



MORPHEUSCUP

EUROPEAN UNIVERSITIES & GRADUATE SCHOOLS CHAMPIONSHIP



NAME OF THE PROJECT

CONTACT DETAILS

PERSON/ PEOPLE PRESENTING THIS PROJECT (max. 4)

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I. EXECUTIVE SUMMARY

A. Business summary: your business idea (max.4 lines)

B. Mission Statement

C. How does your project stand out? (max.4 lines)

II. PRODUCTS AND SERVICES

A. Describe the basic product/service you are going to sell (max 6 lines)

B. How will you sell it? (e.g.: Price, promotion, place...) (max 5 lines)

III. THE MARKET

A. How would you describe the market? (niche, growing, declining, maturing...)
(max 2 lines)

B. Who will be your competitors?

IV. YOUR CUSTOMERS

A. Who is your typical customer? (Demographic, Psychographic, Geographic characteristics) (max 4 lines)

B. Why is your product going to interest this typical customer? (max 2 lines)

V. OPERATIONS AND LOGISTICS

A. Which facilities will you need and why? (max 4 lines)

B. What will be your distribution strategy? (max 4 lines)

IV. THREE-YEAR FINANCIAL PROJECTIONS

Please include the following categories in your table: Revenue details, Expenditure details, Surplus/Deficit. This has to be specified for Year 1, Year 2 and Year 3.

You can use the attached Excel template.