



TTE01

# Entrepreneurship for Engineers

**4TU.**

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## Final Assignment

The final assignment is to develop a two-page business plan synopsis.

The initial interest that capital providers present in your plan does not increase by writing a monster document of business planning and showing many years of detailed cash flow projections. In the first instance, when you approach capital providers to support and invest in you plan, you better focus on the core idea which they do understand and want to know more about.

For this reason, large detailed business plans have become less relevant when you first contact capital providers and other support agents. It is, however, relevant to be able describe in brief the particular business model you have by which you deliver value to customers, engage customers and persuade them to pay for value, and converts those payments to profit. This two-page plan is the final assignment.

*Answer each question with maximum 5 short sentences.*

What is the name of your product and venture<sup>1</sup>.

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What will you sell?

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Who is your main customer?

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<sup>1</sup> A word of advice: it is better to use a different name for your company than the name of the product/ service you offer. This, because if you will develop more and other products/ services in the future, the company name should still make sense.

How does your offer help people?

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What is the price you ask and how do you get paid?

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How do your customers know about your offer?

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How does your offer compare to the alternatives provided by competitors?

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What are the key resources you need to be supplied with and/ or who are your key partners and what do they contribute?

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When do you consider the start-up to be successful (number customers/ turnover) ?

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