



**CCRES**

Capturing Coral Reef and Related  
Ecosystem Services Project

**ENTREPRENEURSHIP COMPETITION  
AIMED AT ENTERPRISE DEVELOPMENT  
AND SUSTAINABLE LIVELIHOODS**

# Eco-Biz Challenge:

## Business Proposal

### Personal details:

Full name

Address

Age

Phone

Gender (please tick)  Male  Female

### Business concept summary:

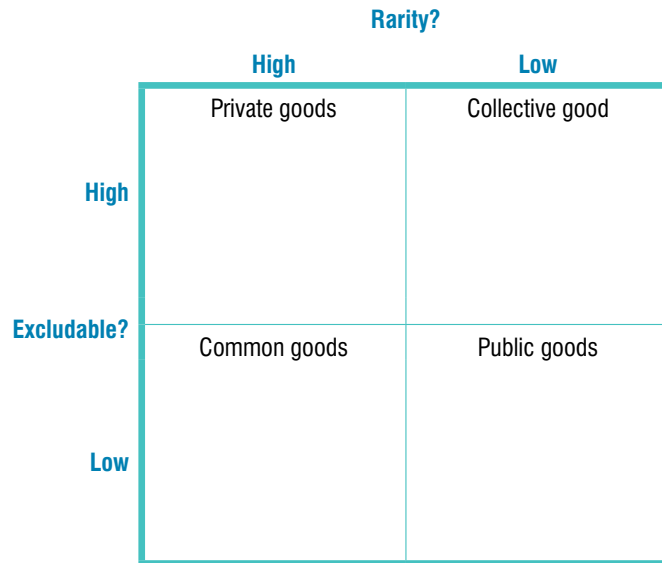
Please provide details here about your idea/business, and the steps you need to take to develop this business.

Why is your business/business idea environmentally friendly?



## Step 1. Public-private goods

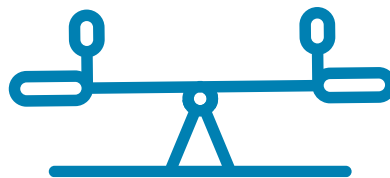
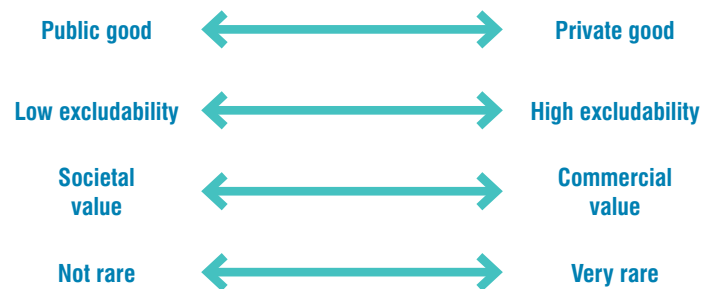
Plot your product or service on the public-private goods matrix.



Explain your choices here:

## Step 2. Viability

Indicate where your product is on each scale.



How will you achieve a balance between social, environmental and commercial value?



### Steps 3, 4, 5. Intellectual property ownership

How will you protect your idea during its development?

Who is contributing to your idea during its development?

### Step 6. Development cycle

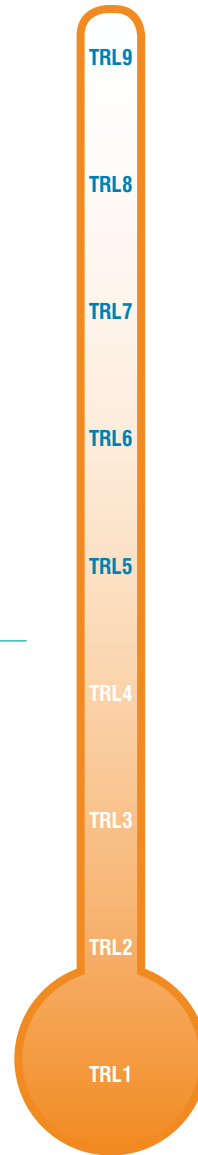
Identify key activities at each stage of the development cycle.



