GUDP - Business plan

It is important that your business plan is as precise and plausible as possible. This is due to the fact that the business plan largely provides the foundation for the evaluation of the growth potential of the project made by the GUDP-board.
However, not all applicants will be able to provide a business plan with a high level of detail. The business plan must contain information concerning the economical potential of the output(s) of the project in relation to growth, employment, export and value for the costumer. If the project is granted GUDP-funds, the project officer will when providing a progress report be solicited to update the business plan according to results and obtained knowledge of possibilities and barriers for commercialization.

A28. The output of the project (1 page max)

The business plan must focus on a product, a model or knowledge which will be generated by the project and which is categorized as the output. Describe and define the output, and enter the participants of the project, responsible for generating the output. State whether there are plans to protect the output of the project with e.g. patent, trademark or copyright and describe how this will be executed.
If several participants have opportunities for profiting on different outputs, a business plan should be provided for each output with a potential for commercialization. The companies expecting a revenue from the output and their individual profits should be stated. (Form D can be found at www.gudp.dk, if there is a need for additional business plans)

A29. Market and costumers (½ page max)
The description must contain the following information:
☐ Who will be the costumer of the output of the project
☐ What is the total market
☐ How great a share is the output of the project expected to gain of the total market
☐ Whether or not it is possible to produce a sufficient amount of output to meet great demands from the market
☐ The expected market in three to five years

A30. Business case (1 page max)
Describre:
☐ The economical potential of the output in relation to growth, employment, export and value for the costumer.
☐ Whether the output is produced by home production or outsourcing

The stated effects must be as concrete and measurable as possible. Additionally, it must be stated how potential profits and rights (IPR) will be divided amongst participants of the project.

A31. Business model (½ page max)
Describe:
☐ Where and how turnover is generated
☐ Sales goals, including related activities and participants responsible for achieving these
☐ The pricing and factors influencing price and demand
☐ How the business model can be upscaled
☐ How the producer will be able to meet the demands

A32. Risk analysis (½ page max)
Describe:
☐ Risks in relation to the development and the probability of the development of the output, and the efforts that will be made to take these risks into account.
☐ Competitors on the market in regards to the output, including turnover, market span, strengths and weaknesses of competing outputs.
☐ The barriers of profit for competitors wanting to deliver the same or better outputs.