Titolo progetto:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Settore di attività:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Componenti team progetto:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **1** -**Riepilogo delle Previsioni economiche della iniziativa:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1° Esercizio** | **2° Esercizio** | **3° Esercizio** |
| - Fatturato |  |  |  |
| - Investimenti |  |  |  |
| - Costi di gestione |  |  |  |

**2- Numero dei dipendenti attualmente in forza e/o che si prevede di utilizzare nei periodi considerati al punto precedente.**

Breve descrizione

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**3- Principali rapporti commerciali e finanziari previsti per l'iniziativa (clienti, fornitori, banche):**

Breve descrizione

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**4 - Programma degli investimenti :**

a) Descrizione dell'investimento (vedi relazione allegata)

b) Sintesi dell'investimento e del costo .

|  |  |  |  |
| --- | --- | --- | --- |
|  **Voci di spesa**  | **1° Esercizio**  | **2° Esercizio** | **3° Esercizio** |
| **°**Immobili  |  |  |  |
| °Ristrutturazioni |  |  |  |
| °Macchinari |  |  |  |
| °Attrezzature |  |  |  |
| °Automezzi |  |  |  |
| °Brevetti /Programmi |  |  |  |
| **Totale** |  |  |  |

 c) Piano finanziario di copertura

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1° Esercizio** | **2° Esercizio** | **3° Esercizio** |
| °Mezzi propri |  |  |  |
| °Nuovi apporti di capitale |  |  |  |
| °Prestiti da soci |  |  |  |
| °Finanziam. pubblici |  |  |  |
| **Totale**  |  |  |  |

Spese già compiute alla data di presentazione della domanda Euro:

Tempi di attuazione del programma di investimento:

 - Inizio: Fine:

Firma

Legale Rappresentante.

PARTE PRIMA

Sommario esecutivo

Struttura societaria

**Fondatori Attività attuali Quote**

(Informazioni su Soci)

Socio A

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Socio B

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Socio C

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**Tipo di Società Motivazioni**

S.r.l.

S.a.s.

S.n.c.

Ditta Individuale

Cooperativa

Piccola Cooperativa

**Business Motivazioni al business**

Definizione dell'area di business in cui l'azienda

intende operare (produzione, commercio, servizi,ecc)

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**BUSINESS IDEA**

Settore Produttivo

e/o Servizio Offerto

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Posizionamento

nel settore di intervento

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Concorrenza

Strategie prezzi

Collegamento tra la business idea proposta e le finalità del Progetto UPPER, con particolare riferimento alle Nature Based Solution (NBSs)

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Schema per la descrizione del Business Model



Focus: schema per dettagliare la Sez. “Proposta di valore” del Business Model

|  |  |
| --- | --- |
| **Stakeholder** | Aree dell’impatto economico-sociale della business idea (es. benessere, salute psico-fisica, equità sociale; creazione di green jobs; inclusività sociale ecc.) |
| cittadini |  |
| scuole e università |  |
| pubblica amministrazione |  |
| imprese (se occorre, specificare per settore di appartenenza: es. imprese culturali, agroalimentari, alberghiere, terzo settore ecc.) |  |

PARTE SECONDA

**La struttura giuridica, il prodotto, i mercati**

**La Storia dell'azienda**

 Il passato

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 - Il presente

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 - Il futuro

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**La Struttura organizzativa**

**I CURRICULUM**

**(**dettagliati curriculum scolastici/lavoro)

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**MANSIONI**

**(**che assumeranno nella nuova iniziativa)

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**OBIETTIVI E STRATEGIA**

- Obiettivi e strategia

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- Il Mercato

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- La Concorrenza

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- Promozione e pubblicità

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- Il piano di Marketing

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