

Business Plan Template

Connected to the judging criteria

Below is just a suggestion of what a business plan might answer, taken from our judging criteria.

What problem are you solving?

What is the solution?

What are the features and benefits of the product or service?

What market are you competing in?

What is the current size of the market and potential growth of the market?

Who is the target customer group?

How will the product/service be distributed to the customers?

Do you need to work with partners to deliver the product/service?

What is the cost and revenue model – what costs you money and where is money coming in to pay for the costs?

What other key questions do you need to answer to explain your idea?