<project title>

<team members (name, email)>

Corporate Entrepreneurship & Innovation 2019

business plan group work report

Aalto University, School of Business

<date>

Table of contents:

1. Executive summary (1 p.) 2

2. Problem and solution (2-3 p.) 2

3. Business modelling and planning (5-8 p.) 2

3.1 Business modelling 2

3.2 Business planning 3

4. Business development process (5-8 p.) 3

5. Self evaluation 4

6. References, web links 4

7. Literature review 4

# Executive summary (1 p.)

Executive summary

Acknowledgments (list of entrepreneurs, professionals, experts, coaches, lecturers and other people you interacted with for your project).

# Problem and solution (2-3 p.)

Case, case provider and context of the case

Societal challenge and/or user’s problem/need and market

Solution proposed

Nature of the innovation in the proposed solution

Role and impact of ICT technology in the proposed solution

# Business modelling and planning (5-8 p.)

## Business modelling

Business model (main ‘boxes’ of the BMC canvas)

Value proposition

Industry value chain

Market segments

Competition

Market potential of the proposed business

Benefit/competitive advantage of the product or service

Ethical, societal, sustainability considerations and impacts of/on the proposed product, service, business

## Business planning

Global market trends

Go-to-market / market access approach

IPR aspects

Financial forecast

Financial and/or social return of the proposed business

Contingency planning and risk assessment

Strategy for funding

# Business development process (5-8 p.)

Main decision points and main directions taken during problem/solution definition, business modelling and planning, with motivations

Process how the group came up with the proposed solution, the business modelling and the business planning

List of the partners, companies, professionals, experts and entrepreneurs you interacted with during your project with a short description of their specific contributions to your project. Please use pictures, logos, weblinks, etc.

Process to make decisions. In particular, process, approaches and actions to test hypothesis and collect data at key steps (in the field, interviews, etc.)

Solutions found to address and solve project main challenges (customer problem, functionality, business model, etc.)

How did you handle conflicts (team work, decision-making)

Next steps to continue the project

# Self evaluation

Each team member has to write a short reflection (1 page each):

* Team organization, roles and process
* Your own contribution to the project
* Learning experience: what did you learn? (content, applicability of methods and tools, process)
* What did you miss with respect to your own competences?

# References, web links

# Literature review