

INTRODUCTION TO BUSINESS MODEL CANVA

Create your **business plan** and design your identity



CLOSING THE GAPS

Let's get to know each other!

**What's your
name?**

**Where do you
live?**

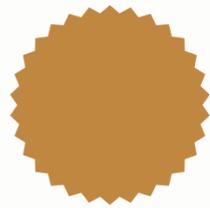
**What are your
academic
studies and/or
professional
experience?**

Goals of this seminar

- Learn about entrepreneurship
- Create your business idea
- Analyse whether your business idea is an opportunity
- Outline your business idea
- Introduction to the business plan

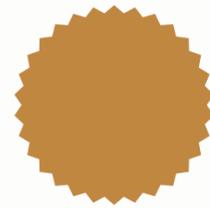


Types of business



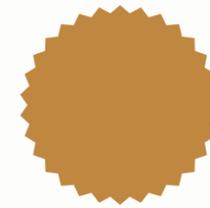
Production sector

Primary
Secondary
Tertiary



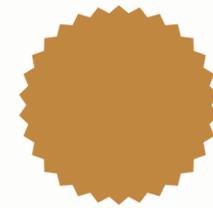
Institution

Public
Private
Municipal
Mixed



Size

Small
Medium
Small and medium-sized enterprises
Large



Range of Services

Multinationals
National
Local

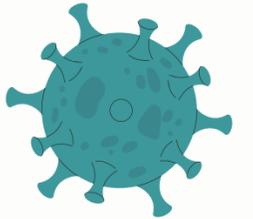
Importance of Small and Medium Enterprises

At European level

- 99.8% of companies in all sectors except finance, are SMEs.
- 67% of total employment (93 million workers)
- 93% of SMEs employ fewer than 10 people



Covid-19 and small and medium-sized enterprises



Industries where SMEs were most affected by the pandemic

- Food service (37.8% decrease in the value added of SMEs),
- Transport and storage (16.1% decrease in the value added of SMEs),
- Administrative activities and support services (13.3% decrease in SME value added)
- Manufacturing (9.8% decrease in the value added of SMEs).

Common motivations for starting your business?

- independence
- flexibility
- additional income
- desire and passion for creation
- opportunity to fill a gap in the market



What are **your**
motivations for starting
your business?

- What is your deepest purpose and motivation?
- What is your inner calling?
- Does what you're going to do fulfill you? Does it express you?
- What happens if you fail to set up your business?

What characteristics you need to have to be a successful entrepreneur?



1. How determined are you? You need to be able to make decisions, often instantaneously, without being able to consult others.

2. You will be your own boss, so you should be able to take the initiative and motivate your employees and colleagues. There are different types of bosses, so you need to decide which one you will be.



What characteristics you need to have to be a successful entrepreneur?

3. How successful are you in planning and organising? Lack of planning is the main cause of the majority of small business failures. You need to have clear goals and define how you will achieve them. You also need to be extremely organised, especially when it comes to finances, projections and planning.



4. How well do you get on with people? The most successful entrepreneurs are those who can interact with a wide variety of people, communicate well with others and build mutually beneficial relationships.

5. Are you willing to take risks? Taking risks does not mean acting without planning. Sometimes you will not have all the answers before you act and this will require a leap of faith. Don't be afraid to make mistakes along the way because you will learn from them.



How to find your new business idea:

