第一届泰安人力资源服务业创新创业大赛

项目计划书撰写要求

第一届泰安人力资源服务业创新创业大赛项目计划书要求为文字版。参赛团队须在2018年12月8日前将《项目计划书》通过电子邮件发大赛组委会邮箱tshrsip@163.com。

项目计划书文本制作统一使用A4纸（纸质文本封面为230克的A4，内页为70克的A4）。封面页以参赛项目名称作标题（二号黑体，加黑），标题下方根据参赛组别注明“企业组”或“团队（个人）组”。

团队（个人）组注明团队负责人姓名，企业组注明企业负责人姓名及所在公司，参赛者姓名（三号楷体）。

摘要、目录、主标题用小二号黑体，小标题用三号黑体。

正文一级标题使用四号黑体，二级标题使用四号楷体。正文中文部分使用四号仿宋\_GB2312，英文使用Times New Roman，行距28磅（1.5倍行距），页边距上2.5cm，下2.5cm，左2.8cm，右2.8cm。

页码位于页面底端居中，页眉宋体小五号字，页眉内容为完整的项目名称（左对齐），封面页无页眉。

参赛项目涉及的专利证书、发明创造、授权证明、项目荣誉证书等，统一附在项目计划书附件中。

**（项目名称）**

**计划书**

企业组/团队（个人）组

负责人

所在高校或公司名称

联系方式

电子邮箱

2018年x月x日

摘要

用简练的语言描述：公司（或项目）概况；公司的宗旨和目标；主要产品或服务；市场分析和营销策略；核心团队；公司优势；融资方案；财务分析及预测等

目录

一、公司或项目简介···········································X

（一）公司或项目的背景及现状介绍···························X

（二）项目的内容、意义·····································X

二、技术与产品···············································X

（一）技术指标及关键技术···································X

（二）产品或服务概况·······································X

三、市场分析················································X

（一）行业历史和前景分析及预测······························X

（二）市场概况分析及预测····································X

（三）市场定位及未来效益····································X

（四）市场机会与潜在竞争····································X

 四、商业模式···············································X

（一）产品开发及生产策略····································X

（二）概述营销策略及模式···································X

1、销售区域、方式及渠道································X

2、行销环节和售后服务·································X

（三）公司盈利模式及发展规划································X

（四）运作经营模式··········································X

五、风险分析及对策··········································X

（一）风险分析

1、技术风险···········································X

2、市场运营风险········································X

3、人力资源风险········································X

（二）针对性对策············································X

六、团队介绍················································X

（一）团队核心成员介绍

1、背景资历、经验、技能、项目承担情况等··················X

（二）团队组织架构及主要责任分工····························X

七、财务情况及预测···········································X

（一）财务现况概述·········································X

（二）财务数据分析

1、现金流量表··········································X

2、资产负债表··········································X

3、易损表··············································X

（三）盈利点分析···········································X

（四）投融资需求及资金使用计划······························X

1、融资需求及详细方案··································X

2、固定资产投资、研发投入、管理费用等····················X

正文

请参赛者按照格式要求编写项目计划书。项目计划书参考格式的内容仅供参赛企业或团队（个人）参考，项目计划书的具体内容请根据项目具体情况编写。大学生创新创业团队在项目计划书编写过程中，部分章节可以简要说明或视情况省略。鼓励采用新颖直观的形式表达。

**附件**

参赛项目涉及的专利证书、发明创造、授权证明、项目荣誉证书等。