项目名称

项目计划书

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| --- | --- |
| 推 荐 学 院 | XXXXXXXXXXXX |
| 项 目 名 称 | XXXXXXXXXXXX |
| 项 目 类 型 | XXXXXXXXXXXX |
| 项 目 负 责 人 | XXXXXXXXXXXX |
| 项 目 成员 | XXXXXXXXXXXX |
| 申 报 日 期 | 2018.0X.XX |

**项目摘要**

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**一．项目概述（项目背景、进展）**

## 项目背景

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**项目进展**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **市场分析及定位（市场现状、市场需求、竞品分析、项目定位）**

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1. **产品介绍**

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1. **商业模式**

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**五、营销策略**

**营销策略**

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**项目推广与宣传**

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1. **优势分析**

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1. **团队介绍**

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**团队成员介绍：**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**指导教师:**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **财务分析**

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**股份分配**

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**创业顾问**

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**合作企业**

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1. **风险控制**

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**风险分析**

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