

Business Plan Guidelines

Your Business Plan must include:

1) Executive Summary

2) Company Description

- a. Team
- b. Vision/Mission Statement
- c. Business Structure

3) Market analysis (SWOT) for drones including market trends and target market for:

- a. Urban Air Taxi
- b. Cargo
- c. Photography
- d. Your Niche...

4) Products and services

5) Materials

- a. Related Product Requirements for Structures (i.e. Wing, Frame)
- b. Material search criteria (i.e. quality, availability, price)
- c. Especially by usage of Henkel Products
 - i. Which Product you use and why
 - ii. For which Part you use the Product
 - iii. Have you done material tests and what are your results

6) Marketing

- a. Brand Name
- b. Social Media Promotion
- c. Sales Channel
- d. Your Ideas...

7) Financial Plan

- a. Start-Up capital
- b. Sales Projection (first, second and third financial Year)
- c. Competitive Advantage and USP

8) Appendix