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Start-up your idea!

Nurturing entrepreneurship
in Poland, Slovakia and
the Czech Republic





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CAMP 2

Business Plan and Legal Aspects



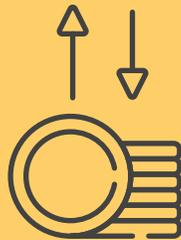
Contents

1. Business Plan

2. Legal Aspects

Now you need to plan:

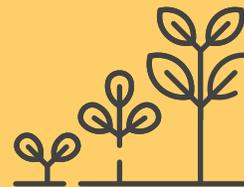
potential costs
and revenues



how your start-up
will be created



how it will evolve
in the future



1. Business Plan



The Business Plan

- Summarizes how your start-up will **evolve in time**, from its early stages to the creation of the final product
- Shows potential costs, revenues, and the amount of **money** you need to start
- Will be **updated** in the future



Keep in mind



01

objectives you want to reach



02

strategy to reach them



03

action plan in one, three,
and five years

What to illustrate

01

Executive
summary

02

Company
description

03

Product
& technology

04

Client-problem
analysis

05

Market
& competition

06

SWOT analysis

07

Marketing Plan

08

Road map

09

Team

10

Financial
economic plan

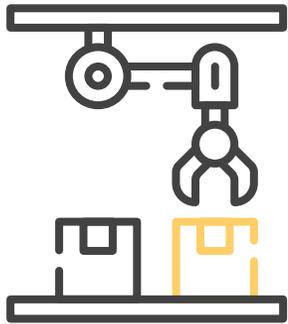
01 Executive summary



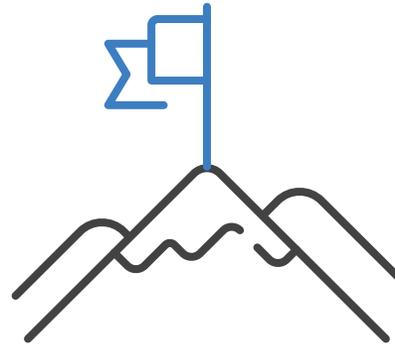
Short descriptions of:

- **the start-up** – when it was born, the type of company, and where is the head office, among others
- **the business** – what does it produce and what problems does it solve
- **the business model** – the operational side of your company
- **the financial plan** and financial projections

02 Company description



What your startup produces



Mission and vision of the
company



The problems of the market
that you solve

03 Product & technology

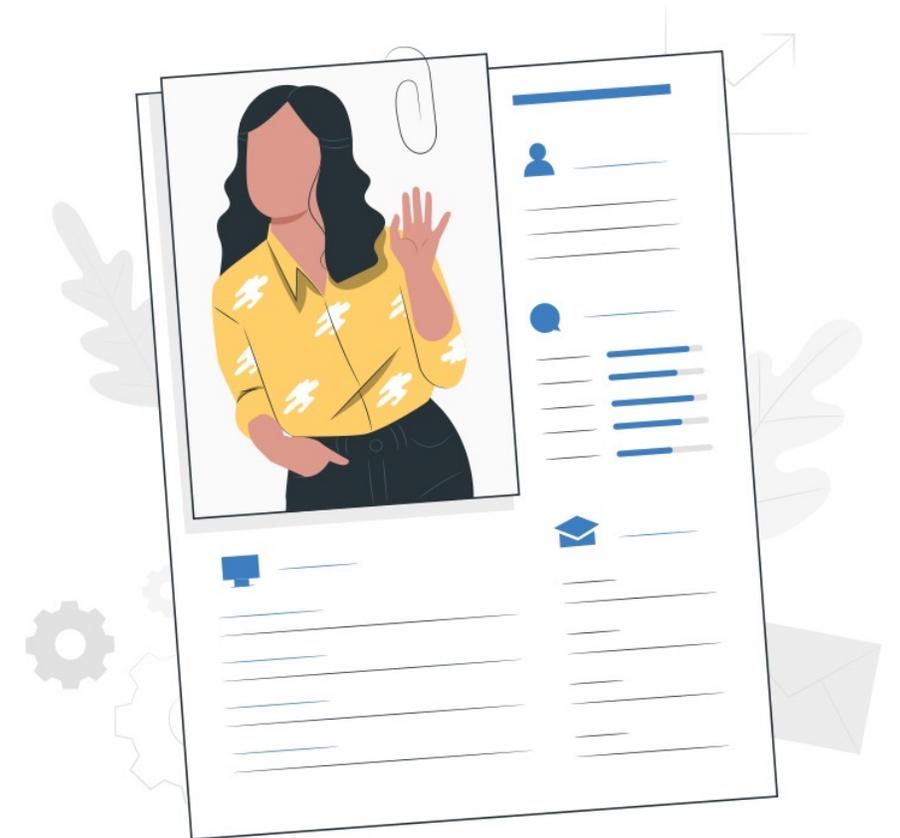


- What is the difference with your competitors' products?
- Do you have trademarks and/or patents?
- How do you imagine its evolution in the future?

