

A group of diverse people, including a woman with glasses, a woman in a blue jacket, and a man in a red shirt, are gathered around a laptop, looking at the screen with interest and engagement.

Entrepreneurship for the Creative Industries 21/22

Business Plan

EXECUTIVE SUMMARY

- Briefly tell the whole story in 100 words
- Why?
- Who?
- How?
- How much do you need?
- What's the return on investment?

THE IDEA

- What business do you propose?
- Why?

MARKET / COMPETITION

- What market?
 - Segments?
- Who are the players?
 - Sellers?
 - Buyers?

VALUE PROPOSITION

- What's your advantage?
- Why should a customer buy from you?

REVENUE MODEL

- Where's the money?
 - Channels
- How does it flow?

IDENTITY

- Who are you?
Team / Roles
- Knowledge, Skills, Experience
- Why should I trust you?

BUSINESS MODEL

- Your legal structure
- Your management structure

MARKETING PLAN

- Strategy – Objectives, Plan,
- Research – markets, sellers, buyers, segmenting, targeting
- Message – Brand, Value Proposition
- Delivery – Targets, Channels, Engagements
- Evaluation – Metrics, Execution, ROI

PRODUCTION & DELIVERY PLAN

	What?	Who?	How?	Where?	Output	Revenue
Year 1						
Year 2						
Year 3						

REVENUE PROJECTION

Entrepreneurship for the Creative Industries Profit / Loss Statement Template

Revenue	Y1	Y2	Y3
Channel 1			
Total	0	0	0
Channel 2			
Total	0	0	0
Channel 3			
Total	0	0	0
TOTAL REVENUE			
Total	0	0	0

PROFIT / LOSS PROJECTIO N

Entrepreneurship for the Creative Industries Profit / Loss Statement Template

	Y1	Y2	Y3
REGULAR EXPENSES			
Administration			
Operations			
Programming			
Technics			
Marketing			
Sales			
Total	0	0	0
CAPITAL EXPENSES			
Administration			
Operations			
Programming			
Technics			
Marketing			
Sales			
Total	0	0	0
TOTAL EXPENSES			
Total	0	0	0
REVENUE			
Channel 1	0	0	0
Channel 2	0	0	0
Channel 3	0	0	0
Total	0	0	0
PROFIT/LOSS			
Total	0	0	0
INVESTORS' FUNDING			
Debt			
Equity			
Contributions			
Other			
Total	0	0	0
RECONCILIATION	0	0	0

FUNDING REQUEST

- Cover your losses until profits come?
- Funding for stage 2 expansion?
- Explanation and details match the P&L

INVESTOR'S RETURN

- Loan with interest?
 - Timeline for repayment
- Ownership share?
 - Timeline for exit
- Other?

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- What?
- Why?
- Who?
- How?
- How much?
- What's the return on investment?

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