

Business Plan Instructions 商业计划书写作指南：

Please provide the business plan as a slide deck and submit only the **link** via our application form. You may upload the file (.ppt, .pdf) to a cloud drive (we accept Google Drive, Dropbox, or Baidu Cloud) or provide the link to Google Slides directly. We accept both English and Chinese for BP. Make sure your file is accessible and don't set any password.

Your slides are expected to cover the following questions, but feel free to add more sections.

请提供一份PDF/PPT/PPTX的商业计划书上传至申请表。在语言方面，中英文均可，只需一种。请不要对链接设置密码，并且在提交申请表前请确认你的文件可以被访问。

你的商业计划书应回答如下问题，如有需要也可补充其他内容。

Problem 问题

What is the problem you are trying to solve? Why is it important?
你们想解决什么问题？这个问题为什么重要？

Solution 解决方案

Please provide an overview of your solution.
请简练介绍你们的解决方案。

Technology and IP (Optional) 技术和专利所有权 (选填)

What is the critical technology? Who owns the IP right now?
核心技术是什么？专利为谁所有？

Traction (Optional) 进展 (选填)

What have you done so far? E.g. we have 555 paying customers
目前你们进展到了哪一步？

Team 团队

Please provide descriptions (academic background, work experience, associated industry experience, etc.) of your team members. Does your team have domain knowledge in this area? Feel free to put your team's profile images in this section.
请提供核心团队背景（比如学业，工作以及相关行业背景）。你的团队有相关领域的专业知识吗？

Market 市场

Who are your competitors, and who might become competitors? What do you understand about your business that other companies in it just don't get?

谁是你的竞争对手？你的初创公司具备哪些其他公司不具备的特点？你对这个行业又有什么特殊的见解？

Strategy (Optional) 策略 (选填)

What is your business/sales/marketing strategy? How do or will you make money? How much will you make?

什么是你们的商务/销售/市场化策略？计划如何盈利？

Funding (Optional) 融资 (选填)

How much money are you thinking of raising?

你们的融资目标是多少？