



## **Official Programme: Artificial Intelligence & Ethics Project: AI - Greener**

Location: Jaunpiebalga Secondary school, Latvia

Date: 19.11.2025.

Target group: Highschool students

### **1. Business plan**

- ☐ What is a business plan? Definition and structure
- ☐ Tasks of a business plan
- ☐ What does a successful pitch in front of investors look like?
- ☐ Sustainability

### **2. Creating a business plan**

- ☐ Finding ideas (international, digital, sustainable)
- ☐ Definition of target markets, customer segments
- ☐ Outlining marketing and financial strategies

### **3. Presentation of the business plan**

- ☐ Presentation of business plans
- ☐ Feedback from colleagues and jury

## **Materials & Tools**

Business plan sample

Business plans

Handbook business plan