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or

**BUSINESS PLAN
WHY? HOW?**

TIPS

TRANSPORT R&D
FOR INNOVATION

**Petr Cimala
Tomáš Bort**



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CONTENT

WHY? HOW?

BEST PRACTICES

USE CASE

LESSONS LEARNED



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SMALL EXERCISE AT THE BEGINNING

Why are you here?

- Looking for an investment?
- Looking for the advice?
- Looking for the ideas?
- Looking for the contacts?
- ...
- **Looking for the business?**



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OK, FIRSTLY...

 For whom do you write the business plan?

- For your **family**..?
- For your **colleagues**?
- For the **investors**?

... .. **Well, NOT EXACTLY!**

 **MAINLY, you do it for YOURSELF!**

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AND... WHY DO YOU WRITE IT?

 **Business plan is your:**

- FIGHT PLAN
- MANUAL for the business implementation
- STEERING WHEEL to keep you on the road



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WHAT SHOULD YOU INCLUDE?

Business plan has to contain:

- Product/Service description (do you understand yourself?)
- Marketability (Is your product marketable?)
- Know your enemy (Do you know your competitors?)
- T-E-A-M (Everybody is as passionate as you?)
- Financial plan and Business model!
- Phases of realization!



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HOW TO WRITE IT?

KISS

- Keep
- It
- Simple
- Stupid



 If your (grand)parents read it,
they **WILL** understand it!

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FREQUENT MISTAKES

 **Too technical!**

 **Incompleteness!**

- No financial plan
- No marketing plan
- No strategy for entering the market

 **Waiting for perfect product!**

- Really innovative product, but customers see it otherwise



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USE CASE - Paper food boxes/wrappers

 WHAT?

 HOW?

- Business Model
- Marketing
- Finance
- Logistics

 WHO?



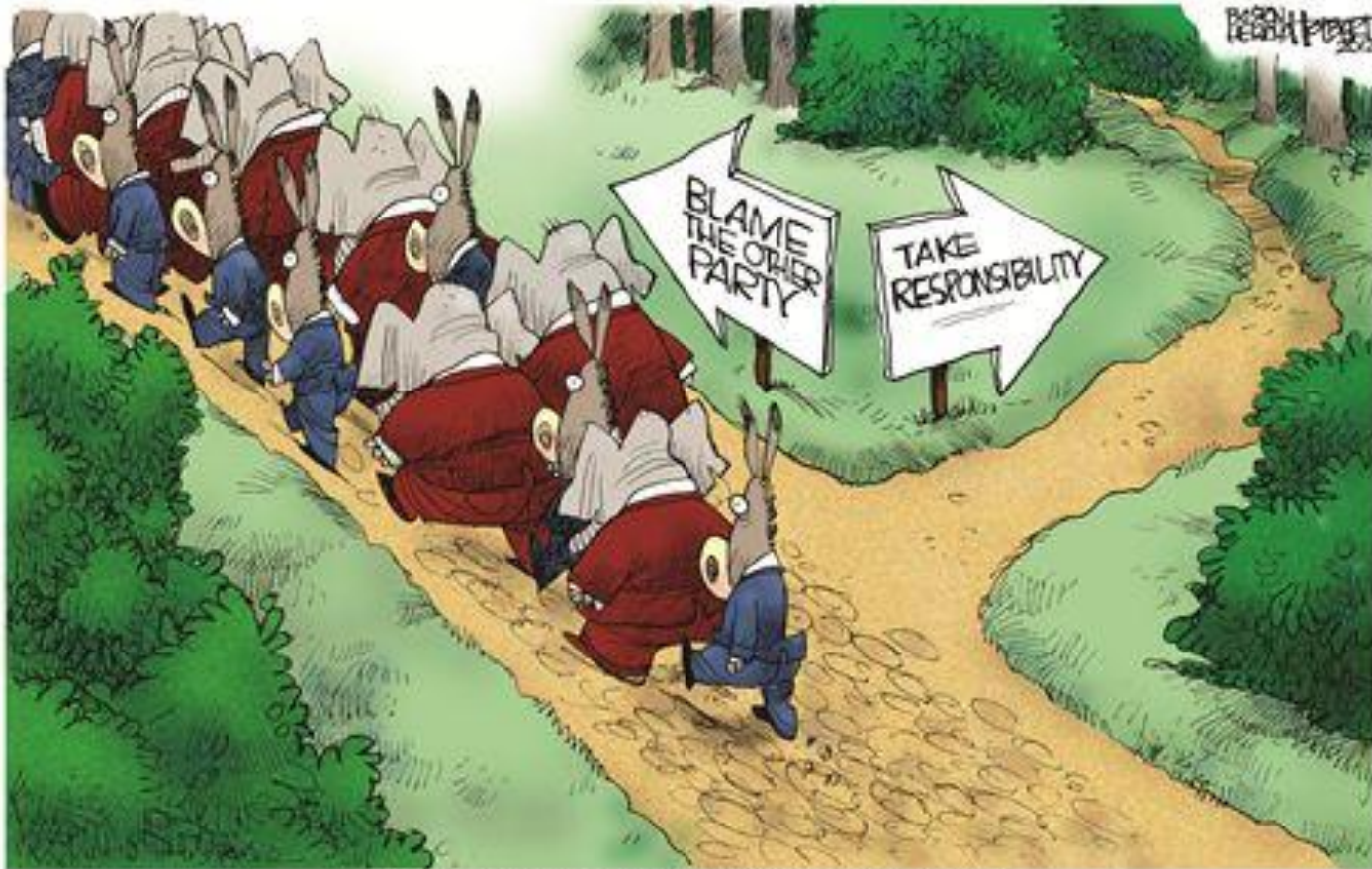
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USE CASE - after few months...



THE ROAD FAR LESS TRAVELED

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LESSONS LEARNED

 **REVIEW** your business plan

 **THINK** globally, **START** locally

 **CUT** the costs

 **KNOW** your customer



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Coordinator : Steinbeis Europa Zentrum, GERMANY

Heike Fischer - +49 711 123 4014 - fischer@steinbeis-europa.de

Jessica Ebner - +49 711 123 4042 - ebner@steinbeis-europa.de

Kerstin Seidel - +49 711 123 4035 - seidel@steinbeis-europa.de

www.transport-tips.eu

mailus@transport-tips.eu

tomas.bort@bplan.cz
petr.cimala@bplan.cz



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