

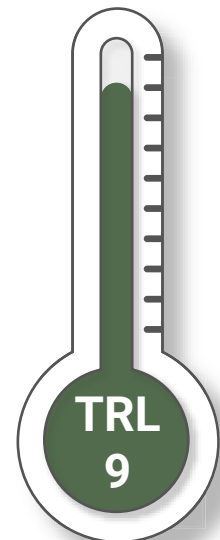
GO-GRASS

06
PRACTICE
ABSTRACT

How to get started and succeed manual



Technology
readiness level:



Target group

Entrepreneurial sector, advisory and coaching sector, and regional representatives.

Benefits and impact

The purpose of the manual is not to provide detail, but rather to give a comprehensive overview of the different elements and their connection in converting ideas to successful businesses. After the description of each main category, actionable items are listed, summarising the key learnings and listing specific steps to be done. In the last chapter further information is provided about different tools which will be available within the GO-GRASS project. It can be a useful addition to the toolbox of rural entrepreneurs and coaches or advisors and thus help improve the quality of business plans in the future. The manual can also be used as a supplementary document in using the Business Plan Writer Tool, as they follow the same five elements around business planning.

Description

This document aims to provide an easily accessible guide to start converting your innovative ideas into a successful business with or without an adviser. The tool is available [here \(PDF\)](#).

Challenges

There are various resources detailing the elements and complexity of business modelling. The “How to get started and succeed manual” aims to collect the most relevant sections for business planning and provide an easy-to-navigate document for entrepreneurs and advisors, making sure that the most relevant and important aspects of a business plan are covered.

Solution

The origins of business ideas vary but the actions and efforts to convert the ideas into concrete business ventures still have a lot of common denominators. Common elements have been identified in how business ideas come to life and which resources are needed to convert the idea into a business. The key elements can be summarised into the five pillars of creating a business plan. These are:

- Business model, Sales and Marketing partners
- Customers, Customer needs, Markets
- Product, Competition, Production and Key Resources
- Make it all work, Management
- Budget, Funding and Investors

The structure of the manual aims to first provide the right knowledge, secondly, describe actionable steps to do and lastly to give an overview to additional tools to be developed in the project which could help the reader to turn the business idea into reality.

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