



## EXECUTIVE SUMMARY

- Vision, Mission and Values (Brand)
- Highlights and Objectives
- Management team

## BUSINESS MODEL DESIGN

- Customer Value Proposition
- Products and Services / Digitized Solutions
- Marketing and Sales (Segmentation and Targeting)
- Key Resources and Processes
- Financials

- ❖ Start-up funding requirements
- ❖ Break-even analysis
- ❖ Operating costs
- ❖ Financial history and analysis

## MICRO AND MACRO-ECONOMIC ENVIRONMENT

- Market Trends and Analysis
- Competitor Analysis

## RISK AND OPPORTUNITIES

- Critical success factors
- Risk Management

## STRATEGY AND IMPLEMENTATION

- Strategic objectives
- Project Milestones and Roadmap

## ANNEXURE

A person is silhouetted sitting on the edge of a cliff, looking out over a vast, hazy landscape. The background is a deep blue gradient. The text 'THANK YOU' is centered in a bold, yellow font. There are two white L-shaped corner brackets, one in the top left and one in the bottom right.

# THANK YOU

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