Read a lot and from different sources



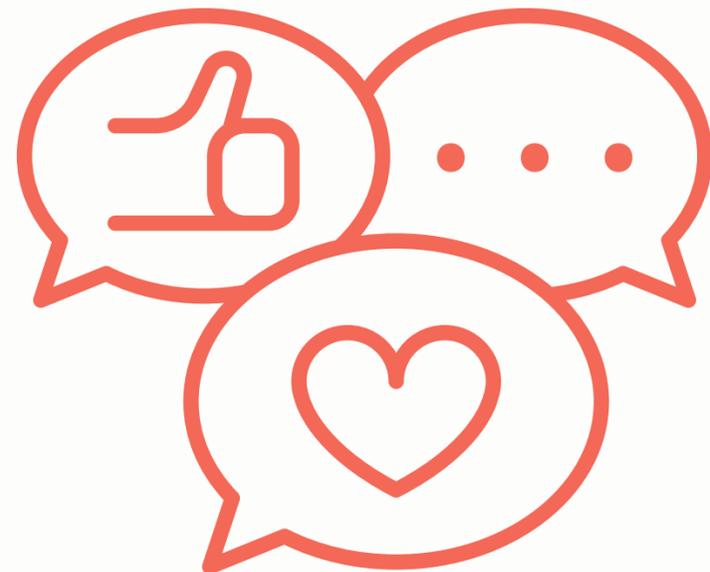
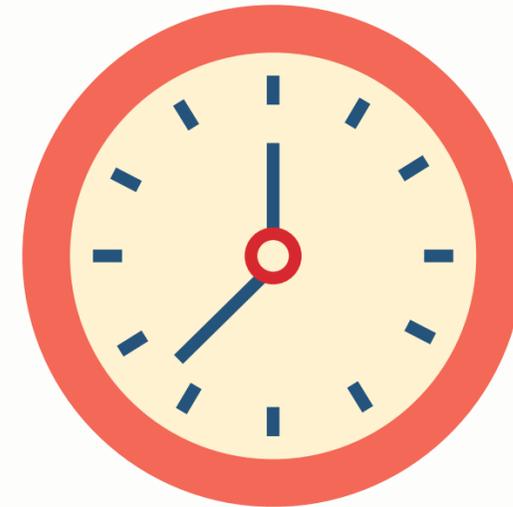
Talk and listen to people
have interaction with
those inspiring you

qna: What inspired you to build your own business?

How to find your new business idea:

Give yourself time & Try new working ways

Find your best ways
leading to your best performance



Is the idea really a good one?
Get feedback and make the necessary changes

qna: Share tips & tricks

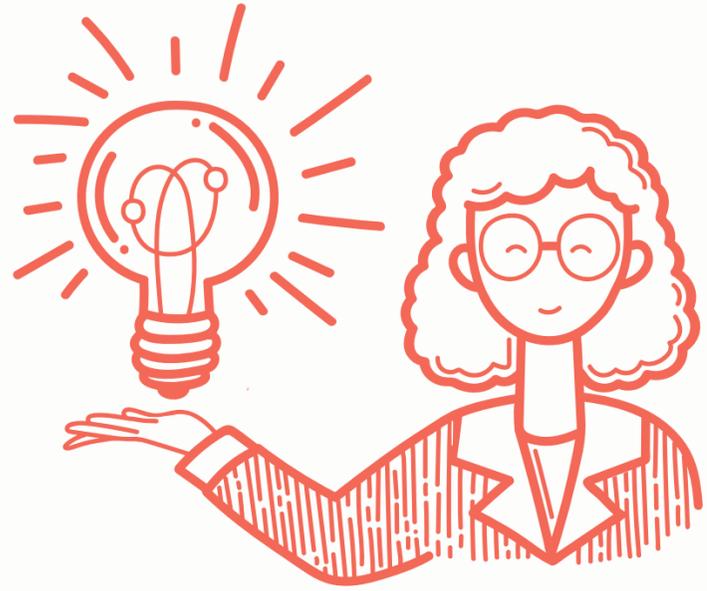
How to find your new business idea:

Turn **the idea into reality**

Without action, there is no entrepreneurship



The *final step* of the process is to turn the solution that your creative thinking has given you into a final product. Implement your ideas and make changes until you are happy with the result.



The **first part** of the process is getting the thought down on paper so you don't forget it; **second step**, tweaking the idea; **third step**, implement; **forth step**, follow up; **fifth step**, reap the rewards; **sixth step**, tweak and launch again.

The best way to have a good idea is to have lots of ideas. - Linus Pauling



Questions to ask yourself:

How can I improve something that already exists?

Can I do better or differently with something that already exists?

Does the product or service I want to offer meet a need? Does it solve a problem?

Find your competitive advantage

Example: Let's meet **Mary**

*Mary wants to start a
business
of sustainable
cosmetics*



What is a business opportunity?

A business opportunity is a set of favourable conditions associated with a business idea that make that idea potentially profitable.

when an idea is a business opportunity?

An opportunity must be:

Attractive

Sustainable and durable

Timely

Based on a product/service that creates value for the user or buyer and he/she is willing to pay to buy it

Let's talk about Mary's idea:

Google to search Mary's market

Does the idea have the following characteristics?

