

The business plan – recommendations for structure and chapter

Orientation guide content & scope (in pages / slides)			
Hauptelemente	Phase 1	Phase 2	Phase 3
Executive Summary	1	2	2
Product	4	4	4
Market & Competition	2	5	5
Marketing & Sales		5	5
Business Model		2	2
Team			2
Timetable for implementation			1
Chances & Risks		2	2
Financing			7
Total	appr. 7 (+ / - 10 %)	appr. 20 (+ / - 10 %)	appr. 30 (+ / - 10 %)

- In each competition phase the focus is on different topics. Phase 1 is identical for participants in the Northern Bavaria Business Plan Competition, Munich Business Plan Competition and the regional Business Plan Competitions Swabia and Ideenreich.
- All required chapters must be submitted, but there is no prescribed order.
- The page numbers provided are orientation values, not minimum or maximum values. However, if the business plan is clearly too long, the project management reserves the right to disqualify it.
- In the last phase 3, the overall result is expected in the form of a fully developed business plan, including financial planning.
- A business plan or a fully formulated pitch deck ("read deck") may be submitted.