# BUSINESS PLAN

 *Fill in the title of your proposal below.*

**Title of the Proposal**

Please present in this annex a detailed preliminary business plan, in line with the definition provided in the Annual Work Programme 2025 (<https://www.cbe.europa.eu/reference-documents>), namely:

***Business plan*** *is a detailed description of how the business will be developed. The business plan should be: clear (unambiguous, leaving no room for misinterpretation), concise (short, precise), compelling (exciting, motivating), coherent (presenting a consistent investment case), comprehensive (leaving no question unanswered), credible (well-grounded with good supporting data).*

*A Business plan should include:*

* *Executive summary*
* *Company strategy*
* *Management structure*
* *Product development strategy*
* *Market and customer landscape*
* *Competitive landscape*
* *Marketing strategy*
* *Production strategy*
* *Risk analysis*
* *Financial plan*
* *Milestone plan*

*A business plan should address the following key questions: - How will the project team make a success of this project/technology? - What are the expected benefits (monetary and non-monetary) of this project/technology?*

***Elements of the financial analysis****: The financial analysis enables the financial viability of each new business opportunity to be assessed and should include: projected profit (or loss), projected balance sheet, anticipated cash flow, estimated net present value (NPV).*

There is no page limit for this annex, but it is recommended to keep it as brief as possible and as long as necessary.

 *This separate business plan is a further elaboration of section 2.2 Measures to maximise impact - Dissemination, exploitation and communication in the Technical description (Part B) of the proposal, where an executive summary of the business plan, including the underlying business case and business model, should be presented.*

*This annex is only required for IA-Flagship topics.*