- Attractive?
- Sustainable and resilient?
- Timely?
- Based on a product/service that creates value for the user or buyer and he/she is willing to pay to buy it?



Business idea evaluation

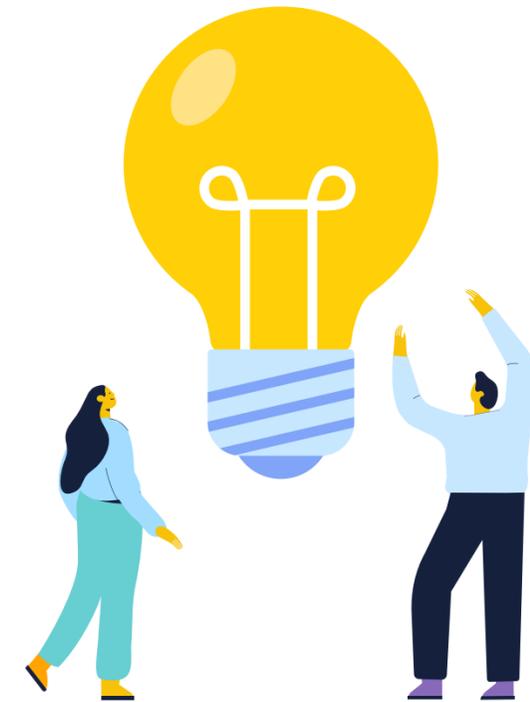
Key success factors of a new business:

How attractive is the market?

How attractive is the target audience?

How attractive is the industry?

Is there economic and competitive viability?



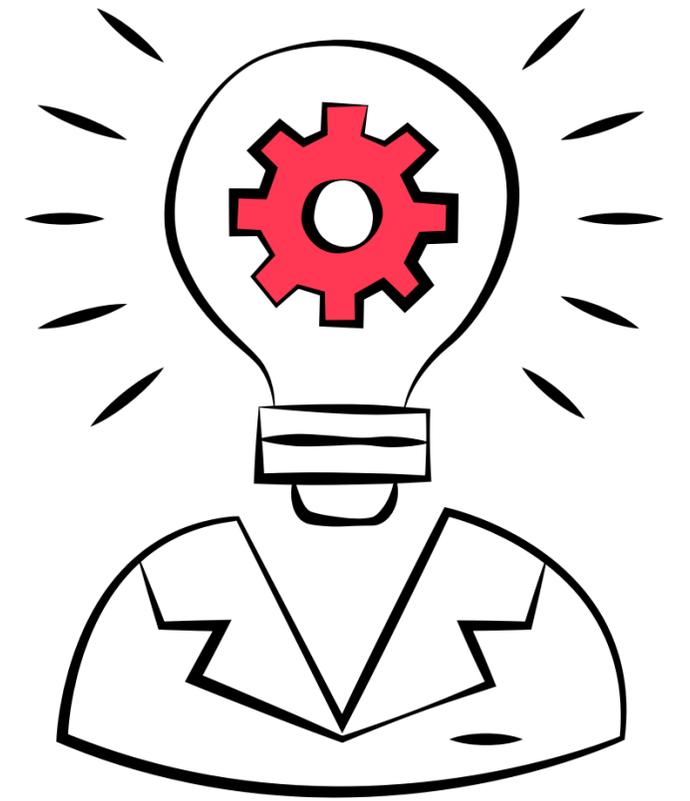
How attractive is the market?

What is the market size and growth rate?

What is the total amount of money that potential customers spend in this market?

What is the total number of pieces sold in this market? How many such services are provided?

What are the market trends in relation to the political, economic, social, technological, environmental and legal context?



