**Inovação, Empreendedorismo e Transferência de Tecnologia**

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**Departamento:** DEIO

**Inserção no Plano Curricular:** Mestrado em MICROBIOLOGIA IST/FCUL (1º ano, 1º sem, obrigatória)

**Créditos/Horas de Contacto:** 6ECTS; 30 horas T + 15 horas OT

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**EXECUTIVE SUMMARY & BUSINESS PLAN SUPPORT INFO**

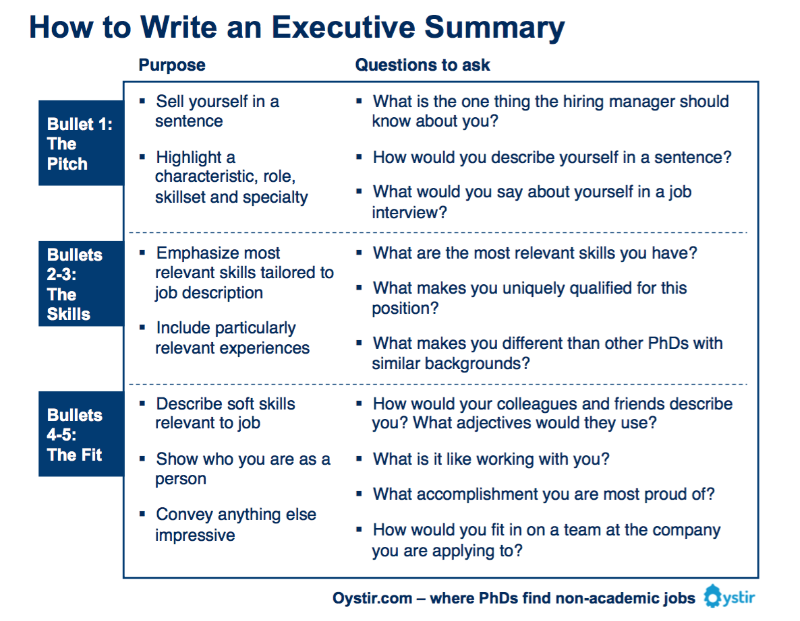
**Typical structure examples**

A Business plan may vary in its presentation but its main structural points are kept in all examples. It must include:

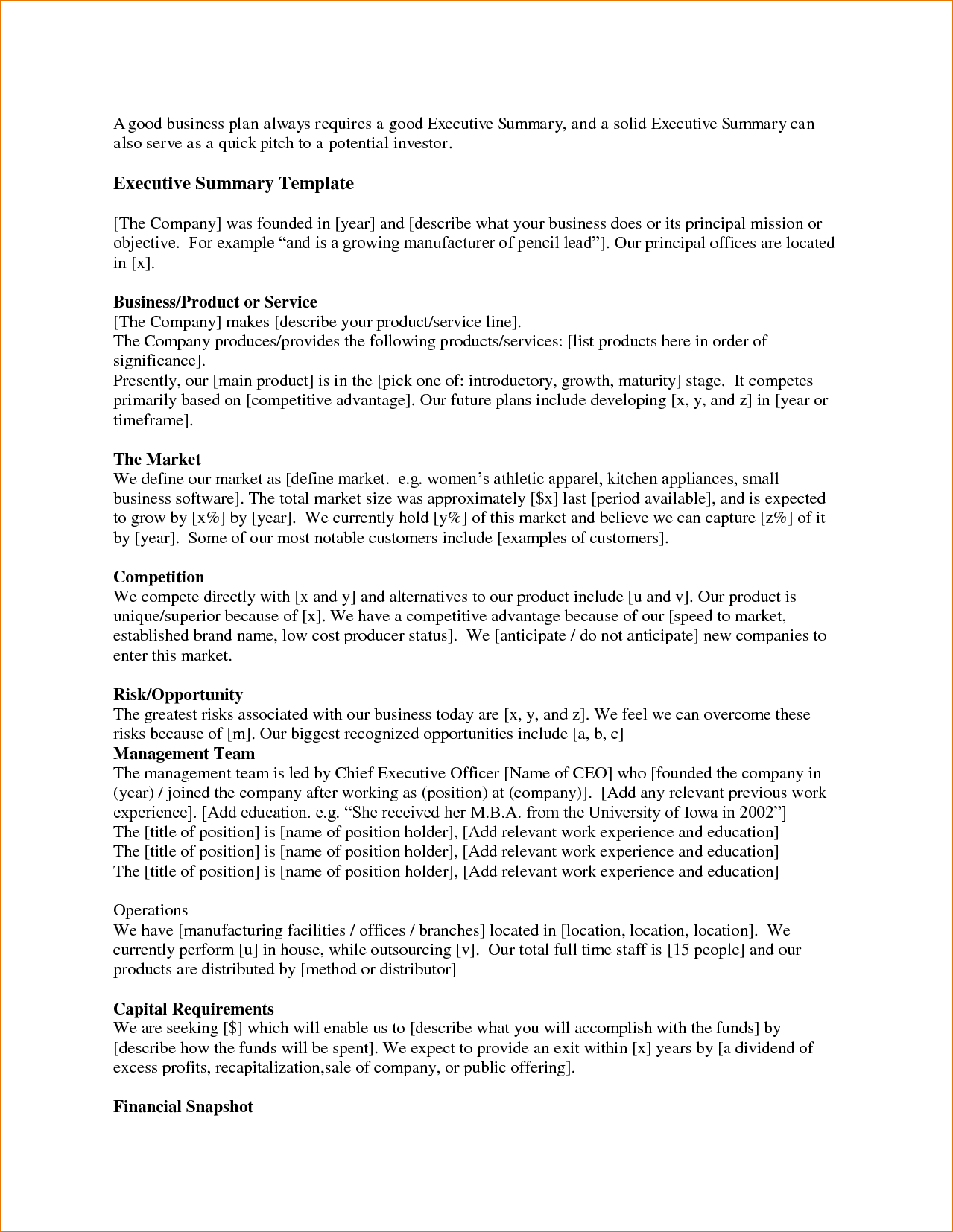
* executive summary
* The problem
* The solution
* Market & Customer segments & competition
* How you will implement it
* What do you need to implement it (operational and financial)

