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## Impact Hub Fellowship

# Mini Business Plan - Template

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### IMPORTANT

- Include only the essentials of your business idea; no “window-dressing”; stick to the facts
- Limit it to a maximum of 5 pages (excluding cover page); everything over that limit won't be forwarded to the jury

### 1) Idea description (~ 3 pages)

#### Issue statement & mission

What problem are you trying to solve? What is the overriding purpose of your initiative? What are the benefits you try to create and who are the respective beneficiaries?

#### Business model/concept

How does your model work? What activities are you planning to address the problem stated? What is your value proposition? How will you pay for your activities?

#### Theory of change

What is the cause-and-effect logic behind your initiative? Which ‘lever’ do you employ to convert resources into the desired impact (causal relationships between your actions and short- or long-term outcomes)?

### 2) Roadmap (~ 1 page)

Which steps do you have to take to make your idea happen? How will the Fellowship Program enable you to achieve your ambitions? Which are important milestones?

### 3) Team (~ 0.5 page)

Which individuals make up your team? What is your team's experience in the industry? What social and professional networks does your team possess that could be of value? Why are you the right person(s) to get it done? Please be honest: state, which skills you are lacking and still need to develop.

### 4) Financial projections (~ 0.5 page)

Describe your key assumptions. Present your financing needs detailed for the next year, and in less detail for the next three years.