



Strategies of circular Economy and Advanced bio-based solutions
to keep our Lands and seas allIVE from plastics contamination

Launch of SEALIVE Business Plan Tool to Support Sustainable Growth

Gate2Growth has launched a free, online tool to help companies to develop targeted business plans. Developed as part of the EU-funded, SEALIVE project, the [Gate2Growth Business Plan Writer](#) tool will guide entrepreneurs and business owners to develop business plans that uniquely include sustainability and circularity principles. The tool offers a one-stop shop to create a complete sustainable business plan, steering users through all the necessary steps from customer identification, production requirements, and management capabilities to funding strategies.

SEALIVE is a €10.26 million, Horizon 2020-funded Innovation Action project that has the vision to reduce plastic waste and contamination on land and in seas by boosting the use of biomaterials and contributing to the circular economy with cohesive bio-plastic strategies. The new tool has been designed to support SEALIVE partners to develop business plans for project results.

The tool is also open to the public and can be used by other entrepreneurs and SMEs to assess their own business plans, particularly through the lens of sustainability and circular economy principles.

The [Gate2Growth Business Plan Writer](#) contains three components:

- An **online business plan writer** to ensure the business plan has a narrative, and that all business model components are outlined;
- A **budget module** to strengthen the financial background of the business plan, and;
- A **business plan quality assessment** to provide an indication of the completeness of the business plan and investor readiness.

By working through all three parts, entrepreneurs can convert their business idea into a complete business plan and comprehensive budget overview while including considerations of circularity and sustainability.

All data are saved in a protected space, and each user has full control over who can get access to the information uploaded. The final business plan can be downloaded as a PDF ready to be shared with potential investors or used in grant applications.

Commenting on the significance of the tool, Carmen Bianca Socaciu, Senior Consultant at Gate2Growth said:

"We know how hard it is to bring new ideas to market, particularly products that don't follow conventional pipelines. With the Gate2Growth Business Plan Writer, SMEs and entrepreneurs have easy access to clear, tailored advice that will help their business goals take shape. We look forward to receiving participants' feedback!"

To access the business plan tool, visit g2g-tool.investornet.dk/sealive/. For more updates from SEALIVE, follow [@EU_SEALIVE](https://twitter.com/EU_SEALIVE) or visit sealive.eu.

Notes for Editors

About SEALIVE

The **SEALIVE** project (Strategies of circular economy and advanced biobased solutions to keep our lands and seas alive from plastics contamination) is funded by the European Union Horizon 2020 funding programme and will run from 2019 – 2023. The project aims to reduce plastic waste and contamination in our environment by boosting the use of biomaterials and contributing to the circular economy with cohesive bio-plastic strategies.

sealive.eu | Twitter: [@EU_SEALIVE](https://twitter.com/EU_SEALIVE)

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