



# Creative Business Cup

The world championships for  
creative entrepreneurs  
BUSINESS CONCEPT  
TEMPLATE



*Disclaimer: All information submitted in your business concept is to be considered as public information. Please, do not share any confidential information. Instead, share your dreams, your brilliant concept and your sky high ambitions.*

We suggest that you structure your business concepts as presented here. Remember that there is a maximum of 10 pages or 12 PowerPoint slides including overview.

## The Company Basics

**Name of company:**

**Country:**

**Address of company:**

**Zip code**

**City**

**CVR number**

**Name of owner / representative:**

**Email of owner / representative:**

**Education**

**Current job**

**Phone of company:**

**Phone number of owner/representative**

**Web:**

**Creative sector(s): (media, advertising, games, performing arts, architecture, fashion etc.)**

**Other relations to creative industries:**

**Number of employees:**

**Start up year:**

**Logo [upload]:**

**Picture of product, service or the essence of the company [upload]:**

**Short description of product or service (150 words):**

**What makes the business unique? (100 words):**

Unique selling point, emotions, technology, target group, people, quality, design, market approach, synergies...

# The Market

**Who are your customers and what are the needs you address?**

Segments, target groups, sectors, identity, values...

**How do you reach your customers?**

Sales channels, customer involvement, market test

**How do you keep and develop your relation to important customers?**

## Competitive status

**What is the current situation at the market you are addressing?**

Competitors, value chains, drivers, risks, niches

**What are your competitive advantages?**

Distributions channels, low costs, high quality...

**Where do you see the market going in the future and how will the competition change?**

Customer behaviour, technologies, new competition

## Running the business

**What are the key activities generating revenue?**

Focus, time, networking, sales, development

**What is your revenue and from which activities and customers?**

Is the company profitable?

## Resources and Costs

Number of employees ?

Number of employees, Management, organisation, structure, key skills, advisors

**What are your key resources?**

Hardware, software, designs, networks, brand, key partners

**Which steps are taken to secure IPR and rights?**

Copyrights, design rights, patents

**Describe your costs?**

Development Cost, running cost, manufacturing, labor, marketing

# The Future of the Company

**Dreams and ambitions of the company:**

Revolution, world dominance, scalability, exit strategy

**What are your next steps?**

Short term, long term, investments, new markets

**What do you need in order to succeed?**

Capital, skills, networks, technologies, partners, knowledge



## Looking for investors?

**Are you looking for investors (yes /no)?**

**If yes - What is your experience with investors so far?**

**If yes – What stage is the business currently at in relation to investments?(1)**

- Pre –seed**
- Seed**
- Foundation**
- Development**
- Growth**

**What amounts of investments do you want to attract and for which goals?**

**What are the characteristics of the investors you are looking for?**

Skills, networks, time frame

**What are you ready to give investors in return?**

Minority share, majority, influence

(1)

**Pre-seed**

Activities: Innovation, research and concept development, experiments.

Milestones: An idea and a vision has been born. Product and team not fully developed. No sale yet.

**Seed**

Activities: Prototyping, product development, testing, proof of concept, proof of market.

Milestones: Business model is developed. No sale/early sale. Still not profitable. Team is being established/team is ready to go.

**Foundation**

Activities: Production, marketing, sales and distribution.

Milestones: Sales initiated. Revenue achieved. Marginally profitable

**Development**

Activities: Entering new markets. Scaling of business model.

Milestones: Positive cash flow. Profit is reinvested.

**Growth**

Activities: Expansion of the company. Internationalisation.

Milestones: Proven sales record. Proven growth potential. Potential stock market launch (IPO)