

# SWITZERLAND BUSINESS CASE CONCEPT

## 1. Project Name

\_\_\_\_\_

## 2. Company

2.1. Name

\_\_\_\_\_

2.2. Point of Contact

\_\_\_\_\_

2.3. Email address

\_\_\_\_\_

2.4. Telephone number

\_\_\_\_\_

2.5. Address

\_\_\_\_\_

2.6. Canton

\_\_\_\_\_

## 3. Company Background

3.1. How long has the company been in business?

3.2. Is the company considered a large or small / medium enterprise?

3.3. Is the company part of the Security and Technology Industrial Base (STIB) of Switzerland?

3.4. Listing of company certifications (AS9100, etc.)

3.5. Previous business experience – government or military?

3.5.1. What is the percentage of commercial, military, etc. of your company?

## 4. General Description of Opportunity

4.1. Description of opportunity / problem to be solved / solution

4.1.1. What is required (funding, technology, etc.)

4.2. Target Market

4.2.1. General

4.2.2. Specific

## 5. Other Companies Involved and Contribution

5.1. List companies and/or and what each is contributing to the project

5.2. Who owns the Intellectual Property?

5.2.1. Is it licenseable?

## 6. Competitive Environment

6.1. Who is in the market place? What is their position?

6.2. What is your company's competitive advantage?

## 7. Implementation Milestones

7.1. What are the key milestones to implement?

## 8. Financial – what is needed and when (in US dollars)

8.1. Capital required / when?

8.1.1. Provide a notional funding profile

8.2. Identify who is expected to provide the capital?

## 9. Risk

9.1. Risk of Execution

9.2. Mitigation

## 10. Crediting

10.1. What items / activity will count for credit?

10.2. What is the Swiss Content Value / Crediting values?

10.3. Risk of receiving credits?