

Attachment 3

Business Plan Template (for reference only)

No.	Item	Business Plan	Page of road show PPT (for reference)
1.	Background	1)Introduce existing problems in the industry and the specific solution. 2)Introduce the application of your product in narrative words so that business outsiders can easily understand the shortcomings of the product or service, and assess the seriousness of the problem with specific data.	1
2.	Industry and market	Introduce the existing market and intended market size, market driver and development trend (focusing on the large scale and rapidly growing industries; cite data released by credible research institutes; show in diagrams or charts.	1
3.	Product and solution	Introduce what your company/program is going to deal with, (product or service), what the advantages, features, innovation and core competitiveness are, and how to resolve the problems in this industry. 1)Program feasibility. Only show how the program works, why it is feasible, and how it can benefit the customers (with comparative figures before and after application of the product). It is not necessary to provide too many technical specifications of the product.	1-2
		2)Project features. Introduce the specific application scenario, purpose and problems to be solved of the product. (avoid being too general, introduce solutions for problems in just 1-2 specific areas and clarify the target customers, channels and revenue model.)	1-2
		3)Show the IPR reserved or in application with charts or pictures of patent certificates. 4)Features and advantages of the patent technology.	1

No.	Item	Business Plan	Page of road show PPT (for reference)
		Explain why this project excels the others.	
4.	Industry and market	1)Analyze competitors in the same trade by comparing the advantages and disadvantages with diagrams or charts (select similar products by 2-3 well-known enterprises in the industry) .	1
		2)State whether there are derivative product lines besides the mainstream product and what new fields the product can be potentially applied to.	1
5.	Business model and operation plan	1)Show the feasibility of the business model. State how it profits, unit price, market size; operation plan and development goals (including short-, medium- and long-term goals in different sectors). 2)Explain the feasibility of the business model. Listing five existing major clients (at least 5 top-level representatives in the industry); pictures of cooperation intent letter, contract clauses abstracts or related authorization letters are accepted. 3)Elaborate on the innovativeness of the business model in comparison with traditional models or the ones of competitors in the same trade. 4)Declare whether and how to integrate the business model with the new quality productive forces.	2
6.	Team	Background of the key team members: name, title, education background, related work experience, successful business and management experience; show to the judges that you are professional; not too many consultants.	1-2
7.	Operation and future development	1)Project development (product, R&D, production, marketing, business growth and sales, illustrated with data). 2)Future strategy (not limited to R&D, production, marketing and sales).	1

No.	Item	Business Plan	Page of road show PPT (for reference)
8.	Finance analysis	Show the major operation data of the enterprise in tables (revenue, gross profit, R&D investment), including figures of the financial statements of the previous three years and the finance prediction of the next three years (with solid basis and specific calculation reference).	1-2
9	Financing plan	1) Previous equity structure and financing situation. 2) If external financing is needed, financing goal and demand (company valuation, financing expectation, financed amount and ratio of share transfer) and capital usage (marketing, R&D, staffing should be included in the plan); withdrawal plan of external investors. 3) If financing not temporally needed, please state the source of funding and its feasibility. (Financing plan and share transfer can be illustrated with existing shareholding structure in pie chart.)	1-2

Note: The business plan shall clearly illustrate the project for the reference of experts in the project screening, the preliminaries and the final; the road show PPT must be provided for the preliminaries and the final.