

## **Your checklist for submitting the Business Plan in Phase 2**

### **The business plan submitted contains these sections:**

- 1. Executive Summary
- 2. Corporate objectives and profile
- 3. Product or service
- 4. Sector and market
- 5. Marketing (sales and distribution)
- 6. Management and key positions
- 7. Implementation planning
- 8. Opportunities and risks
- 9. 5-year plan
- 10. Financing requirements

### **The following forms are also enclosed with the business plan for submission:**

- Form A) Business Plan details Phase 2
- Form B) Description of the procedure and information pursuant to Title 12 of the Data Privacy Act, North-Rhine Westphalia
- Form C) Founders' team
- Form C.1) Founders' team continued (for each further team member)
- Form D) Feedback Phase 2
- Form D.1) Feedback Phase 2 continued
- Form D.2) Feedback Phase 2 continued

### **The following requirements for submission have been fulfilled:**

- The business plan has been submitted in quadruplicate. Alternatively it is possible to submit the business plan as a PDF document by email. (Please note that business plans which are received by email will only be printed in black and white. If you think it is important for the expert assessors to receive your business plan as an original in color then please send us four copies by post!)
- An additional copy of the Executive Summary is enclosed or sent by email.
- All the pages of the business plan are numbered consecutively.
- All forms are filled out completely and legibly and have been signed.
- Each team member listed in forms C and C.1 has attached a brief résumé in tabular form. (These résumés are not forwarded to the assessors. So make sure you give all relevant details about your age, career, experience, and competences in the business plan in the sections "Management and key positions" and "Executive summary"!)
- Care has been taken to ensure that the concept will reach start2grow by the closing date. The time of receipt by start2grow is deemed as valid for both entries received by post and by email.
  - For delivery by post: the envelope is correctly addressed and has proper postage.
  - For delivery by email: The business plan is saved as a PDF document and the email does not exceed a total volume of 10 MB.