### Technology Readiness Level thermometer

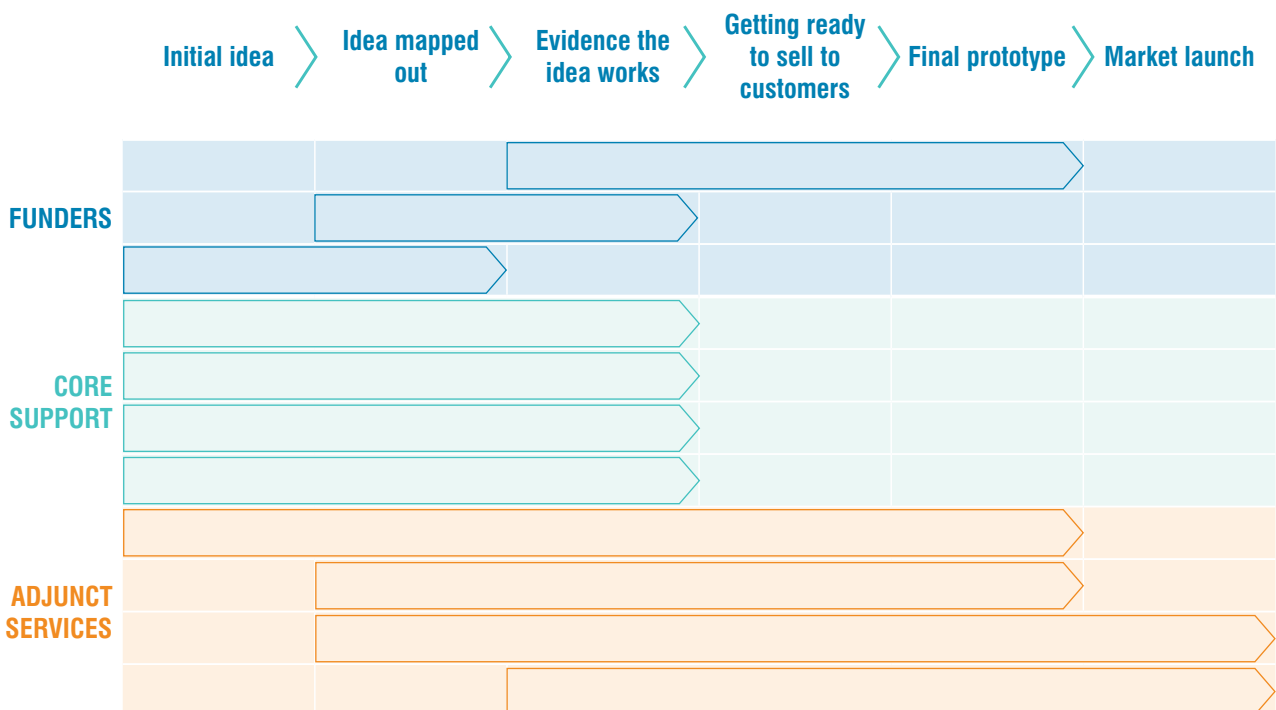
Indicate where you are on the Technology Readiness Level thermometer, and where you need to get to.

1. Mark where you are now **A**
2. Mark where you want to get to **B**
3. How long will it take? \_\_\_\_\_



### Step 7. Advice and support

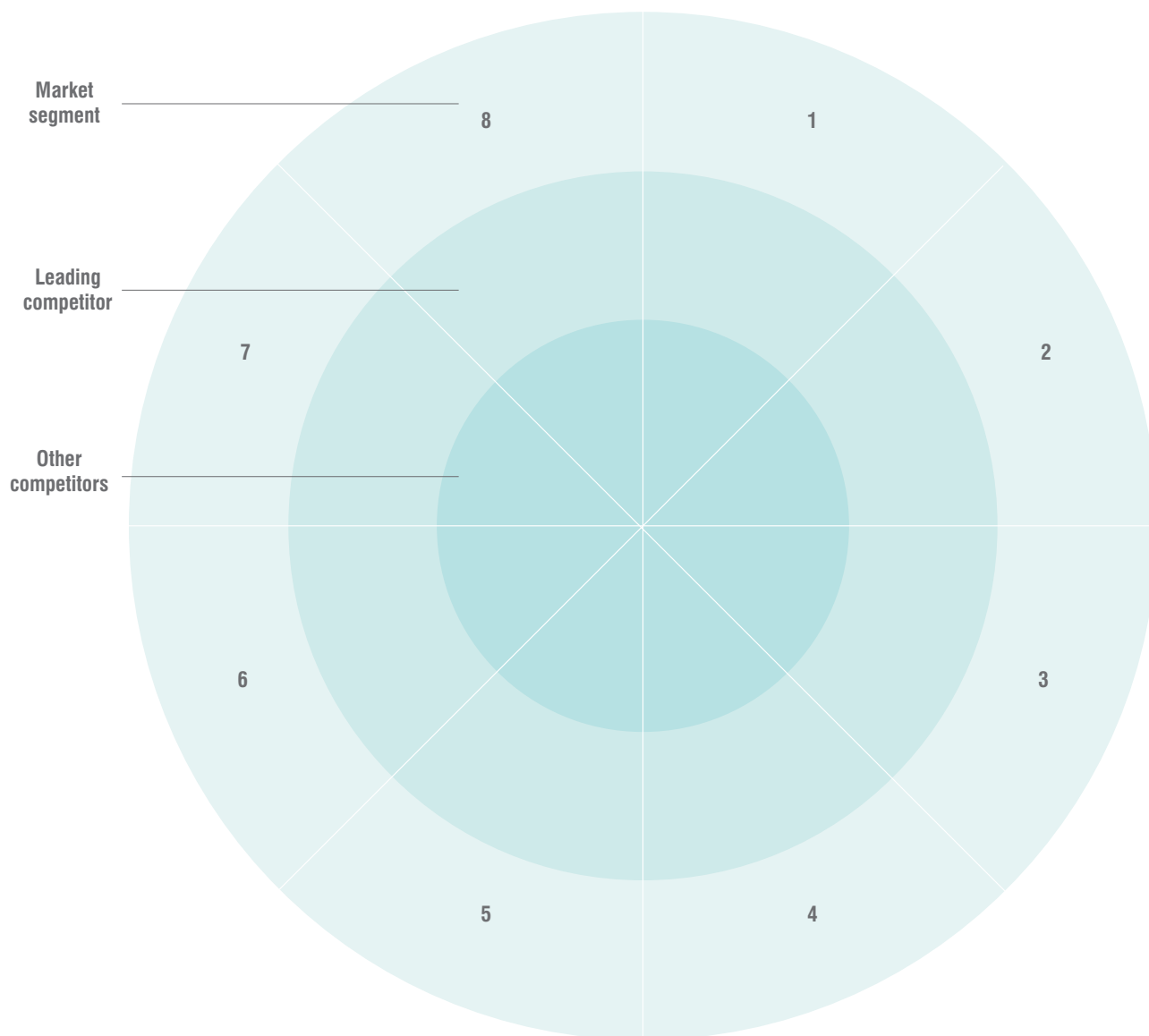
Indicate what additional skills or expertise you will need in the development cycle (e.g. accountant).



