

Student Leadership Awards 2025

Business Plan

**[Project Name]**

**Which SDG(s) does your project focus on:**

**From** [University]:

**Team members’ names:**

[List full name and surnames]

**Executive Summary**

**Problem Summary**

**INSTRUCTIONS:** *Describe very briefly why your project needs to exist. What problem do you solve for the community benefitting from it?*

**Solution Summary**

**INSTRUCTIONS:** *Briefly summarise what your project does. The executive summary should be very short and you can go into more detail later in the plan.*

**Target Market**

**INSTRUCTIONS:** *Briefly describe who benefits from your contribution, e.g. students, women in the workplace, etc.*

**Competition**

**INSTRUCTIONS:** *Summarise your key competition. What other projects/businesses service the needs of your market.*

**Why Us?**

**INSTRUCTIONS:** *Write a brief overview of you and your team. Why are you the right people to for this project?*

**Outcomes / Forecast**

**INSTRUCTIONS:** *Write a brief overview of your targets. What are your long-term goals?*

**Global Goals Addressed**

**INSTRUCTIONS:** *Write a brief overview of how your project works towards solving one or more of the UN’s SDGs.*

**Opportunity**

**PROBLEM AND SOLUTION**

**Problem Worth Solving**

**INSTRUCTIONS:** *Write a little more detail than you provided in the Executive Summary about the problem you are solving. What does your identified community need?*

**OUR SOLUTION**

**INSTRUCTIONS:** *Provide additional detail, beyond what you wrote in the Executive Summary, about your project. What is unique and special about your project that’s going to set it apart from what is already out there?*

**SDG(S) TARGETED AND WHY?**

**INSTRUCTIONS:** *Provide additional detail, beyond what you wrote in the Executive Summary, about how your project works towards solving one or more of the UN’s SDGs.*

**TARGET MARKET AND NEEDS ANALYSIS**

**Market Size & Segments**

**INSTRUCTIONS:** *Describe your project’s target marketing – who they are and what are their biggest problems. If your project is targeting multiple groups (also called ‘segments’), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.*

**Competition  
Current Alternatives**

**INSTRUCTIONS:** *Describe your current competition. What products and services are people using instead of yours?*

**Our Advantages**

**INSTRUCTIONS:** *Explain why your project is better than the others. Also, be sure to describe any competitive advantages you may have, such as a patent or other unique component.*

**MILESTONES**

**INSTRUCTIONS:** *List your key milestones and the dates that you hope to accomplish them by. If you’ve already accomplished key goals for your project, list them here as evidence that your project is having an impact on its intended target market.*

**Key Metrics**

**INSTRUCTIONS:** *Explain which performance metrics are most important for understanding how your project is doing. What does success mean for you, and how will you know it when you see it?*

**TEAM OVERVIEW**

**INSTRUCTIONS:** *List the members of the team, including yourself. Describe each person’s skills and experience and what they will be doing for the project. Make sure to identify gaps in your team that you intend to fill over time.*

**Advisors**

**INSTRUCTIONS:** *Describe any mentors, investors, professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you achieve the targets of this project.*