项目名称

项目计划书

|  |  |
| --- | --- |
| 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**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**目录**

一．项目概述............................................1

1.1项目背景........................................1

 1.2项目进展........................................2

1. **市场分析及定位......................................3**
2. **产品介绍............................................4**
3. **商业模式............................................5**
4. **营销策略............................................6**

 **5.1营销策略........................................6**

**5.2项目推广与宣传..................................7**

**六 .**优势分析............................................7

1. **团队介绍............................................8**

 **7.1学生团队........................................8**

 7.2指导教师........................................8

**八.财务分析.............................................9**

 8.1股份分配........................................9

 8.2创业顾问........................................9

8.3合作企业........................................9

九．风险控制...........................................10

9.1风险分析 ....................................10

**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）**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **产品介绍**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **商业模式**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**五、营销策略**

**营销策略**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**项目推广与宣传**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **优势分析**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **团队介绍**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**团队成员介绍：**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

 **指导教师:**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **财务分析**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**股份分配**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**创业顾问**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**合作企业**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

1. **风险控制**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**风险分析**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX