**Business Concept  
Name of the project/company/idea**

Project Logo (if available)

Names of the project team

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1. Business concept in brief

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| Business Concept | |
| **Mission:** | |
| **BUSINESS MODEL CANVAS:**  Value proposition  Key activities  Customer segments  Customer relationships  Channels  Key activities  Key partners  Cost structure  Revenue streams | |
| **Competitive advantage:** | **Customer needs & experiences:** |
| **Risk identification:** | **Risk mitigation strategies:** |
| **Timeframe for implementation:** | |
| Name (project coordinator), Date | |

1. Detailed information on the concept sub-categories