[Form No. 2] Business Plan

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| **Startup Business Plan** |

**□ Business item overview**

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| **Industry/**  **Technology** |  | Manufacturing |  | Knowledge Service | |  | Convergence |
|  | Crafts & Design |  | Machinery/Materials | |  | Bio, Medical, Life |
|  | Energy & Resources |  | Electrical and Electronics | |  | Information and Communications |
|  | Chemical and Textile Engineering |  |  | |  |  |
| **Name of business item** |  | | | | | | |
| **Outline** | |  | | --- | | ※ Overview of the product/service to be developed or improved through this Support Project  (its intended use, specifications, price, etc.), core functions/performance, and the customer benefits it provides, etc.  ※ Example: Incorporation of advanced materials (core function) designed to reduce weight (customer benefit). | | | | | | | |
| **Images of the item** | |  | | --- | | ※ Insert reference photos (images), design drawings, etc. that highlight the features of the products or services (if applicable). | | | | | |  | | --- | | ※ Insert reference photos (images), design drawings, etc. that highlight the features of the products or services (if applicable). | | | |

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| 1. **Problem recognition (Problem)** |  |

**1-1. Background and necessity of business items**

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| ※ Background and Motivation for the Development/Improvement of the Business Item (Product/Service) ① External background and motivation: (e.g., social, economic, and technological perspectives; problems and opportunities in domestic and overseas markets, etc.),  ② Internal background and motivation: (e.g., the perspective of the representative’s experience, values, vision, etc.)  ※ Describe the problems and solutions, the necessity, and the purpose of developing or improving products and services as outlined in the background. |

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**1-2. Current status and analysis of target market (customer) for business items**

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| ※ Define the benefits (value) to be delivered to the defined market (customers) based on the background and necessity for the development/improvement of the product/service, and clearly specify the detailed target market (customers) to provide those activities (value).  ※ Describe the market to be entered, including its size/current status, characteristics, intensity of competition, future outlook (growth potential), and customer demographics.  - If no competitors exist, identify potential competitors from the customer’s perspective.  ※ Provide the results of research and analysis concerning the needs of the defined target market (customers), as well as objective evidence of the issues identified. |

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| **2. Feasibility and Differentiation (Solution)** |  |

**2-1. Status of business item development (level of preparation)**

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| ※ Upon recognizing the need for the products or services, provide a detailed account of the planning and implementation process (history) undertaken prior to submitting the application for this Project aimed at the development or enhancement of such products or services.  ※ Describe the overall status at the time of application, including the progress made at each stage of products or services development or improvement, the response of the target market (customers), the major commercialization achievements achieved to date, etc. |

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**2-2. Realization and advancement of business items**

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| ※ In light of the problems and areas for improvement identified through the analysis of target market (customer) requirements, provide specific development/improvement plans aimed at enhancing core functions and performance, design, and the realization or advancement of the products or services.  ※ Detail the specific (feasible) improvement (development) plan designed to address market demands as identified in the problem recognition.  ※ Describe the potential for the continuous upgrading and expansion of the products and services. |

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**2-3. Differentiation and competitiveness of business items**

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| ※ Focusing on the problems and improvements identified through the analysis of the target market (customers), describe the originality of the business item and its differentiation (competitiveness) compared to competing products or services. |

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| **3. Growth Strategy (Scale-up)** |  |

**3-1. Startup business operation performance**

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| ※ Specify the stability, growth, and sustainability of the business by presenting the sales performance in the target market (customers). |

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< Sales Performance >

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| **No.** | **Target Market (Customer)** | **Product / Services** | **Entry period (period)** | **Sales (Usage) Volume** | **Price** | **Sales** |
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**3-2. Business item growth strategy**

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| ※ Describe specific business growth strategies, including detailed target market entry strategies, customer acquisition strategies, and profit generation plans, based on an analysis of the target market (customers), competitors, and alternative products or services. |

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< Estimated sales >

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| **No.** | **Target Market (Customer)** | **Product / Services** | **Entry period (period)** | **Sales (Usage) Volume** | **Price** | **Sales** |
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**3-3. Promotion schedule and fund management plan**

**3-3-1. Overall business roadmap**

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| ※ Describe the overall goals and the implementation schedule to be pursued throughout the entire business process. |

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< Business Promotion Schedule (Overall Business Stages) >

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| **No.** | **Promotion content** | **Promotion period** | **Details** |
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**3-3-2. Required funds and procurement plan**

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| ※ Provide the history of fund procurement, including details of investment attraction.  ※ Outline specific plans for fund procurement, including strategies for raising capital and attracting investments.  ※ Describe the necessity of fund procurement for market entry and sales, along with plans for securing additional capital (e.g., Seed, Series A, Series B), and provide details of capital and equity changes, etc. |

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| **4. Corporate Structure (Team)** |  |

**4-1. Formation of the startup team and its capabilities**

**4-1-1. Status of CEO and members**

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| ※ Provide the capabilities of the representative (including management skills, career and academic background, technical expertise, know-how, human network, etc.).  \* Capabilities: Ability to specify, develop, or improve the business item.  \* Include relevant experience, history of executing government-supported projects, completion of relevant educational programs, any related awards, etc.  ※ Provide the capabilities of employees (including their career and academic backgrounds, technical skills, know-how, etc.).  ※ Include only individuals who are currently employed or actively participating as team members at the time of application. |

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< Employment status of current employee >

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| **Current number of employees**  **(Excluding representative)** | | |  | number of people | **Additional hiring plans** | |  | number of people |
| **No.** | **Title** | **Duties** | | **Education / Major** | | **Corporate work experience / Position** | | |
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**4-1-2. Personal hiring and utilization plan**

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| ※ Provide the new employment plan related to the products and services (specifying only the additional personnel expected to be hired within six months). |

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< Additional hiring and utilization plans >

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| **No.** | **Main duties** | **Required competencies (career, education, etc.)** | **Recruitment Period** |
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**4-1-3. Team development and sustainability**

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| ※ Specifically describe the team’s long-term vision, risk management strategies, organizational culture, and motivation plan. |

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**4-2. Status of external cooperation and utilization plan**

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| ※ In relation to the products and services, describe the capabilities and key collaboration (cooperation) details of partners and collaborating organizations (companies) that are currently collaborating or are planned to collaborate. |

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< External cooperation and utilization plan>

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| **No.** | **Partner name** | **Capacity** | **Cooperation plan** | **Timing of Cooperation** |
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| **5. Possibility of entering the Korean market** |  |

**5-1. Korean market analysis and entry strategy**

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| ※ Provide an analysis of the Korean market in relation to the products and services, detailing the target market, major competitors, and the differentiation strategy.  ※ Describe the localization strategy for the products and services, taking into account the cultural characteristics of Korea. |

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**5-2. Plan for establishing a corporation and relocating headquarters in Korea**

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| ※ Specify the detailed goals and timeline for establishing a presence in Korea, including plans for incorporating a company in Korea, relocating the headquarters, etc. |

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**5-3. Contribution to the Korean economy**

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| ※ Provide the new employment plan (specifying only the additional personnel expected to be hired within six months).  ※ Indicate whether the plan seeks to address technological gaps in Korea or to introduce innovative technology.  ※ Indicate whether the plan seeks to promote cultural exchange between Korea and the applicant’s home country through entrepreneurial activities. |

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