



**SUBMISSION OF BUSINESS PLAN FOR CONSIDERATION UNDER THE  
ENTREPRENEURIAL TALENT DEVELOPMENT FUND SCHEME**

Name of Applicant (Student/Graduate)		Admission No. (if applicable):	
NRIC No/FIN No		Nationality (if foreigner, state country of origin)	
Diploma		Year of Study/Graduated*	
Date of Birth / Age		Gender	Male/Female *
Contact Details	Email:	Mobile:	Home:
Business Plan Title			
Team Members / Diploma / Year of Study or Graduate			
<b>For Official Use</b>			
Acknowledgement of receipt by EC	Name/Signature	Date Received:	
To be forwarded to:	Name	Date forwarded:	
Panel 1			
Panel 2			
Panel 3			
Serial No Assigned			

*\*Delete where appropriate*

**Your business proposal might include the following:**

1	<b>Executive Summary:</b> provide an overview of the business; mission and vision; product/services; business objective; target market; marketing strategies; financial projections, etc..
2	<b>Products/Services Description:</b> introduce your products/services; unique selling point (differentiation); intellectual property protection, etc...
3	<b>Market Analysis:</b> Environment analysis; market analysis; competitor analysis; competitive advantage, etc...
4	<b>Marketing Plan:</b> Prices; Places (distribution and location); Promotions (marketing strategies); People (company structure), etc...
5	<b>Operation Plan:</b> source of products; payment modes and credit terms; freight/transportation, etc...
6	<b>Financial Projections:</b> Pro forma profit and loss statement; cash flow statement; breakeven analysis; return on equity; short- and long-term plan, etc...
7	<b>Funding Requirements:</b> your funding requirement and commitment in the ratio of 3:1:1 (Govt/TP/Self)

The above pointers are for guideline purposes and not to be exhaustive. You are advised to seek assistance from your mentor and provide any additional information that can help us to assess your business plan.

Completed forms to be submitted by email to [entrepreneurship@tp.edu.sg](mailto:entrepreneurship@tp.edu.sg) or via hard copy to Alice at Blk 13 #03-81, Entrepreneurship Centre