京都大学生国际创业大赛商业计划书

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| 商业计划名称The title of business plan |  |
| 计划概要Program summary |  |
| 大学名University Name |  |
| 团队代表Team representative | 姓名Name |  |
| 学校名University Name |  |
| 年级Grade |  |
| E-mail |  |
| 电话:Telephone |  |
| 团队成员Team members | 姓名:Name | 所属专业或学院名Major or academic institution | 年级Grade |
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**创新性**

所提供的商品或服务的优势，竞争力，技术性能等，以及对解决社会问题或客户需求所能提供的价值，商业模式的特点等。

The advantages, competitiveness, technical performance of the products or services provided, the value to solve social problems or to satisfy customer needs, and the characteristics of the business model, etc.

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**市场分析**

消费群体分析。所提供的产品或服务能够为消费者提供什么样的价值或满足消费者什么样的需求。

行业现状分析。该产品所处的市场行业现状以及对未来的预测分析。

如有需要可以附上具体的数据与相关分析。

Consumer group analysis. What kind of value can the product or service provide to the consumer or what kind of demand can satisfy the consumer. Industry status analysis. The market status of the product and the forecast analysis. Please attach specific data and correlation analysis if necessary

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**具体运营**

如何具体展开，包括推广，营销，管理，战略等，以及在推广展开过程中会遇到的难点。

How to conduct operation, including promotion, marketing, management, strategy, etc., and the difficulties encountered in the process of promotion and expansion.

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**财务管理**

从创业初期开始到三年之内的具体财务计划以及该计划的可行性。

A specific financial plan from the start up to three years and the feasibility of the plan.

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