

aws Digitalization

Special Terms/Conditions for Artificial Intelligence

Business plan template

Note: The business plan may not consist of more than 15 pages.
The following headings/contents must be used. Funding agreements differing from this standard will be formally rejected, to ensure that all funding applicants can receive the equivalent treatment.

1 Executive summary (max. 1 page)

2 Product or service

2.1 Description of product or service and stage of development

2.2 USP, strengths and weaknesses

2.3 Degree of innovation and technological level, service provision (production or services)

2.3.1 AI technologies used and justification of selection

2.3.2 Pros and cons of the chosen AI technology in comparison to previous solutions

2.3.3 Innovations compared to the current state of the art

2.3.4 Technical risks posed

2.4 Property rights

2.5 Added value chain and rendering of services

2.6 Data strategy

3 trustworthy AI

3.1 Legal framework conditions

3.2 Ethical challenges

3.2.1 Respect for human autonomy

3.2.2 Prevention of harm

3.2.3 Fairness

3.2.4 Explicability

3.3 Requirements of a trustworthy AI

3.3.1 Precedence of human agency and human oversight

3.3.2 Technical robustness and safety

3.3.3 Protection of privacy and data governance

3.3.4 Transparency

3.3.5 Diversity, non-discrimination and fairness

3.3.6 Societal and environmental wellbeing

3.3.7 Accountability

3.4 Proposed standards for trustworthy AI

4 Market and competition

- 4.1 Market size and growth**
- 4.2 Target groups and market shares**
- 4.3 Competitive analysis**
 - 4.3.1 Competitor analysis*
 - 4.3.2 Market entry barriers*
- 4.4 Market position**

5 Marketing and sales

- 5.1 Marketing strategy and communication channels**
- 5.2 Sales strategy**
- 5.3 Pricing policy/revenue model**

6 Company and management

- 6.1 Management and startup/project team**
 - 6.1.1 Knowledge of applied AI technologies*
- 6.2 Information about the company**
- 6.3 Organizational structure**
- 6.4 Implementation planning and strategy**
 - 6.4.1 Short and medium-term goals/milestones*

7 Success and financial planning

- 7.1 Startup/project costs and startup/project investments**
 - 7.1.1 Running costs*
 - 7.1.2 Capital requirements and financial resources*
 - 7.1.3 Projected budget and projected profit and loss plan for three years for the startup project/project proposal*
- 7.2 Current finances**

8 SWOT analysis

Clarification:

General in-depth clarification of the business plan can be found here:

Explanations of trustworthy AI and the data strategy can be found in the FAQs under [Special Terms/Conditions for Artificial Intelligence](#) on the aws website.