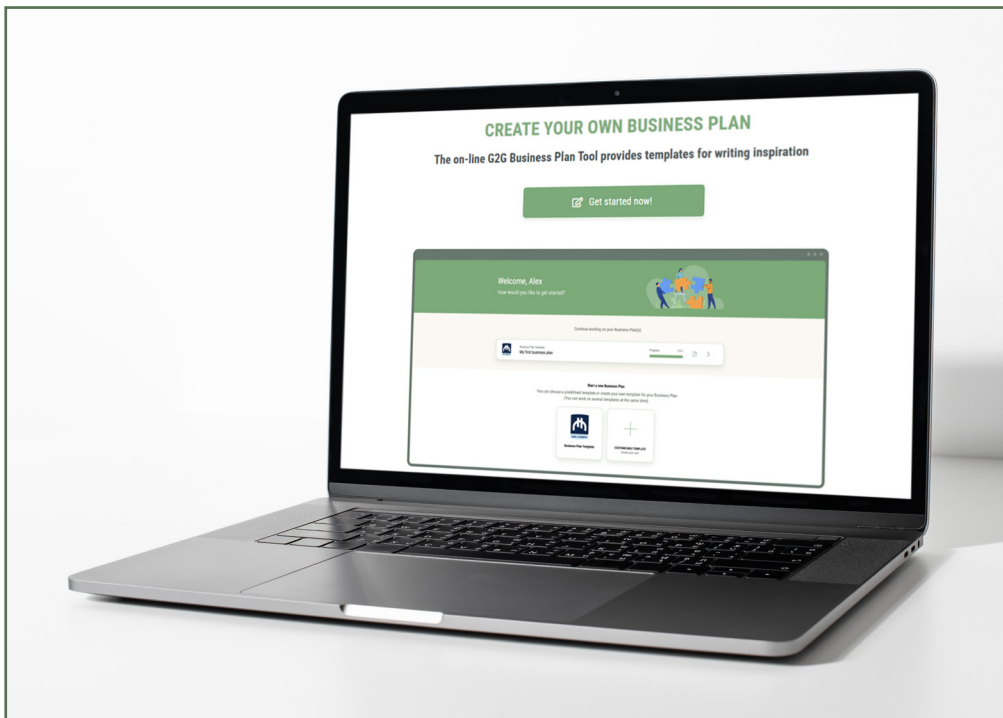


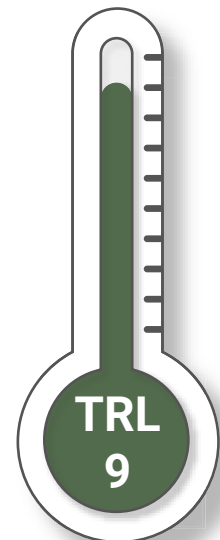
# GO-GRASS

**n2**  
PRACTICE  
ABSTRACT

## Business Plan Writer Tool



Technology  
readiness level:



### Target group

Entrepreneurs, coaches, managers and company owners.

### Benefits and impact

The G2G Business Plan Writer Tool is designed to provide an easy-to-follow structure that covers all relevant parts of a business model. By going through all the different parts of the tool, an entrepreneur can turn a conceptual business idea into a detailed and comprehensive business plan and assess the feasibility and credibility of their business strategy.

The budget module and the written business plan together can be used to steer a company's strategy and create a compelling narrative about the business perspective for meetings with business associates, investors, banks, or other financial organisations. This can significantly increase the chance of securing funding or receiving attractive investment opportunities.

We plan to continue using this tool in future EU projects and keep it open to all entrepreneurs who might benefit from it. Our goal is to help partners in future projects to better understand their business model and potentially grow their business.

## Description

The tool is open to the public upon registration at [g2g-tool.investornet.dk/](https://g2g-tool.investornet.dk/)

After the log-in page, the user will be greeted with an overview of business plans and their progress. The tool is self-guided, meaning that the user can go through the different sections and fill in the required details without external help or guidance.

The user has full control over who can get access to the information being uploaded. In this way, business-sensitive information can be kept confidential. To share the business plan offline, the user can save the data from the Writing Module as a PDF and the Budget Module in an Excel file.

## Challenges

When entrepreneurs write a business plan, one of their main challenges is to ensure that they include all relevant elements in a structured and convincing way. It is important to describe all relevant issues connected to the elements in a business plan, address potential challenges, and substantiate key assumptions. However, this task can be complicated. Often, existing resources offer theoretical insights but lack practical guidelines and actionable steps to support the entrepreneur in converting their innovative idea into reality. Additionally, lack of “business history or lack of track record” is often an issue that young or recently founded companies must overcome, and a well-written, comprehensive business plan can potentially be a solution to that challenge.

## Solution

The G2G Business Plan Writer Tool is an online platform that provides a comprehensive solution to business owners of all levels of expertise. It caters to both seasoned entrepreneurs as well as those with little to no prior experience in business plan writing. The tool is designed to help connect the various elements involved in starting a new business and offers quality feedback to users. By doing so, it provides basic support for the business plan writing process, helping entrepreneurs put their plans into action and turn their innovative ideas into reality.

The tool offers three distinct components:

- **Writing module:** The module consists of 5 main areas divided into 25 elements. The writing element is essentially a field, where the user can add text. Each element has a short description, outlining what is needed to address, supporting illustration on the right and writing space on the left.
- **Budget module:** This module will allow the user to forecast 24 months + 5 years of cost and revenue, helping companies see potential liquidity challenges. Associated Profits and Loss, Balance Sheets and liquidity analysis are automatically calculated.
- **Evaluation:** Although it is an online tool, the evaluation process requires an evaluation by dedicated G2G consultants with relevant experience and qualifications. The evaluator scores the “completeness & quality” of each of the elements in the business plan.

With the unique combination of the Writing, Budgeting and Evaluation components, the G2G Business Plan Writer Tool offers a solution to develop a detailed business plan relevant to future partnerships, investors or soft funding.

