



Business Plan for Triple Helix Model

1. The Executive Summary of the Business Opportunity:

A brief overview of the product/technology/service as an outcome of this project, potential target market, growth potential, financial requirements to adopt or commercialize this product/technology/service and who is willing to make these finances and the imminent critical issues in the business and the kind of assistance required at the level of commercialization of the outcome of the research project.

2. Enterprise Description

What experiences and qualities to be invested in the product/technology/service commercialization and what kind of improvement you expect in the existing business portfolio of the enterprise going to invest in the business.

3. Competitive Analysis

What are the key points which can strike down competition? Provide the technical details that how the project will be able to address issues better than the already available solutions with the competitors. Be it the better pricing, technology or the features in the existing product/technology/service.

4. Innovation/Unique Selling Points

Why the outcome of this project should be commercialized? What are the differentiation points of selling the product/technology/service expected to result from this project? How the customer validation will be carried out



5. SWOT Analysis

The comparative profile of the Strengths, Weaknesses, Opportunities and Threats for the product/technology/service, under question to let the evaluators have overall assessment of the project viability.

6. Marketing & Sales Plan

The overall marketing plan will assess the ways and means of transmitting benefits of the product/technology/service to the general masses. The private sector entity involved in this project will point their existing capabilities to demonstrate such marketing & sales plan on ground after completion of this project.

7. Operational & HR Plan

How the product will make its way into the market? Will the private sector industry will be able to meet required resources and human resources for this product/technology/service.

8. Financial Analysis

Given every dimension of the product/technology/service developed out of this project, how the financial statements are expected to behave which make it an attractive investment for the industrial partner.