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

Project Logo (if available)

Names of the project team

**Table of Contents**

[1. Business concept in brief 3](#_Toc105770572)

[2. Detailed information on the concept sub-categories 4](#_Toc105770573)

1. Business concept in brief

|  |
| --- |
| Business Concept |
| **Mission:** |
| **BUSINESS MODEL CANVAS:**Value propositionKey activitiesCustomer segmentsCustomer relationshipsChannelsKey activitiesKey partnersCost structureRevenue 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