



***[Insert your proposed business name]***

Business Concept Document

## 1. Introduction

[Insert an introduction of your business concept here. For e.g. This is a business concept for the creation of an F&B healthy food delivery mobile service. The app will connect suppliers globally in Singapore restaurants at...]

## 2. Goals/objectives

[Explain what is/are the goal(s) of your proposed business. E.g. The goal of this business is to meet breakeven by the fifteenth month.... Expand the concept to restaurants in Asia by the twentieth month...]

## 3. Team

[Insert the team members here. Include introduction and background of each member]

## 4. Product Scope

- A. [How is the product an intersection with food and one of the six disciplines?]
- B. [Who are the target audience?]
- C. [Is the concept different from what is already in the market? Special theme?]
- D. [Is there any other interesting feature?]
- E. [Projected price?]
- F. [Location?]

## 5. Project Scope

- A. [What is the timeline?]
- B. [What are the milestones?]
- C. [What are the potential roadblocks to this project?]
- D. [what are the potential risks?]

## 6. Financial Projections

- A. Total costs per month = Cost of Goods + Rental + Employees' salaries + Utility bills + marketing costs
- B. Total costs up to projected breakeven date = (No. of projected months to breakeven X Total costs per month) + costs of renovation
- C. Revenue required a month = (Total costs up to projected breakeven date) / (No. of projected months to breakeven date)

## 7. Conclusion

[insert your conclusion here]