

## GENERAL GUIDELINES ON HOW TO PREPARE THE SUMMARY OF YOUR PROJECT/BUSINESS PLAN FOR THE METP 5 APPLICATION DOSSIER

The summary of your project/business plan may include some or all of the points listed below, but must not be restricted to these points. The maximum length of the summary is 5 pages.

### **Define your project and explain you current business**

What business are you in? What products/services do you offer? What are the goals of your project? What do you want to achieve? What are the main steps and means to achieve your goals? How does your sending company support your business project? How does your project support co-operation between a Chinese and a European company? What is the timeframe of your project?

### **Detail the technology you use**

Specify the technology source, its cost and the technology level.

### **Define, explain and quantify your market – your opportunity**

(What are the sector(s) and segment(s) of the markets you are targeting? What is the size/value of your market (locations, people, user etc.)? What are the sector trends of the market(s), e.g. growth, legislation, seasonality? What are the strategic business drivers within the sectors; Are there gatekeepers, restrictions?

### **Analyse your existing customers**

Who are your main customers? What products/services do your customers expect?

### **Analyse your competitors in the market**

Who are your competitors? What are their strengths/weaknesses compared to your business? What is your competitive advantage over your competitors?

### **Analyse your partners**

Who are your partners in your project? How do you co-operate?

### **List your strategic actions for the first 6 months of your project and describe the project's life cycle**

Very briefly, what are your first activities planned? To what result should these actions lead? Provide a realistic plan of the project life cycle by detailing how much time will be required for feasibility assessment, fund raising, sourcing, operationalisation, maturity etc.

### **Financing of your project**

Quantify the capital needs of your project and sources of funding including own equity. What do you expect in terms of financial returns?

### **Risk assessment**

What are the risks involved in the project? How do you overcome the risks?

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Please note that these are only general guidelines. Applicants are not required to follow these guidelines, if they wish. Also, exactly following these guidelines does not guarantee that the application will be successful.