



VISITOR EXPERIENCE DEVELOPMENT
GRANT PROGRAMME

BASIC BUSINESS CONCEPT TEMPLATE – OPPORTUNITY & FEASIBILITY

Description of Business Concept:	Provide a brief description of your business idea. Provide a clear picture of the uniqueness of the business and the market in which it will operate.
Problem:	What problem does the business idea solve?
Solution:	How does the business solve that problem?
Target Market:	Describe the intended target market in terms of age range, geographical location, income, and other important demographic factors. How have you determined that there is a demand in the target market?
Value Proposition	How does the business provide a solution in a way that is unique compared to other solutions?
Sales and Marketing:	Describe the niche in which your product or service is positioned. What is the go to market strategy or how will the business increase its presence in the market?



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Team:	What are the competences of the persons on your team?
Startup Costs	Provide an overview of the necessary capital requirements and start-up costs. Provide relevant financials (startup costs, projected cashflow)
Revenue Model	What are the ways in which the business will earn income?