

Spark Incubation Programme

Venture Execution Plan Outline

Please use the provided Venture Execution Plan template below to structure your document. Upload your response as a single PDF document (max. 7 pages including the budget plan by exporting the budget template you filled and include to this pdf).

Name your file as: Execution plan_Project acronym.pdf

This document helps us understand your company's growth priorities, what you aim to develop, validate, improve, or build over the next 9 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 throughout the Createch Startup Sprint and the rest of the incubation programme.

EXPECTED STRUCTURE

Focus	What Needs to Be Included
Towards Venture Creation	Explain how you plan to progress towards establishing your venture during the programme period, as venture creation and company formation within the first 3 months is one of the main objectives of the Spark Incubation Programme and a key expectation for receiving full funding support. Include any early plans, priorities, or support needs related to company formation, business model development, team building, product development, or preparation for future fundraising. Examples may include selecting a legal structure, defining founder roles, preparing initial business operations, or exploring registration requirements in your country. The following topics (problem-solution validation, product/service development, etc.) should align with this plan.
Problem – Solution Validation	Briefly explain the problem you are trying to solve, what assumptions or questions you still want to explore, and how you plan to better understand whether your solution responds to a real user or market need during the programme. Examples may include identifying target users, validating a need, testing early assumptions, gathering feedback, or exploring different solution directions.

	Additionally, share what you have done already to test and validate your business concept such as user interviews, surveys, early prototype feedback from _____ users, _____ etc.
Product / Service Development	Describe what you would like to build, improve, prototype, test, or explore during the programme period. Include the main priorities or developments you would like to focus on over the next 0–3 months and 3–6 months. Examples may include developing an MVP, improving a prototype, testing materials or technologies, building a demo, or refining the user experience.
Market Exploration	Explain which customer groups, markets, or opportunities you would like to better understand or explore. Include any early ideas around pilots, partnerships, outreach, testing, or commercial activities you may want to pursue during the programme. Examples may include approaching pilot partners, exploring pricing models, testing market interest, attending industry events, or building first partnerships.
Founder Commitment & Ownership	Explain who is currently involved in building the venture, how responsibilities are distributed, and the level of commitment of each founder or key team member. This helps us understand the team’s capacity, ownership clarity, and readiness to execute during the programme period. Include expected time commitment, current roles, and any key capability gaps, support needs and how to close these gaps. Examples may include founder roles, full-time or part-time involvement, decision-making responsibilities, or areas where additional expertise may be needed.
Team Development & Programme Goals	Explain how your team hopes to benefit from the programme and what capabilities, knowledge, network, or support you would like to gain. Include any areas where you believe mentorship, collaboration, or additional support could help your venture progress. Examples may include finding co-founders, strengthening business skills, accessing industry experts, improving the product, or expanding your network.
Funding Allocation & Use of Funds Plan	Explain how the funding could support your roadmap priorities and venture development activities. 1. First fill out the provided budget template. 2. Export it in a pdf form. 3. Include it in your Venture Execution Plan document in “Funding Allocation & Use of Funds Plan” page.