Business Plan – Incubator Application

The business plan should be a maximum of 10 pages.

# 1. Executive Summary

What does your company do and why do you exist?

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What is your unique offering (the “secret sauce”) and why do you have a chance to succeed?

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What milestones have you achieved so far and what are the next steps?

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Capital needs (briefly – more details later).

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# 2. Vision & Mission

What is your long-term vision (5–10 years)?

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What is your mission – why do you exist and what change do you want to create?

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# 3. Problem & Customer

What problem are you solving?

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Who is your customer (segment, persona, willingness to pay)?

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How have you verified that this is truly a problem your customer experiences?

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How many customer interviews have you conducted?

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What insights did you gain from them?

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Have you conducted pilots/tests or secured early customers?

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# 4. Solution & “Secret Sauce”

Describe the product/solution. How does it solve the customer’s problem?

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What makes your solution unique compared to existing alternatives?

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What is your competitive advantage (e.g. technology, competence, network, IP, speed)?

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# 5. Product & Status

How far have you come in product development?

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What remains before you have a first sellable product (MVP)?

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Do you have early users, paying customers or ongoing tests?

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# 6. Market

How large is the market (TAM/SAM/SOM or other relevant measure)?

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What are the market trends?

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Who are your competitors, and how do you position yourself in relation to them?

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# 7. Business Model

How do you make money (pricing model, revenue streams, recurring revenue, etc.)?

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What are the key assumptions your business model is based on?

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# 8. Go-to-Market Strategy

How do you plan to reach your first customers?

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Which channels and sales strategies will you use?

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What is your plan to grow beyond your first customers?

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# 9. Team & Ownership

Describe per person:

Name

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role in the company

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Relevant previous experience

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Ownership share in the company

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Do you own your shares as a private individual or through a company?

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Work contribution (% of FTE, i.e. how much you work in the company)

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Which complementary roles or competences are missing in the team?

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# 10. Plan & Milestones

What do you want to achieve in the next 12 months (3–5 clear milestones)?

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What are your long-term goals (2–3 years)?

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# 11. Capital & Financing

What are your capital needs for the coming year?

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What will the money be used for (e.g. product, market, recruitment)?

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Have you already received or are you seeking other financing (grants, loans, investments)?

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# 12. Risks & Challenges

What are the biggest risks for your company (technical, regulatory, market-related, team)?

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How do you plan to handle these risks?

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# 13. Incubator Support

What support would you like from the incubator (e.g. business development, fundraising, network, recruitment, expertise)?

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# 14. Appendices (if needed)

Pitch deck, prototype/demo, technical specifications, customer quotes, etc.

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