



Creative Business Cup

The world championships for
creative entrepreneurs
BUSINESS CONCEPT
TEMPLATE



Disclaimer: All information submitted in your business concept is to be considered as public information. Please, do not share any confidential information. Instead, share your dreams, your brilliant concept and your sky high ambitions.

We suggest that you structure your business concepts as presented here. Remember that there is a maximum of 10 pages or 12 PowerPoint slides including overview.

The Company Basics

Name of company:

Country:

Address of company:

Zip code

City

CVR number

Name of owner / representative:

Email of owner / representative:

Education

Current job

Phone of company:

Phone number of owner/representative

Web:

Creative sector(s): (media, advertising, games, performing arts, architecture, fashion etc.)

Other relations to creative industries:

Number of employees:

Start up year:

Logo [upload]:

Picture of product, service or the essence of the company [upload]:

Short description of product or service (150 words):

What makes the business unique? (100 words):

Unique selling point, emotions, technology, target group, people, quality, design, market approach, synergies...

The Market

Who are your customers and what are the needs you address?

Segments, target groups, sectors, identity, values...

How do you reach your customers?

Sales channels, customer involvement, market test

How do you keep and develop your relation to important customers?

Competitive status

What is the current situation at the market you are addressing?

Competitors, value chains, drivers, risks, niches

What are your competitive advantages?

Distributions channels, low costs, high quality...

Where do you see the market going in the future and how will the competition change?

Customer behaviour, technologies, new competition

Running the business

What are the key activities generating revenue?

Focus, time, networking, sales, development

What is your revenue and from which activities and customers?

Is the company profitable?

Resources and Costs

Number of employees ?

Number of employees, Management, organisation, structure, key skills, advisors

What are your key resources?

Hardware, software, designs, networks, brand, key partners

Which steps are taken to secure IPR and rights?

Copyrights, design rights, patents

Describe your costs?

Development Cost, running cost, manufacturing, labor, marketing

The Future of the Company

Dreams and ambitions of the company:

Revolution, world dominance, scalability, exit strategy

What are your next steps?

Short term, long term, investments, new markets

What do you need in order to succeed?

Capital, skills, networks, technologies, partners, knowledge

Looking for investors?

Are you looking for investors (yes /no)?

If yes - What is your experience with investors so far?

If yes – What stage is the business currently at in relation to investments?(1)

- Pre –seed**
- Seed**
- Foundation**
- Development**
- Growth**

What amounts of investments do you want to attract and for which goals?

What are the characteristics of the investors you are looking for?

Skills, networks, time frame

What are you ready to give investors in return?

Minority share, majority, influence

(1)

Pre-seed

Activities: Innovation, research and concept development, experiments.

Milestones: An idea and a vision has been born. Product and team not fully developed. No sale yet.

Seed

Activities: Prototyping, product development, testing, proof of concept, proof of market.

Milestones: Business model is developed. No sale/early sale. Still not profitable. Team is being established/team is ready to go.

Foundation

Activities: Production, marketing, sales and distribution.

Milestones: Sales initiated. Revenue achieved. Marginally profitable

Development

Activities: Entering new markets. Scaling of business model.

Milestones: Positive cash flow. Profit is reinvested.

Growth

Activities: Expansion of the company. Internationalisation.

Milestones: Proven sales record. Proven growth potential. Potential stock market launch (IPO)