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| ***IP Solution Business Plan*** |
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**Revision History**

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| **Date** | **Description** | **Revision by** | **Version No.** | **Remarks** |
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**Sign-off Table:**

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|  | **Product Head** | **BU Head** | **SBU Head** | **IP Board** |
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## Executive Summary

## Introduction

## Background

## Scope

## Document Target audience

## Definition & Abbreviation

## References

## Market Opportunity

## Target market description

*<This section shall provide the details of the opportunity identified for the potential IP solution/product. It shall describe challenges or pain points of the potential customers, target customer profile, target user profile, and relevant segments >.*

## Market Size Analysis

*<Capture the details of overall market size, total addressable market size and other key assumptions. For this section re-use the details captured during market analysis phase>*

## IP Solution / Product

## Target market description

*<Provide high level description of the IP Solution addressing the above opportunity. It can be high level view of relevant technologies to be used, development approach including details of any partner/3rd party components required. Validate this section by an expert/architect in the relevant technology and domain from the feasibility perspective>.*

## Competition & Eco-system

## Competition Analysis

*<Capture the key information of the potential direct and indirect competition for the proposed IP Solution >.*

## Eco-system Analysis

*<This section shall capture the details of related ecosystem, associated regulatory bodies and other key influencers such as advisors & analysts. Also identify the kind of relationships/agreements required to be in place.>*

## Capgemini Value Proposition

*<This section shall mainly describe about the key value proposition and positioning of Capgemini for this solution in the market. This is mainly to identify the benefits of the solution to the customer and how do we plan to differentiate as compared to other players in the market >.*

## IP Solution Go-To-Market

*<This section shall include details of how the IP solution will be taken to the target customers. This section provides details of the various target customer segments, how each target segment will be reached and what are the various channels proposed to be used and the reasons for the effectiveness >.*

## Operational Plan

*<This section shall provide details of Solution development plan and approach, Organizational details (development, customer delivery, marketing, sales, presales etc) and any other operational details >.*

## Investments

*<This section shall provide details of all the investments - Fixed OPEX, Variable OPEX, and CAPEX required for the IP solution development and maintenance>*

## Financial Analysis

*<This section shall have financial analysis of IP solution business over 3 to 5 years horizon. It includes estimates of Bookings & Revenues, Costs, P&L, and Cash flow analysis.*

*Also list down the key assumptions and dependencies based on which this analysis is performed>*

## Risk Analysis

*<This section shall identify the main risks and prepare a high-level mitigation and contingency plan>.*

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