Next some examples are provided just as inspiration.

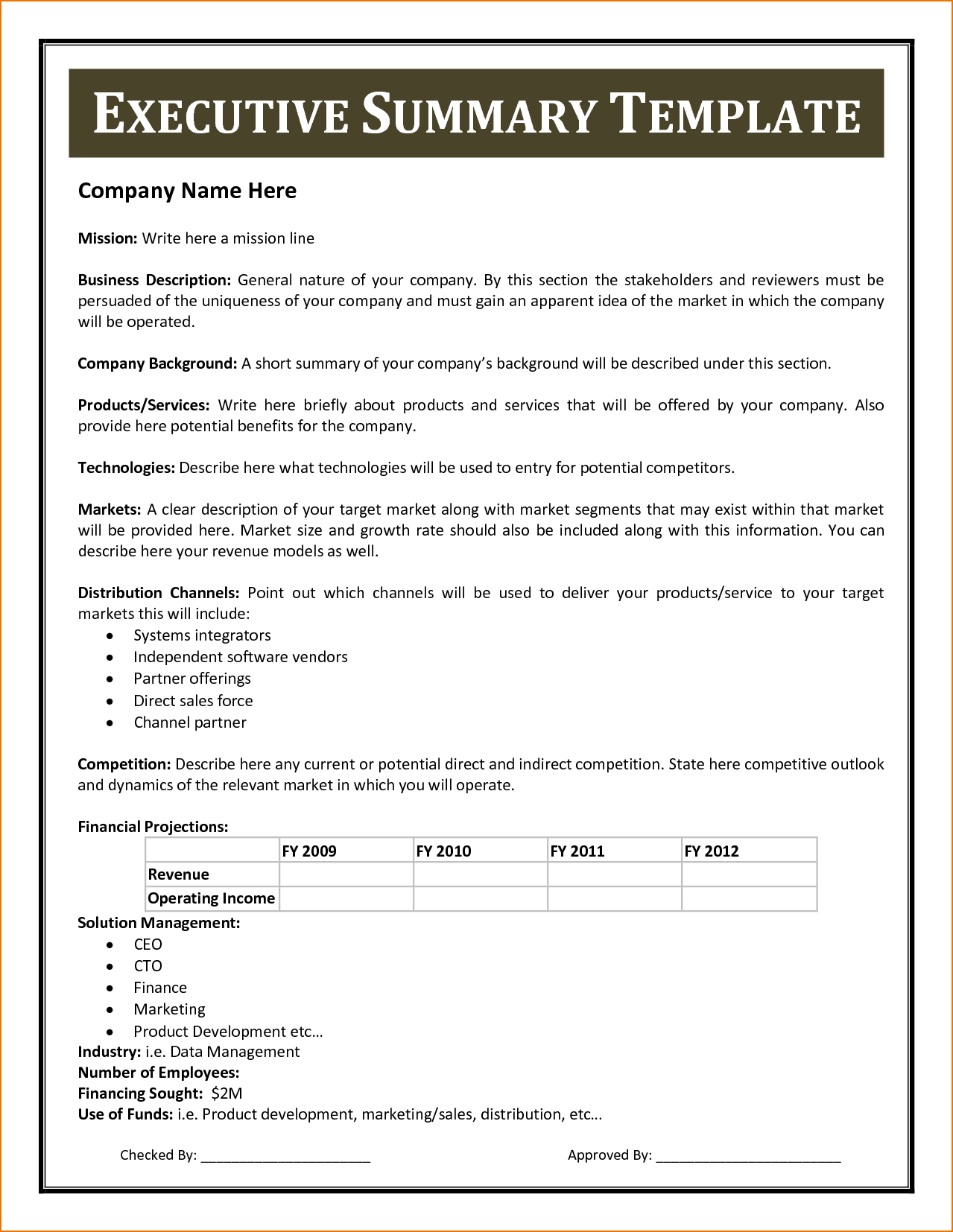
EXECUTIVE SUMMARY



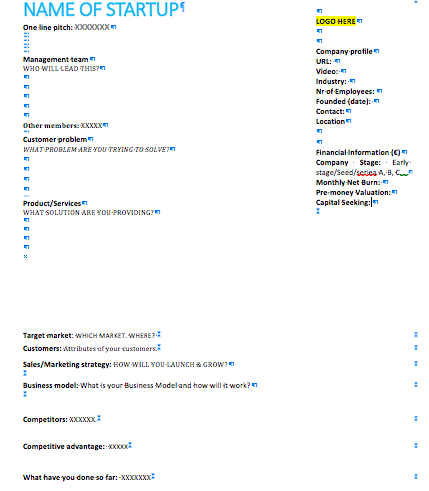
