

Official Programme: Creating a Business Plan

Project: AI-GREENER
Location: Wolfsberg, Austria
Date: 03.11.2025
Target group: Teachers

MODULE 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

MODULE 2: CREATING A BUSINESS PLAN

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

MODULE 3: PRESENTATION OF THE BUSINESS PLAN

- Presentation of business plans
- Feedback from colleagues and jury

MATERIALS & TOOLS

Presentation: Business Plan

Sample Business Plans, Handbook Business Plan