



Creating a business plan



Project: AI-GREENER

Project Reference: 2024-1-AT01-KA220-SCH-000248327

Location: "Lyuben Karavelov" Secondary school, Dobrich, Bulgaria

Date: 30.10.2025

Target group: Teachers

Program



STEP 1: Business & Market understanding

- Understand the purpose of a business plan
- Identify your target market group

Task: Conduct a market research



STEP 2: Design a business model

- Define your business idea and vision

Task: Complete a business model - identify partners, suppliers and cost drivers



STEP 3: Building the core plan components

- Learn how to organize and present business information

Task: Develop a basic marketing plan



STEP 4: Financial planning and finalization

- Understand core financial documents

Discussion: Why financial planning is important