Example 1 – EXECUTIVE SUMMARY



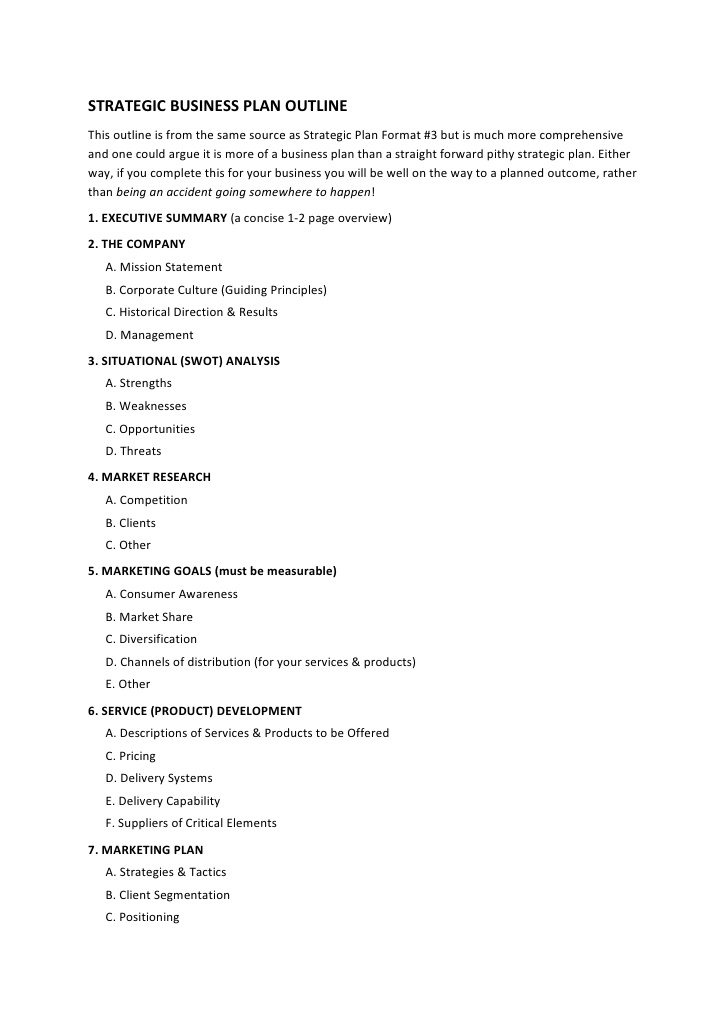
Example 2 – EXECUTIVE SUMMARY



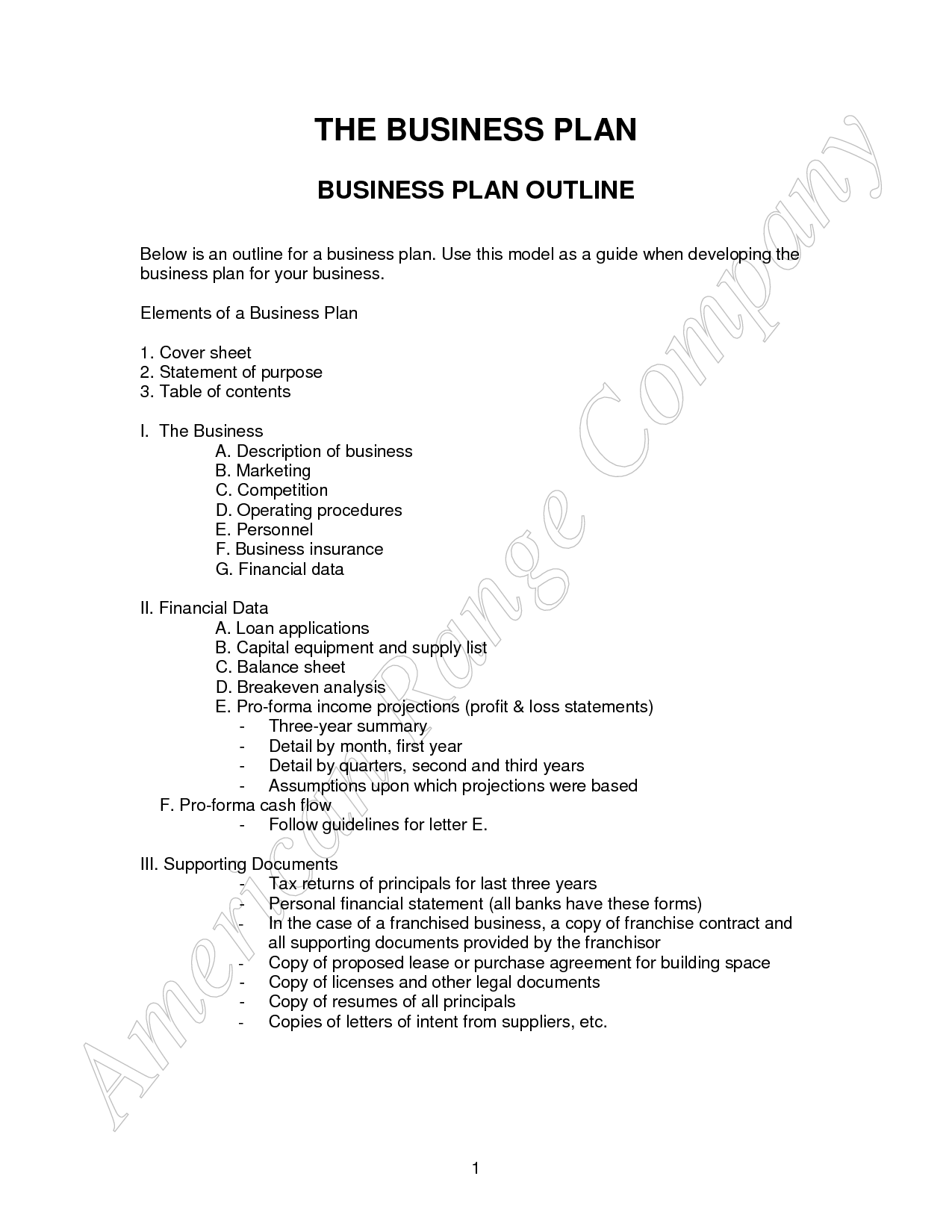
Exemple 3: EXECUTIVE SUMMARY



Example 1: Business Plan



Example 2



More information:

http://articles.bplans.com/a-standard-business-plan-outline/