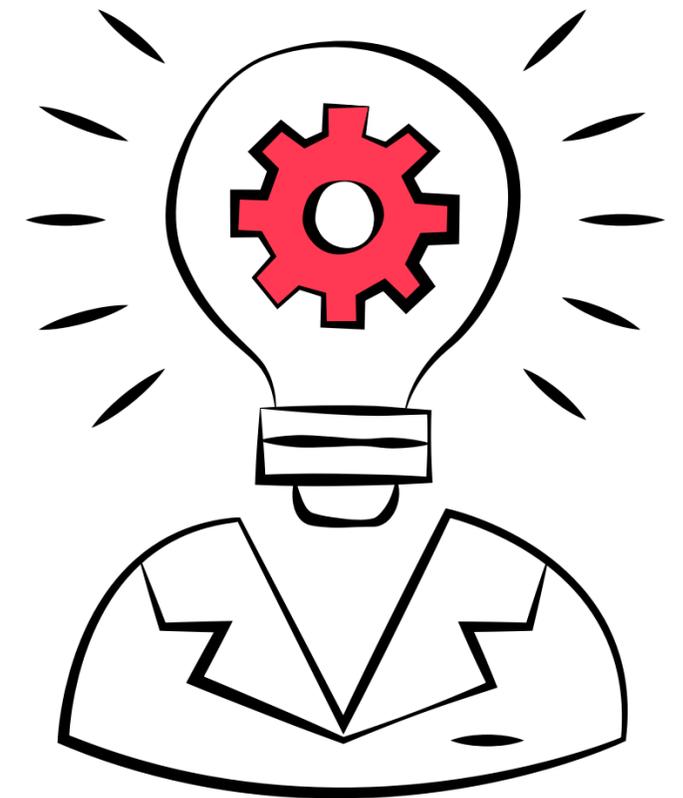
Are there any clients that will be interested?

What is the size of your potential customer base and the growth rate?

Is your idea an opportunity to solve a problem of your potential customer?

Do potential customers understand your differentiator and competitive advantage?

Do you offer clear and attractive benefits that potential customers are willing and able to pay for?



How attractive is the industry?

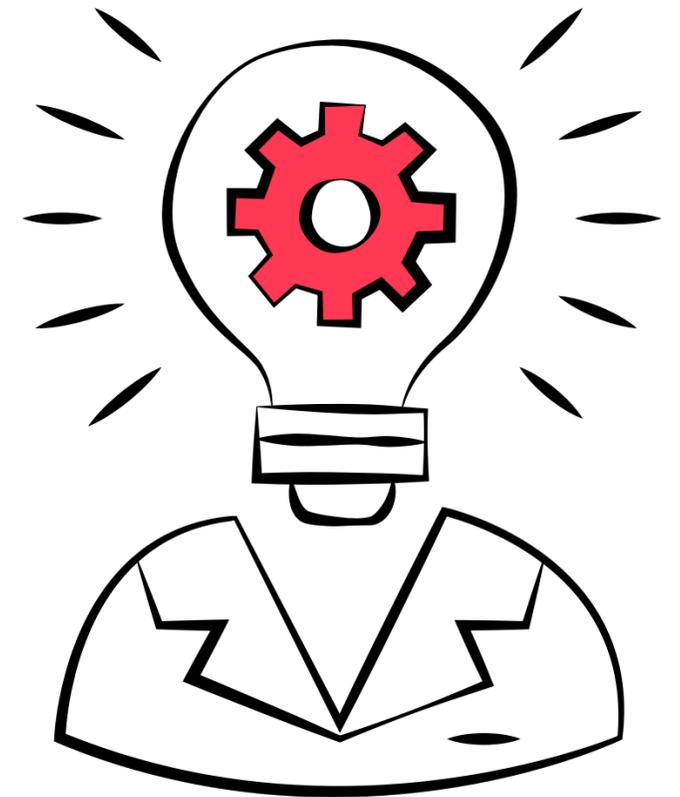
How intense is the existing competition?

How easily can new competitors emerge?

Are there substitute products or services?

What is the bargaining power of suppliers?

What is the bargaining power of buyers?