## Step 8. Markets and customers

### Market segments

Identify the market segments and your competitors in each.



### Market size

What size is the market for your product/service at each market level?

Market level	Estimated market size
<b>Micro</b> (e.g. local area or municipality)	
<b>Middle</b> (e.g. local region)	
<b>Macro</b> (e.g. national)	

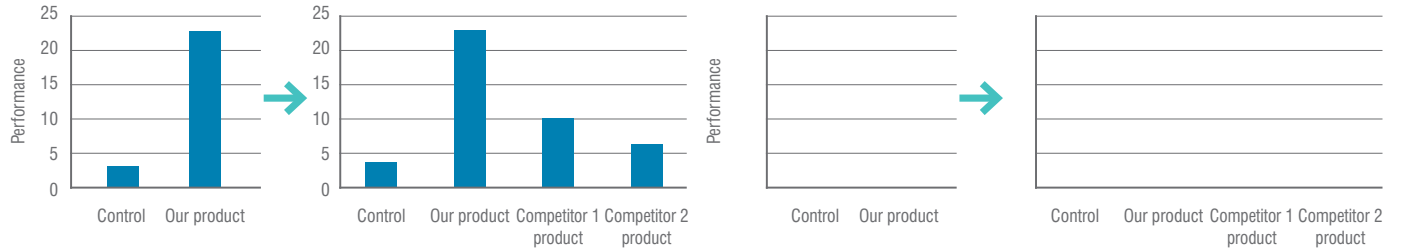


### Step 9. Competitors and collaborators

**A:** Plot on the graph the performance of your product compared with your competitors' products.

**B:** Plot on the graph the performance of your product compared with your competitors' products.

#### Your Killer Experiment



Who are your customers?

How will your customers benefit from your product/service?

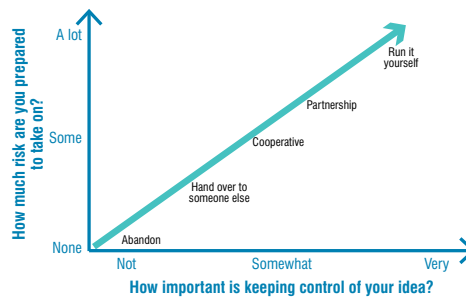
Who are your competitors?

Why will customers come to you rather than your competitors?

Who will you collaborate with?

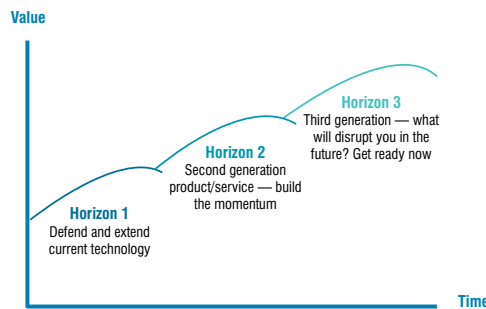


### Step 10. Pathways to market



What are your pathway choices?

### Step 11. The three horizons



How might you improve on your Horizon 1 product in the future?

What will be your Horizon 2 product/service?

What will be your Horizon 3 product/service?



## Step 12. Financials & exit strategy

Prepare your Profit and Loss sheet.

Profit and loss	Year 1	Year 2
<b>Total revenue/sales</b>		
<b>Cost of goods sold</b>		
• Direct materials		
• Direct labour		
• Manufacturing overhead		
– Indirect labour		
– Other manufacturing overheads		
Net cost of goods sold		
<b>Gross profit</b>		
<b>Operating expenses</b>		
• Research and development		
• Selling, general and administrative		
<b>Total operating expenses</b>		
Operating income or loss		
Income tax expense		
<b>Net income</b>		

## Exit strategy

Describe your exit strategy.

Exit strategy	Targets	Cash value	Continuing income

Submit by:

Submit to:

