

Guideline

Business Plan Basic Seminar Winter Semester '24

Course Application

Step 1 - Team application until and including **October 9, 2024**

The team lead applies in the name of the team via the online form on our [website](#).

Step 2 - Individual confirmation from **October 10 through 16, 2024**

If the team gets accepted, each team member must confirm their seat individually and accept the data protection regulations of UnternehmerTUM GmbH.

Important! A registration via Campus TUMonline is neither necessary nor possible (for grades & ECTS see Q&A section on our [website](#)).

Team Formation

You need to form a team of 3-4 students (in exceptional cases, a team of 2 is possible) before you apply. If you don't have a team yet, you can describe your idea or find a team in our Slack channel #bpg24w_team_formation latest until **October 9, 2024**.

In case you're not part of the UnternehmerTUM Academy for Innovators' Slack workspace yet (formerly called techtalents), you can create an account here join.slack.com/t/utum-techtalents/signup.

If you have an urgent question, please contact Franzi Heyde via [email](#) or on Slack @franziheyde.

Important to know

Please be aware that BPG is an intense seminar which is conducted completely online (teamwork and meetings with your coach can be done on-site if you wish).

Before you apply, please check the dates! You find all BPG dates in the table below, incl. calendar subscription options underneath it.

Schedule Business Plan Basic Seminar Winter Semester '24

Date	Topic	Attendance
October 22, 2024 6-7 pm	Ideation Session	Optional (for teams whose idea is not quite fixed yet)
October 23, 2024 6-8 pm	Kickoff Business Plan Basic Seminar	Mandatory (important course info, introduction of coaches, idea pitches)
October 30, 2024 6-7 pm	Online Session 1	Mandatory (customer & user, problem prototyping, empathic interviews)
October 25 to November 5, 2024 individual dates	Team Kickoff with Coach	Mandatory (get great teamwork going)
November 6, 2024 6-7 pm	Peer-to-peer pitches 1	Mandatory (5-minute pitch about your customer / user, which problem they have, insights from your customer / user interviews)
November 6, 2024 7-8 pm	Lecturer Consultation	Optional (clarify your questions, e.g. about your business, BPG topics, or grading related questions)
November 7 to November 19, 2024 individual dates	Coaching Session with Team Coach	Mandatory (check in and coaching)
November 13, 2024 6-7 pm	Online Session 2	Mandatory (solution prototyping, Business Model Canvas)
November 20, 2024 6-8 pm	Midterms Peer-to-peer pitches 2	Mandatory (8-minute pitch about customer/user, problem interview insights, solution interview insights; every team member needs to pitch a part)
November 21 to December 3, 2024 individual dates	Team Retro with Coach	Mandatory (look back and plan ahead)

November 27, 2024 6-7 pm	Online Session 3	Mandatory (market & competition)
December 4, 2024 6-7 pm	Peer-to-peer pitches 3	Mandatory (5-minute pitch about your market, competitors, first customer, USP)
December 4, 2024 7-8 pm	Lecturer Consultation	Optional (clarify your questions, e.g. about your business, BPG topics, or grading related questions)
December 5 to December 17, 2024 individual dates	Coaching Session with Team Coach	Mandatory
December 11, 2024 6-7 pm	Online Session 4	Mandatory (business financials & assumption testing)
January 6 to 14, 2025 individual dates	Team Last Mile with Coach	Mandatory (make sure to capture everything on the last mile stretch)
January 8, 2025 6-7 pm	Online Session 5	Mandatory (business plan read deck, final presentation pitch, exam tips)
January 10, 2025 10 am - 1 pm	Presentation Training workshop with professional trainer	Optional
January 15, 2025 6-8 pm	Lecturer Consultation	Optional (clarify your questions, e.g. about your business, BPG topics, or grading related questions)
January 22, 2025 6-8 pm	Dry Runs for Final Presentation with Coach	Mandatory
January 27, 2025 9 am	Hand in Business Plan Read Deck Fixed Deadline	Mandatory
January 27 - 30, 2025 individual presentation slot	BPG Final Presentations	Mandatory (8-minute pitch, everyone who needs a grade or ECTS needs to pitch a substantial part)
January 27 - 31, 2025 individual dates	Team Checkout with Coach	Mandatory (conclude and celebrate)

Calendar integration

Integrate the dates into your **google** calendar

1. option: go to your calendar, click on + sign to add calendar, click "subscribe calendar", add this ID c_classrooma2eb27f7@group.calendar.google.com

2. option: click on this link, and accept the calendar adding in the pop up

https://calendar.google.com/calendar/embed?src=c_classrooma2eb27f7%40group.calendar.google.com&ctz=Europe%2FBerlin

Integrate the dates into your **outlook or apple** calendar

1. option "add": go to your outlook or apple calendar

Find the location where you can add (not import) calendars

Click on "Add calendar" and enter this iCal link:

https://calendar.google.com/calendar/ical/c_classrooma2eb27f7%40group.calendar.google.com/public/basic.ics

Topics we will cover in the Business Plan Basic Seminar

The Online Sessions give impulses and best practices on the respective topics.

Detailed handouts and videos are available 24/7 in our course library cirqus.

You can learn from each other in the Peer-to-peer pitch sessions.

Your team coach guides you through the process.

Online Session 1

Customer & user, Problem Prototyping, Empathic Interviews

Who is your customer and/or user?

A customer pays and a user uses.

- Problem for customer
- Problem for user
- Value proposition for customer
- Value proposition for user

=> Focus: Clear differentiation of customer and user (if they are not the same person)!

What is the problem?

- Empathic interviews and observations of the customer's and/or user's problems
- Prototype of the problem as storyboard or flowchart

=> Focus: In-depth understanding of customer's / user's problem via interviews - no questionnaires.

Find out needs and pains, don't mention any solution yet! Minimum number of problem interviews is 10 for B2C or 3 for B2B ideas.

Peer-to-peer pitches 1

5-minute pitch with or without slides, peer feedback

Focus on:

- Your customer / user
- Which problem do they have
- Insights from your customer / user interviews

Online Session 2

Solution Prototyping, Business Model Canvas

What is your solution?

- Empathic interviews and experiments regarding the solution for customer and/or user
 - Prototype of the solution with different kinds of prototypes according to what you want to find out
- => Focus: Ideate solutions and get feedback on them through interviews - again no questionnaires. Get people to interact with your solution prototype and find out the value proposition for your solution(s)! Minimum number of solution interviews is 10 for B2C or 3 for B2B ideas.

What does your MVP (minimum viable product) look like?

MVP as close to functional as possible, that means

- MVP shows interaction with customer/user
- MVP shows most important features (that interact with each other)
- MVP needs to communicate the core functions of your business idea (e.g. business processes or backend data flow)

=> Focus: Start with a solution prototype after Online Session 2 and continuously develop it into an MVP until the end of the seminar.

What does the business model look like?

- Develop a business model based on interview results
- Fill in the Business Model Canvas (BMC)

=> Focus: Explain your business decisions based on customer/user understanding from interviews (you should be able to argue your decisions with real-life feedback). The questions in the BMC template are an orientation; condense the results!

Midterms

Peer-to-peer pitches 2

8-minute pitch where you present the current status of your business idea development. Every team member needs to present a substantial part of the pitch and it needs to include slides.

Focus on:

- Who is your customer and/or user?
- What is their problem? Explain based on customer quotes and problem interview insights!
- What is your solution? Explain based on customer quotes and solution interview insights!

Online Session 3

Market & Competition

How big is the market?

- Top-Down (TAM SAM SOM)
 - Bottom-Up (first, second, third... customer, how can you grow?)
- => Focus: Well argued Top-Down market estimation and Bottom-Up market entry. Top-Down [calculation](#) based on statistical sources, Bottom-Up [explanation](#) based on real-life customers!

What competition exists and how to differentiate from the competition?

- Competition analysis (direct, indirect)
 - Unique Selling Proposition (USP)
 - Positioning diagram
 - Positioning statement
- => Focus: Use questionnaires to test your USP with customers / users. Analyze and compare your direct AND indirect competitors!

Peer-to-peer pitches 3

5-minute pitch with or without slides, peer feedback

Focus on:

- Name the problem, the customer, the solution in 1-2 sentences
- Which market are you in?
- Who are your competitors?
- Who is your first customer?
- What is your USP?

Online Session 4

Business Financials & Assumption Testing

What does the financial model look like?

- Income Statement (ideally per year from pilot phase to steady state, 3-5 years in total)
 - Choose the best revenue model for your business
- => Focus: Ideally you calculate a financial model for "pilot phase" and develop it into "steady state". You can already start to prepare the income statement for the Business Plan Read Deck!

Which important assumptions of your business do you need to test?

- Identify important assumptions and prepare your testing matrix
 - Verify / falsify your assumptions based on questionnaire or interview data
- => Focus: Only test those assumptions that are vital for your business, e.g. key activities, key partners, value proposition for customer / user, USP, pricing, cash flow cycles, etc.

Online Session 5

Business Plan Read Deck, Final Presentation Pitch, Exam Tips

What does your Business Plan Read Deck contain?

- Chapters and order of a Business Plan Read Deck
- Best practice tips

What does your Pitch Deck contain?

- Content of your final presentation
- Best practice tips on visualization

What to keep in mind regarding grading?

- Content listing of topics that need to be covered in Business Plan Read Deck
- Content listing of topics that need to be covered in Pitch Deck

Last Mile Steps

Presentation training workshop

[Attendance has a positive influence on final presentation quality.](#)

Dry runs of the final presentation between teams and coach

- practice visually engaging, informative and within time pitching

Hand in Business Plan Read Deck

- January 27, 2025
- 9am is the fixed deadline!

Final online live Presentation of 8 minutes

- Needs to contain all topics in a condensed manner
- Show the business model but not the canvas
- Bring and show MVP

[The coach can attend the team's presentation, but not ask questions.](#)