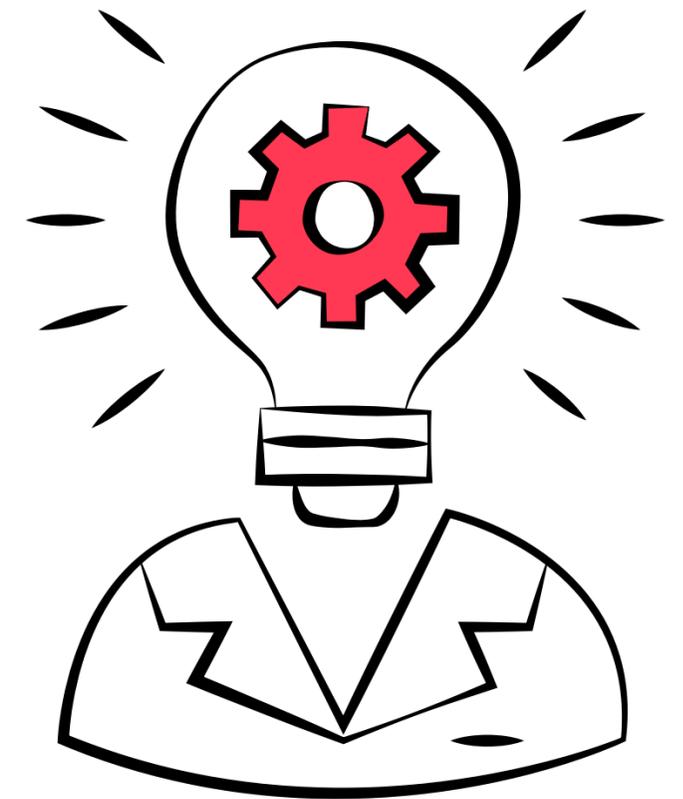
Is there economic and competitive viability?

Can you offer superior benefits to your customers over time?

What are your available resources? Will you need additional funds?

How long will it take you to acquire customers?

What are your profit margins?



Outlining your idea:

YOUR CLIENTS

Geographical
features

Country
City / Postal
code.
Area

Demographic
chatacteristics

Age, Gender
Family situation
Education,
Language

Psychographic
characteristics

Interests, Values
Beliefs
Religion,
Political,
Religion,

Behavioral
characteristics -

Occupation, Hobby
Entertainment,
Travel/Holiday,
Entertainment
Clothing/
Eating habits

Let's outline Mary's future clients

which customer groups do we offer value to?

Who are our most important customers?

How are they differentiated demographically and psychographically?



Outlining your idea:

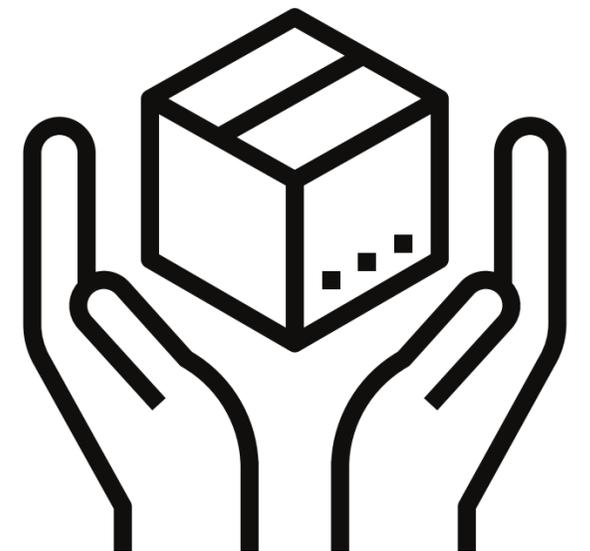
YOUR PRODUCT

What is the product or service you offer?

What kind of solutions and value are provided to client groups?

What kind of needs are met through the product/service?

What problem are we helping to solve?



Let's outline Mary's product value

what value do we provide to each customer group?

What problem are we helping to solve?

What products/services we offer'

What is the minimum viable product?



Outlining your idea:

SALES AND PROMOTION CHANNELS

What channels do you use to sell your product or offer your service?

How do you increase the visibility of your company's products/services?

How do you provide support to your customers after the sale of your product/service?



Let's outline Mary's promotional channels

Through which channels do our customers want us to reach them? What are the costs?



Outlining your idea:

RELATIONS WITH CUSTOMERS

What are the relationships with your customers?

How is a database of your customers created?

How do you manage customer loyalty?

How is communication with customers carried out?

What is the cost of communicating with customers?



Let's outline Mary's relations with customers

How do we manage customer outreach, acquisition, service, growth and loyalty?



