Financial Support to Startups and Scaleups
(Shape Accelerator)
VENTURE EXECUTION PLAN OUTLINE

Please use the provided Venture Scaling Plan template below to structure your document. Upload your response as a single PDF document (max. 5 pages).

File name should be structured: Execution plan_Project acronym.xlsx

This document helps us understand your company's growth priorities, what you aim to develop, validate, improve, or scale over the next 12 months, and how you plan to utilise the requested funding to support your venture's growth, investment readiness, or scaling journey. Please structure your document according to the sections outlined in the template and ensure all requested information is included.

If selected, this document will also serve as a working roadmap during the programme and will be further refined together with your coach throughout the Kick-Off and the rest of the programme journey.

Focus Area	What Needs to Be Included
1. Towards Investment Readiness	Explain what investment readiness means for your company at its current stage and what needs to be developed, strengthened, tested, validated, or improved over the next 0–3 months, 3–6 months, and 6–12 months to reach the next stage of growth. Provide a high-level overview of your priorities and growth direction during the programme period, which will be refined together with coaches and mentors. Examples may include: • Strengthening product-market fit • Improving financial planning • Validating commercial traction • Refining the business model

	• Preparing investor materials • Building partnerships • Expanding the team • Preparing for fundraising conversations Include your fundraising timeline, target investors or funding sources, planned investor-readiness activities (e.g. financial planning, due diligence preparation, investor materials), and expected outcomes.
2. Product Development	Clearly explain what product, technology, or innovation developments you plan to achieve over the next 0–3 months, 3–6 months, and 6–12 months. Include: • Main activities and milestones • Testing or validation plans • Expected outcomes and timing of key developments
3. Market Growth & Commercial Development	Describe which markets, customer groups, or commercial opportunities you plan to target and how you plan to grow traction. Include: • Key commercial priorities • Planned partnerships, sales or market-entry activities • An indicative growth timeline
4. Team & Operations	Explain which operational or organisational capacities need to be strengthened to support growth. Include: • Planned hires and key capability gaps • Operational improvements • External support needs • Implementation timing

5. Funding Allocation & Use of Funds Plan	Explain how the requested funding will support your roadmap priorities and growth objectives. Instructions: 1. Complete the provided budget template 2. Export it as a PDF 3. Include it in your Venture Execution Plan document under 'Funding Allocation & Use of Funds Plan'