

Business Plan – Company Profile (Confidential)

1. Executive Summary

This section provides a summary and a roadmap for the rest of the plan. It should not be longer than one page and must not repeat what you mention in the following headings. Rather it should inspire the reader to look further into the document and demonstrate the viability of the plan. Indicative it may address main points in the company mission, the technology/product/service provided, milestones (goals and their implementation), financial overview, and long term strategy.

2. The opportunity – company identity

In this section you describe the product / services you have developed so far, their innovation potential and refer to the most promising applications that will be approached during the next phase of the project. This section will act as an introduction to the market and technology sections that follow

3. The markets

Provide a background of the markets you intend to approach with your product / service, the existing situation, the competitors, the technologies used, the issues you tackle. The market gap you wish to cover should be clearly identified. Market analysis can include total market analysis and trends, size, target segments, customer profile.

4. Technology

Here you explain the characteristics of your technology, product mix and its suitability for the chosen applications. Mention the steps needed for market introduction and the state of product development and evaluation. You should also refer to the competitive and alternative technology solutions existed by the competitors and their state of affairs. Try to be as objective and prudent as possible.

5. IP Position

Mention whether you have already got IP protection rights or you are in the process of evaluation.

6. Three-Year Plan

Please describe your company development plan for the next three years and the milestones set. In this section you should clearly demonstrate the sustainability and the gravity of your Endeavour. A Gantt diagram must be included at the appendices. Company growth and long term strategy, cooperation with other companies or institutions, branding and networking are also important factors.

7. Financial

In this section is important to clearly picture the sources of financing your business for the 3-year plan, the cash flow projection, possible revenues and expenses. Equity funding and third party finance would be a plus. A budget statement should be included in the appendices

8. The Management Team

The management team and the personnel is perhaps the most critical factor for the successful implementation of the company's business plan, its prospects and further development. A dedicated team with a common vision and strong bonds between them is a key to success. CV details of the key players should be included.

9. Why PSP and the Region

A short memo about the main reasons for choosing PSP and the region of Western Greece for setting up the company. For us it is important to understand the motivation behind your choice and the diffusion of our brand name.

10. Appendices

This section should include any additional information regarding technology, product, competitor and market analysis, CVs, financial figures that would facilitate the process.