**AI-Cup**

Bavarian-French Artificial Intelligence Challenge

Entrepreneurial Challenge

Business plan/ Idea paper

Submission date: 22.08.2022

A picture containing logo

Description automatically generated

Idea paper submitted by

**Team name**

(Team Member 1) First name Last name

(Team Member 2) First name Last name

(Team Member 3) First name Last name

Entrepreneurial challenge organised by,

A picture containing text, clipart

Description automatically generated



In cooperation with



Supported by

**Title/Team name**

**1. Goals: Mission/ Vision statement**

(Briefly explain the following things)

* Describe your product/ business idea [problem statement & solution]
* What services do you aim to provide to your customers, and how would you satisfy their needs?
* Why do you need AI technology in your product/ business idea?
* What kind of impact would your product create in order to contribute to the betterment of the world? & How do you ensure the sustainability aspect of your business model?

**2. Industry/ Market Analysis**

* What industry does your product belong to (e.g., healthcare, transportation, etc.)?
* Who are your target customers, and what is the potential market size of your product? & Who are your competitors?

**3. Strategies & Implementation**

* What is your unique selling point?
* Briefly explain your initial strategies to create value for your product and your plans on how you implement it

**4. Financial projections & Project plan**

* A road map on your financial goals for roughly five years (2023-2028) of your start-up and how you plan to manage the finance.

For example: software/ hardware resources, development cost, marketing cost etc.

**5. Team Organisation/ Task management**

* How many members are in your team, what expertise do they hold, and how do you plan to manage/ organize the team?
* If you do not have a team, explain how you would manage/ organize the needs of the business development. For example, Design, Development, Marketing, etc.

**Formal requirements**

* Please use the above structure as a template for your business plan. Make sure that your business plan highlights all the potential points of your business idea in an objective and convincing manner.
* The business plan must be explained between minimum of four pages to maximum of six pages. The five parts will be weighted equally.
* Please use the following style for the content:

Font-Family: Times New Roman, Font-Colour: Black, lighter 25%, Font-Size: 12, Margins: 2,5 cm (LRTB), Line spacing: 1,0