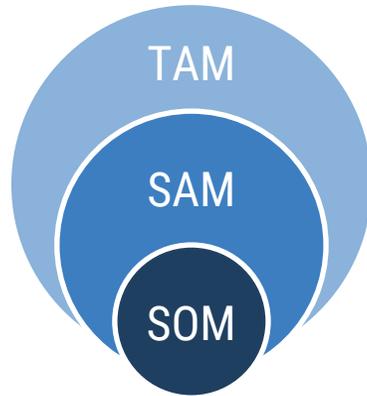
04 Client – problem analysis

Demonstrate how much clients want your product

Describe your “BUYER PERSONAS”: your target consumer, their age, their typical behavior, and more.



05 Market & competition



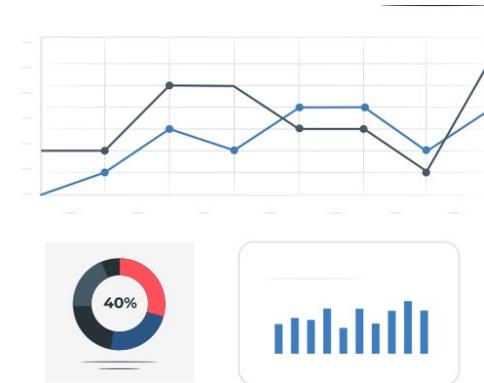
Talk about the **share of market** your startup can reach and the future perspectives



Show the results of the **competition analysis**

How is the market you want to enter?

What are your strengths in comparison?



Show the **market trends** and the possibilities of development in the sector

06 SWOT analysis

S

STRENGTHS

What are you doing well?

What sets you apart? What are your good qualities?

W

WEAKNESSES

Where do you need to improve?

Are resources adequate? What do others do better than you?

O

OPPORTUNITIES

What are your goals?

Are demands shifting? How can it be improved?

T

THREATS

What are the blockers you are facing?

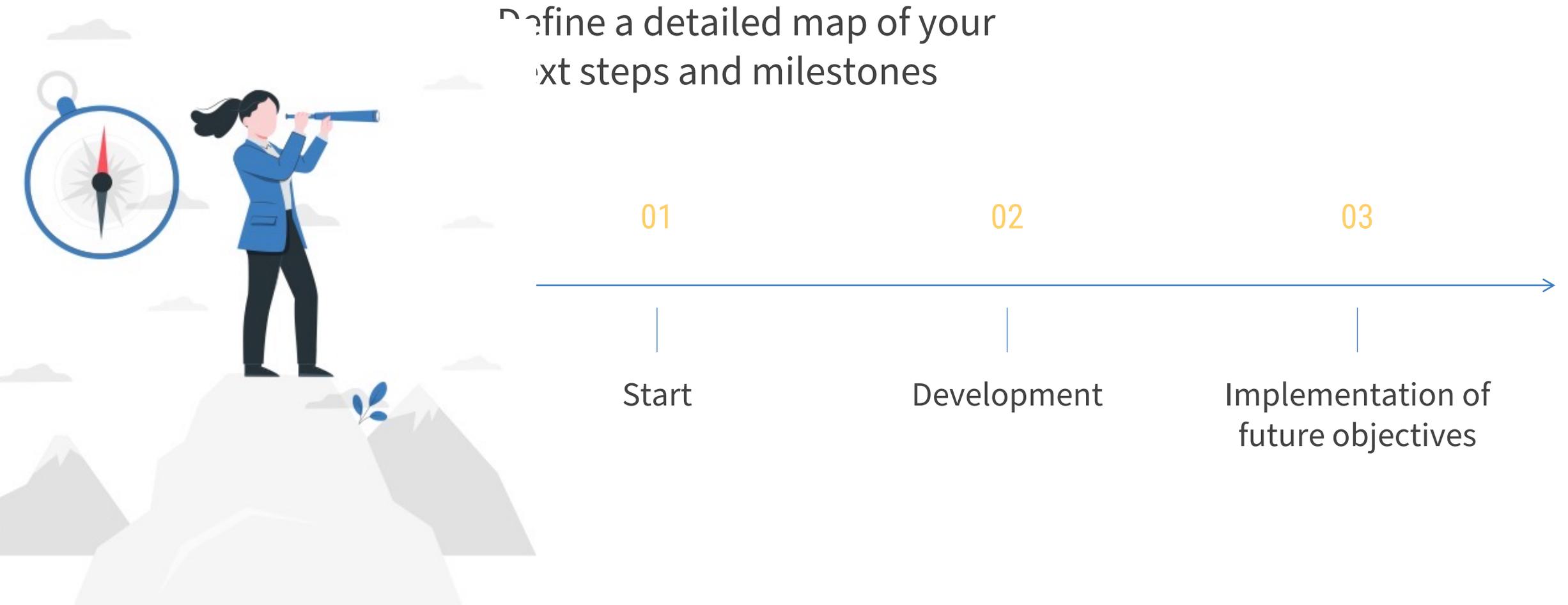
What are the factors outside of your control?

