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| DIGI-GRENT Project |

Digital & Responsible Business Model – Template

Recommended length: max 10 pages

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| Submission Date: |  |
| Place: |  |

Authors

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# The Problem and the Opportunity

[Summary of the business idea (this is the story)]

* + What is the nature of the opportunity or problem? (the underlying need)- What forces are creating the opportunity? Why is the opportunity now? What is the size of the opportunity?

# The Context

* + What is unique about this venture? Develop a brief concept statement for the product or service that can be shown to potential customers.
  + How will the product be used? What are some unique features? What existing problem(s) will you solve with your service or product offering? What are the primary benefits to customers? How does your solution improve or replace current offerings?
  + What are the existing alternatives ?

# The Solution

[Description of the product or service (this is your unique feature)]

## Technology and Operational Issues

* What technology will you employ?
* Where are you in terms of R&D on the products/services?
* Will production be handled by you or outsourced?
* What is unique about your approach to production or operations?
* What is the digital & responsible element of your idea ?
* How do you link your idea with the good practices that you identified ?

## Competitive Advantage

* What special knowledge or technology do you possess and how will you protect it?
* What are the barriers to entry? Who will the competitors be?
* How will your service or product compare to those of your competitors in terms of usefulness, cost, styling, ergonomics, time-to-market, strategic alliances, technological innovations, compatibility with related product, etc?

## Description of the Target Market

* Briefly define your relevant market.
* What is the current size and expected growth of your target market?
* What segments will you be targeting?
* Who will your first customer(s) be?
* What proof can you offer that your target customers will value your product or service?

## Product/service snapshot

* Discuss your minimum viable product (MVP) – the minimum product/service configuration that you can offer in order to reach your market while also ensuring the lowest cost.
* Discuss your minimum lovable product (MLP) – optional - the minimum product/service configuration that you can offer in order to “hook” your customers with the minimum extra investment (as compared to the MVP).
* Present your unique selling proposition (USP)
* Include schematics, designs, charts if applicable (high level concept)
* Environmental mitigation potential demonstration (by using SCEnAT) – optional

# The Strategy (Scaling Strategy)

* Business Model **[**Benefits to customers (how does your service offer suitable solutions to identified problems experienced by your customers)]
* Key metrics & indicators

# Entry and Growth Strategy

* How and where will you initially enter the market?
* Share your vision for where the firm will be in five years (geographic scope, markets entered, number of locations, expansion of product mix).
* Summarize how quickly you intend to grow during the first five years and your plans for growth beyond your initial product or service.
* Discuss how you will create barriers to entry in terms of others copying your success.

# The Marketing Plan

* What do you need to do very well in order to win this market?
* Indicate the key marketing methods used to accomplish sales
* Summarize your pricing position relative to the rest of the industry
* Summary the distribution channel approach

# The Economics of the Business

## Financial Highlights

* When will breakeven be achieved?
* What is the level of potential sales of your product or service?
* What level of profits do you expect to achieve?
* Cost structure
* Revenue model

## Financial Need

* How much money are you requesting?
* From what sources are you looking for money and in exchange for what (e.g., how much equity)?
* What the rate of return investors will receive and when will they receive their return?

# Conclusions

# Appendix – Business Canvas