

## BUSINESS PLAN TEMPLATE FOR TALENT AND INNOVATION AWARDS.

Contestants should also review the scoring criteria on how the Business Plans will be scored to ensure that all relevant points are covered in their presentations. Those Business Plans that most closely address these points will be at a competitive advantage.

**\*\*\*The following format is required to present the business plan to TIC Americas \*\*\***  
**\*\*\*TIC Americas will not receive Business Plans longer than 32 Pages in Arial 11 Format\*\*\***

### A. Executive Summary

No more than 500 words (concrete and concise), including:

- Summary of Business Plan Processes.
- Description of success elements / Core Business.
- Goals of the Project.
- Conclusion.

### B. Innovation

- The product/service demonstrates improvement satisfying a customer need.
- The business plan demonstrates improvement in the Business process.
- And / or improvements by introducing something new/different from existing knowledge and technologies.

### C. Market Feasibility

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| <ul style="list-style-type: none"> <li>• Product / Service.</li> <li>• Market Study: Supply, demand and competitors.</li> <li>• Design of Logo, Label, Package.</li> <li>• Product's Life Cycle.</li> <li>• Target market and market niche.</li> <li>• Competitive Advantage.</li> <li>• Promotion and Advertising Campaign.</li> <li>• Distribution Channels.</li> <li>• Price Analysis.</li> </ul> | <ul style="list-style-type: none"> <li>• Competitors Analysis.</li> <li>• Sales Forecast.</li> <li>• Short, Medium and Long term objectives.</li> <li>• Prototype Technical Specifications.</li> <li>• Components and elements of technology plan.</li> <li>• Product design and Process Flow Chart.</li> <li>• Production Strategy, Machinery and Equipment.</li> <li>• Quality control procedures, Supply and production chain.</li> </ul> |
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### D. Management and Organizational Structure

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| <ul style="list-style-type: none"> <li>• Organizational Chart: Logical and structured, well defined roles.</li> <li>• Mission, Vision and Objectives.</li> <li>• Human Resources Recruitment and Selection Process.</li> </ul> | <ul style="list-style-type: none"> <li>• Training, number of employees and Selection Process.</li> <li>• Internal Communication.</li> <li>• Legal Constitution of the Business.(or plan)</li> <li>• Intellectual Properties and Patents, if necessary.</li> </ul> |
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### E. Financial Feasibility

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| <ul style="list-style-type: none"> <li>• Short, Medium and Long Term Objectives.</li> <li>• Cost Analysis.</li> <li>• Initial Investment and Return on Investment</li> </ul> | <ul style="list-style-type: none"> <li>• Cash Flow and Financial Forecasting: Scenarios.</li> <li>• Financial Statement and Balance Sheet.</li> <li>(All this information should be attached in a separate document file – preferably Excel)</li> </ul> |
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***This document is just a template – please follow this format (create another document) and upload it in the “Uploads” section of your space in [www.ticamericas.net](http://www.ticamericas.net), it could include logo, pictures, charts and others.***