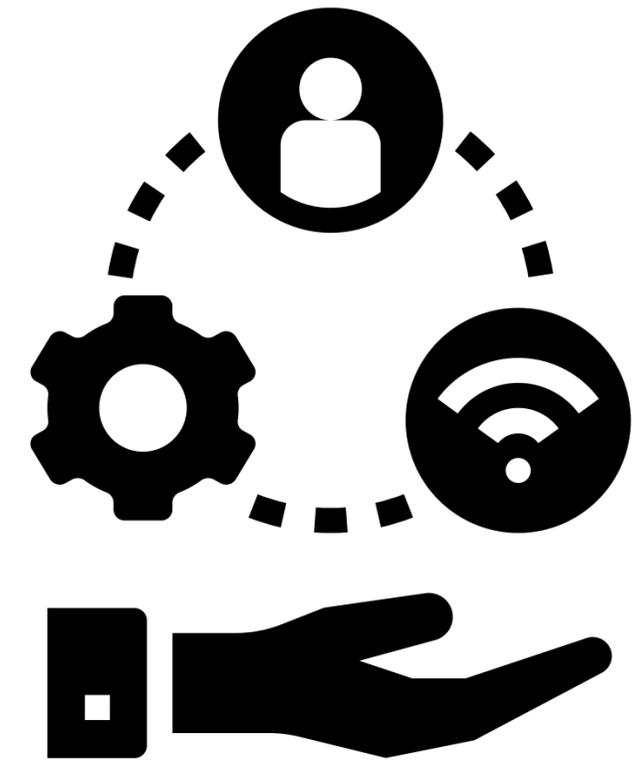
Outlining your idea:

RESOURCES

What are your main resources?

What key resources do your business processes require in order to deliver your proposed value?

What resources do you need to make your distribution and communication channels work?



Let's outline Mary's resources

What key resources are required for the proposed value, communication & distribution channels, revenue streams?



Outlining your idea:

PARTNERS / SUPPLIERS

Who are your main partners/suppliers?

What are the main activities performed by your partners?

What resources and means does the company acquire through these partnerships?



Let's outline Mary's key partners

Who are your main partners?

Who are your main suppliers?

What are the main activities performed by your partners?



Outlining your idea:

COST/REVENUE

What are the main costs associated with doing business?

Which main resources are the most expensive?

Which main functions are the most expensive?

What values are customers willing to pay for?



Outlining your idea:

COST/REVENUE

How do customers pay?

How would they prefer to pay?

What are the revenue streams?

What will the pricing policy be?



Let's outline Mary's cost & revenue structure

What are your key costs?

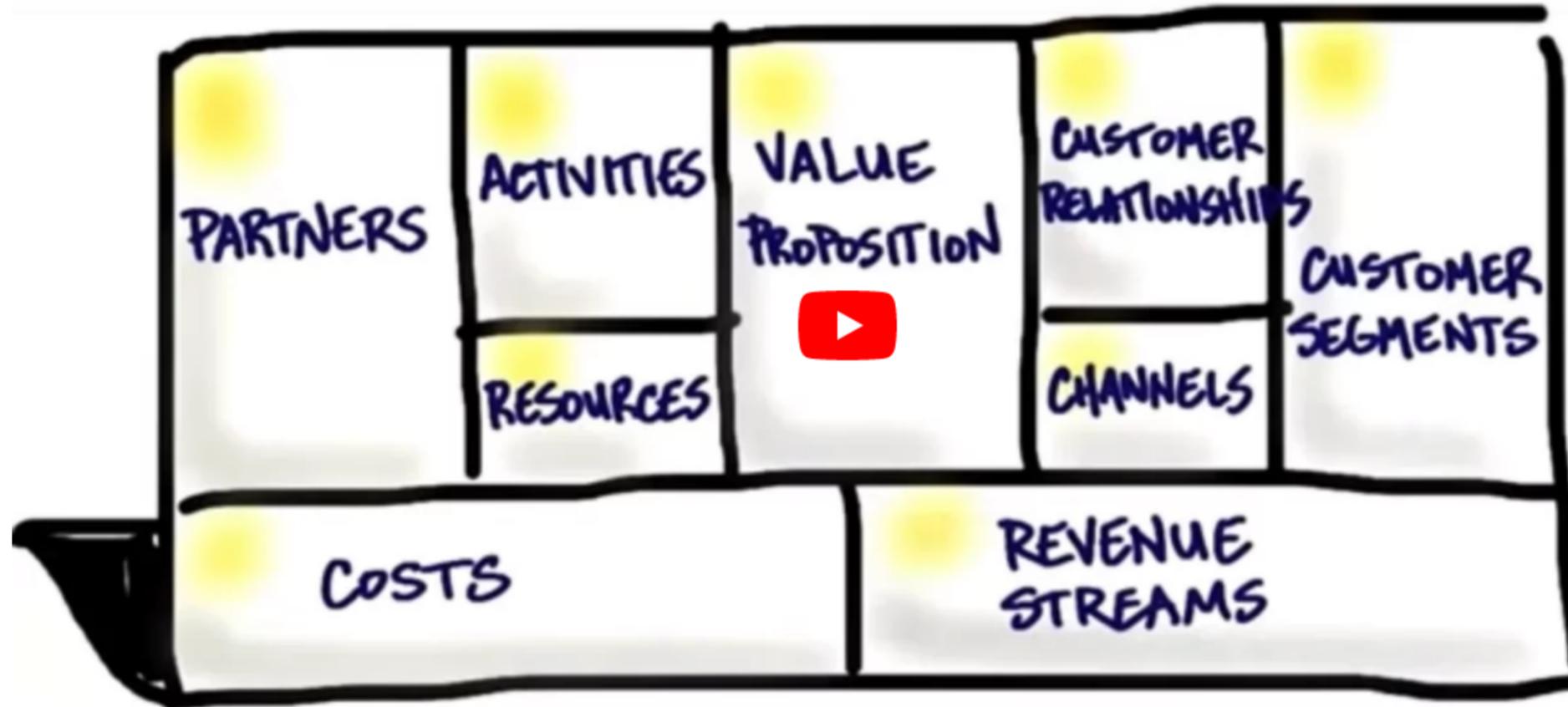
What are the most costly actions required?

