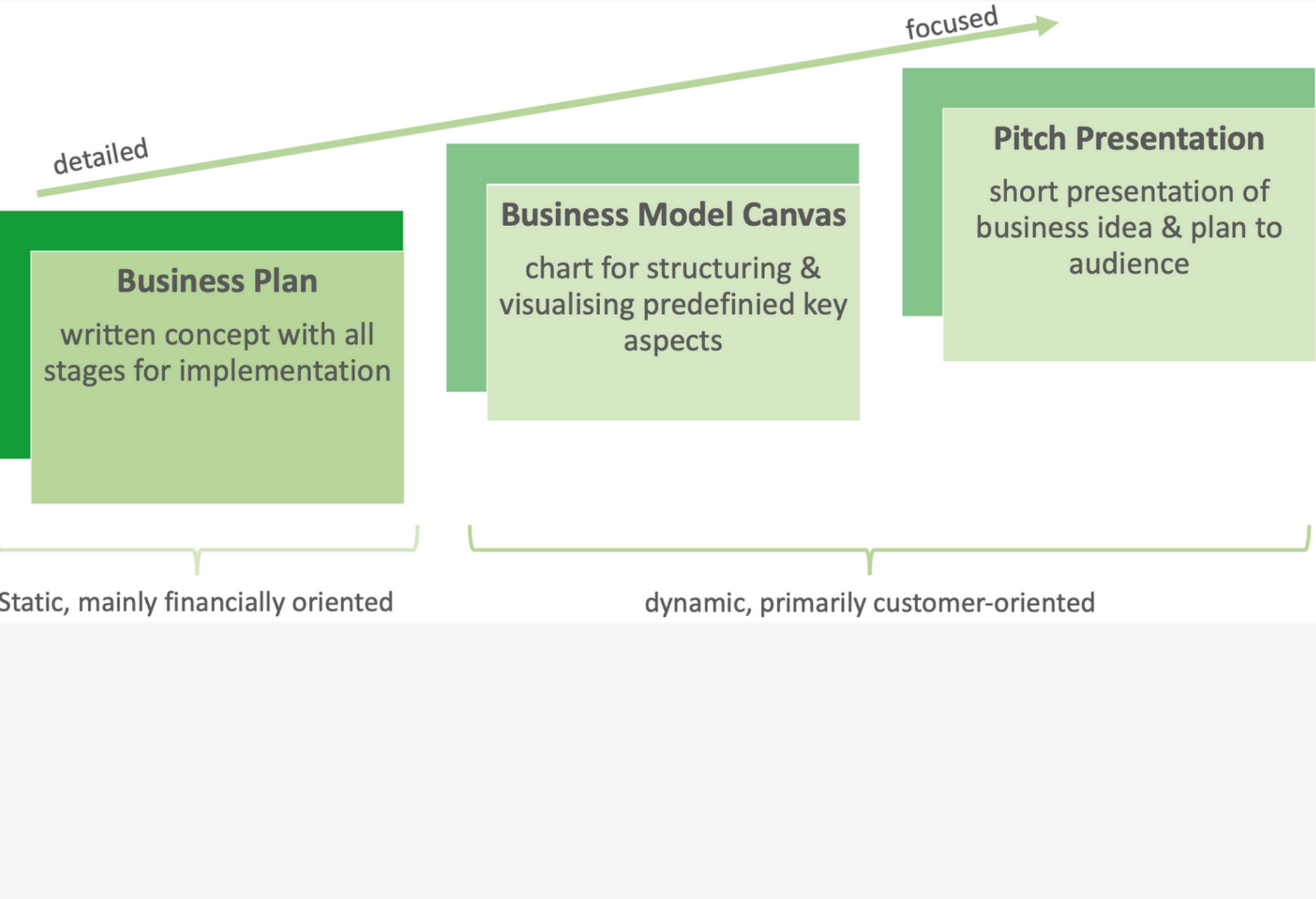
GTL Project

GreenTecLab

Business Planning

A method to convincingly present the Core of your Business Idea in detail

3 Classical Methods to Develop a Business Idea



Your Business Idea in a Business Plan

You have your thoughts sorted and a structured business idea?