07 Marketing plan



- How do you want to position your product on the market?
- What's your price policy?
- How will you promote and sell it?
- How much will it cost to gain new clients?

08 Roadmap



09 Team



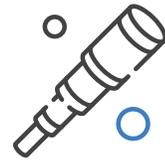
- Demonstrate you have qualified people on your side
- Define their roles and skills
- Who are the key figures and possible advisors?
- Will the human resource organization change in time? How?

10 Financial economic plan



01

Financial strategy



02

Sales forecast



03

Budget



04

Loans & investments

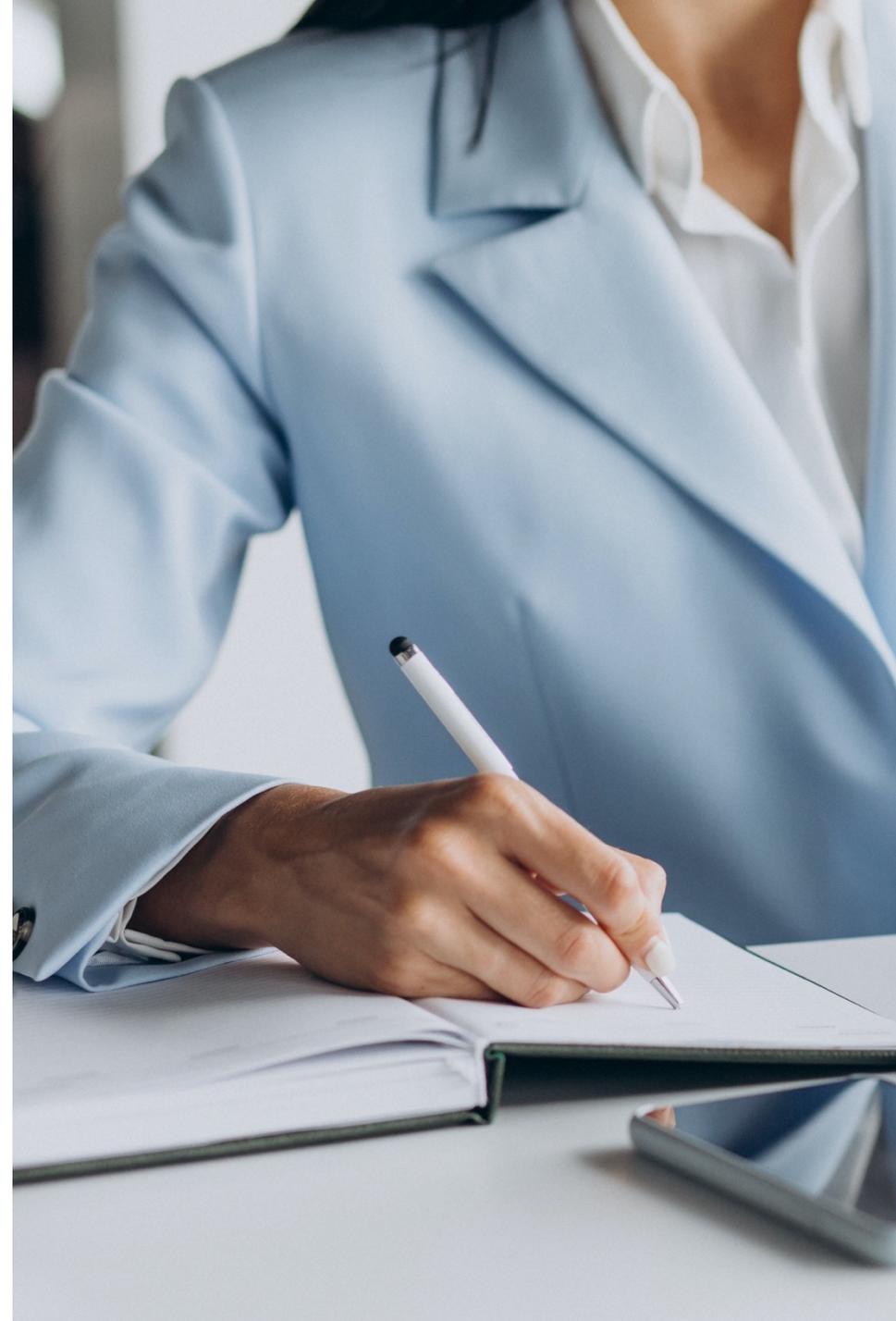
And more...



Remember:

the Business Plan can be updated in the future as the company evolves, the market changes, and the priorities change

2. Legal Aspects





You don't need to take care of legal aspects right away, but it's important that you have an idea of what you need to know

Legal details to take in consideration

01

Business name of
your activity

02

Type of company

03

Registration of legal
entity

04

Registration to the
Chamber of
Commerce

05

Registration of VAT
number

06

Creation of bank
account

07

Trademarks,
copyrights, or
patents

08

Purchase of licenses

09

Business and
employment
contracts

10

Accounting and
Bookkeeping
systems



Useful advice

Check your country's **official websites** if you need something in particular

Look for a **community** or an **incubator** where business consultants and lawyers can help you

Thank you!



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