBIT (EBIT = Earnings Before Interest and Taxes)	€			

12. Economic and Financials

Capital Budget (3 years)

		2019	2020	2021	
Income	Revenues for product/service 1 - name				
	Revenues for product/service 2 - name				
	Revenues for product/service 3 - name				Total
	Production revenues	-	-	-	€ -
Cost of sales	Cost of sales 1 - name				
	Cost of sales 2 - name				
	Cost of sales 3 - name				Total
	Total costs of sales	-	-	-	€ -
Gross margin	Total gross margin	-	-	-	
Operation costs		2019	2020	2021	
Marketing	Total marketing costs				
	Marketing costs				
Total other operation costs	Total other fixed costs	-	-	-	
	Rent				
	Salaries				
	Development consultancy				
	Patents				
	Management consultancy				
	Bank guarantee				
				
	Other				
	Total operation costs	-	-	-	
Operating income	Yearly operating income	-	-	-	

12. Economic and Financials

Cashflow (3 years)

	2019	2020	2021
Business income and other revenue sources			
Total Revenue	€ -	€ -	€ -
Sales costs			
Personnel costs			
Costs for use of third party assets			
General / consultancy / administrative costs			
Advertising costs			
Different management fees			
Taxes			
.....			
Total Costs	€ -	€ -	€ -
Gross profit margin	€ -	€ -	€ -
Progressive gross profit margin	€ -	€ -	€ -

13. Roadmap

Please include a milestone plan for the next 12 months (product, fund raising, marketing, team enlargement etc.)

1 page max