Then present your business idea now in detail

In your business plan you should demonstrate

- how your business model works
- how it differs from what your competitors offer
- what makes your idea unique so that customers will choose your offer in the future
- and why it is valuable for the target group

Why Business Plan

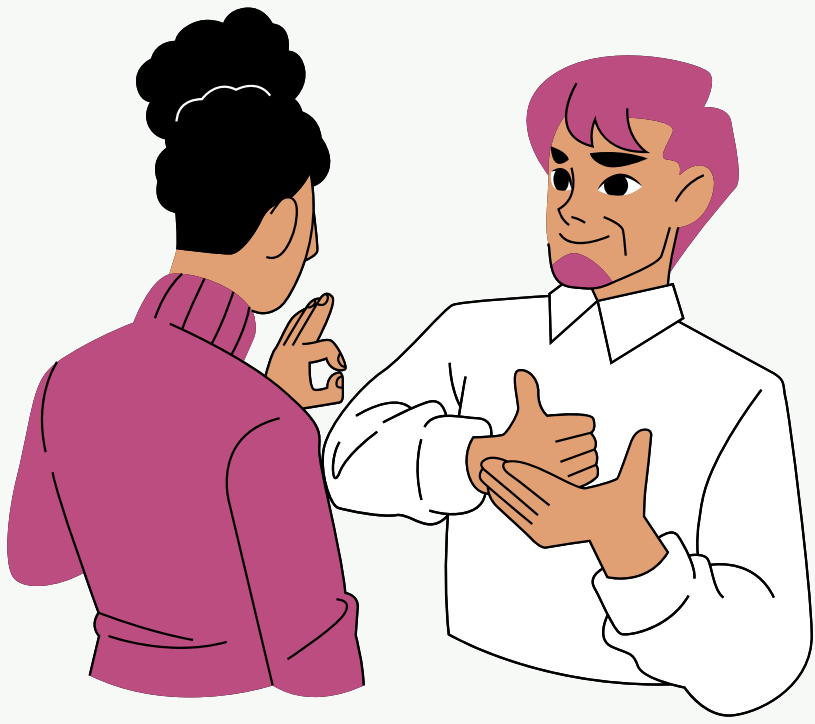
A Business Plan identifies key areas of your business so you can maximize the time you spend on generating income.

- Key investors will want to look at your Business Plan before providing capital.
- A Business Plan helps you start and keep your business on a successful path.
- You should prepare a Business Plan, although, in reality, many small business owners do not

What you Need to Consider when Writing a Business Plan

Comprehensive and user-friendly language

- Assume that the reader usually has no idea about your business idea and doesn’t know you
- Formulate your business idea in such a way that anyone without prior knowledge understands the core – in best case no questions remain open



Don’t be too brief

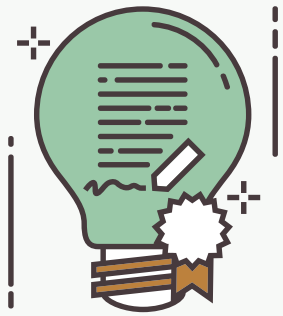
- Avoid providing the reader with too much technical/scientific detail, but don't describe the business idea too briefly

Let a trusted person who has no technical knowledge read your business plan. If the business idea is easy to understand, you are on the right track.

Anatomy of Business Plan

There are many manuals for a business plan. Here you will find 7 elements that should not be missing.

Executive Summary



Business Concept

Market Analysis

Financial Plan

Management Team

Copyrights & Patents

Marketing Plan

Added Value

A business plan is always individual

- Business Plans are critical for the success of a co
- It allows you to describe your competencies, visionary goals and customer benefits in detail and inspire experts at an early stage.
- Different businesses will require different types of Business Plans.
- All Business Plans have some essential sections that explain the core aspects of the company - Always focus on THE special feature of your business idea.

Any more questions?
Visit the website and become a future leader of the transition

GreenTecLab

- https://www.fuer-gruender.de/wissen/existenzgruendung-planen/businessplan/