

Business Plan Content - Philips Innovation Award 2020

Criterion	Sub-criterion	Key-question
Innovation	Problem description	<i>Please describe the problem you solve</i>
	Offered solution	<i>Please describe your proposed solution to the problem</i>
	USP	<i>What are the Unique Selling Points of your start-up (in bullets)?</i>
	Scalability	<i>Can you increase your sales without increasing your costs dramatically? Can your product/service easily be implemented in other cities, regions, countries? Is your product or service customized for each customer or is it duplicated for each customer? Example: Software is produced once and then duplicated with almost zero marginal costs and spread easily on the internet.</i>
Team	Team overview	<i>Please describe your team and add links to the LinkedIn profiles of the team members (if that is possible)</i>
	Core competencies	<i>Which core competencies have you secured in your team that will make you successful? And which competences are you missing ? (in bullets)</i>
Market	Market Analysis	<i>Please describe your market details (i.e. size, addressability, geography, competition)</i>
	Customers	<i>Who are your (potential) customers?</i>
	Go-to-market strategy	<i>Please describe the go-to-market strategy.</i>
	Key risks	<i>What are the key risks that could prevent your start-up from surviving or growing and how would you mitigate them?</i>
Finance	Summary	<i>Please summarize what the most important assumptions are for your financial projections. Provide a summary of your revenue model, the number of customers you are able to address and the biggest fixed and variable costs.</i>
	Revenue model	<i>What are the current sources of your revenue?; How much revenue do these sources generate?</i>
	Cost structure	<i>What do you currently spend money on?; How much does this source cost?</i>
	Forecast	<i>Please provide figures for the estimated revenue, net profit and capital raised for the upcoming years</i>
	Cap table	<i>Pie chart consisting of the equity capitalization of your start-up</i>