What do your customers pay and how do they pay?

How do individual revenues contribute to total revenues?



How to build your business model canvas:



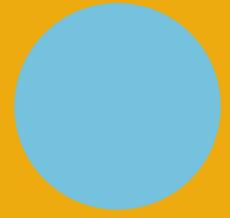
Watch on  YouTube

Business Growth Strategies



Kahoot!

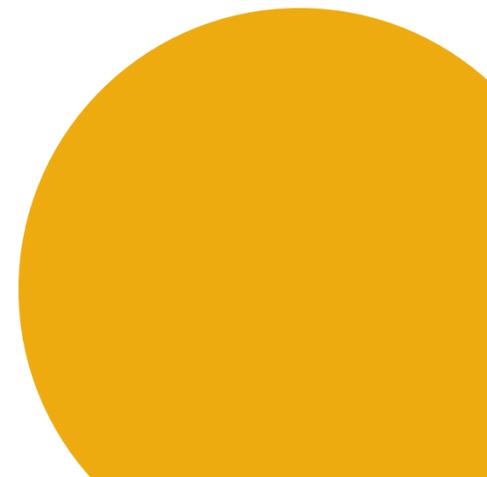
1. Access kahoot.it from your mobile phone
2. Enter the Game Pin
3. Get ready to find the best!



BUSINESS PLAN

What is the business plan?

The Business Plan is the detailed planning of a business idea and is a necessary process that must precede its implementation and the start of the activities of a new business.



Why do we need a business plan?

It will help you guide your business as you start and grow.

It will help you achieve business milestones and set business goals.

It can help you get funding.

It will help you attract partners.

It will help you to set up a regular review and revision process.

Why do we need a business plan?

It will help you guide your business as you start and grow.

It will help you achieve business milestones and set business goals.

It can help you get funding.

It will help you attract partners.

It will help you to set up a regular review and revision process.

What's a successfull business plan?

It's Clear

It's clear and follows an unambiguous structure

Give answers in critical questions from the potential reader

What's a successful business plan?

It's Realistic

Know the potentials

Be true with your plan

If there are weaknesses in your plan, include ways to mitigate them

What's a successfull business plan?

It's easy to be understood

Don't use too many technical terms

A simple explanation, a sketch, or a photo is enough

What's a successfull business plan?

