泰安市第二届人力资源服务业创新创业大赛

项目计划书撰写要求

泰安市第二届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2020年10月15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

2020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。