**Contact data:**

Last name: First name:  
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Name of the company: ..................................... In the process of being established 🗆

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Address (Street/Post code/Place of residence/Country):  
  
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Telephone: Fax: E-mail:

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Date of birth: Place of Birth:

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**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*

# 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

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

Size: 3-6 pages

## 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)?
* *…*

## Stage of innovation

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

## Benefits for customers

* *How can a client benefit?*
* How do you recognize changes in the clients‘ requirements in time?
* *…*

## Know-how and IP

* *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?
* …

## 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?
* …

## 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?
* …

# Market / Clients / Competition

Size: 3-6 pages

## Description of the market

* *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?
* …

## Competitive situation

* *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
* …

## 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?*
* …

## 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?
* …

# Team and Support

# ( 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 functions 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?*
* *…*

# Establishment of the Business

Size: 2-6 pages

## 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?*
* *…*

## 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?
* …

## Sales and financial planning (see corresponding document)

* *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.
* …

## 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,…)
* …

# 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?*
* *…*

# 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?
* …

# 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 to 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*