Business Plan for the request of credit to spin-off companies of the

Politecnico di Milano

In order to present a credit request to spin-off companies of the Politecnico di Milano, the undersigned

Surname ……………………………………………………

Name ………………………………………………

Person Code

Department ………………………………………………………………….

tel ..………………………………………………………..

email ………………………….…………

Name of the business project ………………..

In the role of Referent (physical individual) for the new entrepreneurial idea

## HEREBY ASKS

That the business project described be examined and considered for credit to spin-off companies of the Politecnico di Milano

**IT IS TO THIS END DECLARED**

Surname ……………………………………………………

Name ………………………………………………

Person Code…………………………………..

Department ………………………………………………………………….

tel ..………………………………………………………..

email ………………………….…………

(only for interns of the Politecnico as defined by the DF)

Surname ……………………………………………………

Name ………………………………………………

VAT CODE

tel ..………………………………………………………..

email ………………………….…………

(only for external)

that the information contained within this document is shared by the other members of the group other than the Referent;

that it has been appointed by the other members of the group to act in their name and on their behalf in the procedure for crediting spin-off societies of the Politecnico di Milano;

that all members of the group acknowledge and accept expressly and completely the current Spin-Off of the Politecnico di Milan (from hereon in: the Politecnico) Regulations;

**AND ATTACHES**

moreover the following documentation that is a substantial and integral part of the request itself:

(send all documentation, including this request form, in electronic and paper form, to the following addresses: (Tel 02 2399 9229 spinoff-asvi@polimi.it) – Politecnico di Milano – Servizio Valorizzazione Ricerca Piazza Leonardo da Vinci 32)

* **Detailed description of the business project – Business Plan (Attachment 1)**
* **Brief CV of the Referent and, if part of a group, all the other members (a brief description for the industrial partner)**

…………………………………….. on …/…/…

Signature

…………………………………

Attachment 1

COMPLETE BUSINESS PLAN OF THE BUSINESS PROJECT

Give detailed answers to the questions below including the sub-points that are specifically identified

**1) Describe the business idea in detail: how the project was born, what you plan to do, how you plan to do it**

**2) Describe the main characteristics of the product/service offered**

**2a) Give detailed explanations regarding:**

* **Technology adopted** in particular referring to the innovativeness of the solutions adopted for similar products/services.
* **Strong points of the product/service/technology**
* **Description of replacement products indicating their cost/performance ratio**

**2b) Patentability (or other forms of intellectual property protection) of the product/service**

* The product/service cannot be patented or it has been created with a technology that can be acquired with a licence
* The product/service can be patented
* The patent is pending in the name of the Politecnico di Milano
* The patent is pending in the name of a physical person (date of deposit:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ patent number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

**2c) Indicate the current development stage the product is at**

* Concept phase
* Prototype construction
* Functioning test phase
* Pilot project
* Ready for production or currently in production (please indicate when this phase started): …………………………………………………………………………………………………...

**2d) Product and Business Roadmap**

**3) Market of reference**

* + - Please give a detailed description of the market of reference indicating the main dynamics, expected trends and characteristics of the target client

**Provide detailed explanations regarding:**

* + - **The existence of regulatory barriers and specific authorisations (if applicable, please specify)**
    - **Competitive advantage**

**4) Business Model**

**4a) In particular, please supply the following details:**

* Highlight and detail **all the critical factors for success** of the business project/start up (e.g., quality and commitment of the managers, team skills, existing collaborations and agreements, quality of the product/service, how flexible the business model structure is regarding the corporate goals, market potential, first mover advantages, technology or market leadership, etc.)
* Indicate and give motivations for the possibility of **reaching a significant competitive advantage**, in leadership terms of cost or differentiation, compared to the direct competitors
* Indicate if any **partnership agreements** are already active or forecast for the production, commercialisation, distribution, etc., with other companies and/or with universities/research organisations
* **TEAM AND BUSINESS PLAN**

Please supply detailed information on the following elements of the business project/start up

1) Forecast capital stock:

2) Forecast corporate structure

|  |  |
| --- | --- |
| Partner | Share (%) |
|  |  |
|  |  |
|  |  |

3) Describe each partner and their role within the project

4) Have any **direct investments been made already in the proposed project**?

* no sums have been invested
* less than 30,000 euro
* between 30,000 and 100,000 euro
* between 100,000 and 300,000 euro
* lower than 300,000 euro

Please specify if said investments have been made by the proposer or other investors

* Are you interested in looking for investors?
* No
* Yes, interested in:
* industrial investors
* business angels/seed capital
* venture capital
* other

5) **Strategic plan.** Please give details regarding the Corporate Strategic Plan (in light of the considerations made in the previous section “Business Project”)

6) **Organisation structure.** Please indicate in detail the main organisational characteristics of the new administrative structure with information concerning the points below:

* Forecast Board of Directors
* Corporate organigram
* Key persons and main responsibilities
* Role, commitment and activities undertaken by the partners, collaborators and employees
* Other

7) **Operative Plan**. Detail the actions with relative timeframes (start and end dates), necessary for reaching the objectives set in terms, for example, of:

* Structures necessary (systems, machinery, etc.)
* Human resources necessary in the various development phases of the business
* Sales platform (direct sales, representatives and distributors, etc.)
* Other

8) **Marketing Plan**

**9) Revenue model & pricing**

*Annex 2*

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