It's Coherent

Use the same writing style

Keep the same layout

How to Write a Business Plan



Steps

- Write an executive summary
- Describe your business idea
- Describe your mission & your objectives
- Do your market research
- Outline your marketing and sales plan
- Perform a business financial analysis

1st step: Write an **executive summary**



It should include a mission statement, a brief description of the products or services offered, and a broad summary of your financial growth plans.

Though the executive summary is the first thing your investors will read, it can be easier to write it last.

That way, you can highlight information you've identified while writing other sections that go into more detail!

1st step: Write an **executive summary**



The summary is a miniature version of the business plan ***500-1000 words***

It contains:

A strong message to convince the success of the project

It should answer the following questions:

What is the industry of activity & products?

What are the purpose and objectives of the business?

Who are the main parties involved?

What is the company's strategy for entering the market?

What kind of resources (human and financial) are needed to run the business?

When will the business turn a profit?

1st step: Write an **executive summary**



The summary is a miniature version of the business plan ***500-1000 words***

It contains:

A strong message to convince the success of the project

It should answer the following questions:

What is the industry of activity & products?

What are the purpose and objectives of the business?

Who are the main parties involved?

What is the company's strategy for entering the market?

What kind of resources (human and financial) are needed to run the business?

When will the business turn a profit?

2nd Step: Describe your **business idea**



Should include information such as the following:

The registered name of your business.

Address of the place of business

Names of key people in the company.

Bios & unique skills or technical expertise of the members of the business team

2nd Step: Describe your **business idea**



Also specify the business structure - e.g., sole proprietorship, partnership, or corporation - and state each owner's percentage and the extent of his or her ownership interest in the business.

Finally, the description **should include** the history of the business and the nature of the current operations. This prepares the reader to learn about the goals in the next section.

3rd step: State your **business goals**



This section lays out exactly **what you want to achieve** in both the short term and the long term.

If you are seeking a business loan or outside investment, you can use this section to explain why you absolutely need the funds, how the financing will help grow your business, and how you plan to achieve your growth goals.

It is critical that you clearly state the opportunity at hand and explain how the loan or investment will advance your business.

Mission Statement

- Sums up fundamental principles, philosophy and objectives that guide your business
- Represents the defining concept of your business
- Its length can vary from one sentence to a paragraph
- Give your partners a clear image of what you want to follow

4th step: Describe your **products and services**



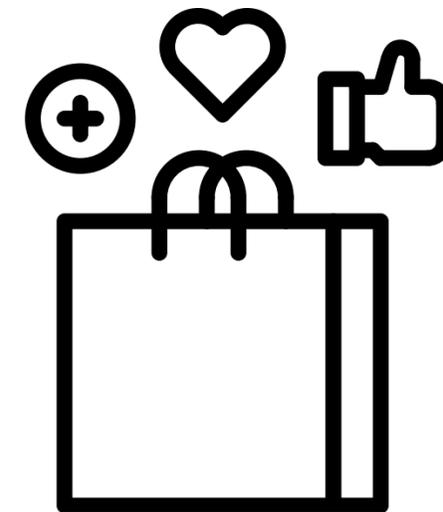
- The product or service you offer can be anything used by a customer or something a business sells. Where you should focus on in the business plan:

Product description?

Value to the customer?

Competitive advantage?

Product development stage?



4th step: Describe your **products and services**



You should include the following information:

- An explanation of how your product or service works.
- The pricing model for your product or service.
- The typical customers you serve.
- Your supply chain and order fulfillment strategy. -Your sales strategy.
- Your distribution strategy.
- You can also talk about current or pending trademarks and patents related to your product or service.

5th step: Do your **market research**



Lenders and investors will want to know what **differentiates** your product from the competition. In your market analysis, explain *who your competitors are*.

Address what they do well and point out what you can do better.

If you serve a different or underserved market, explain that.

4th step: Describe your **products and services**



Is there a market?

What is the size of the market? Is it increasing, stable or decreasing?

How is the industry as a whole?

What are the trends?

4th step: Describe your **products and services**



Which market part are you targeting??

Which part of clients will you target?

What are the characteristics of this part?

Is the demand for your products and services increasing or decreasing?

6th step: Outline your **marketing** and sales plan



A sales and marketing plan is a document that describes *strategies for promoting your product or service to a specific group of potential buyers*. It also describes the pricing and distribution structures that will yield the highest expected return.

We will talk further about marketing plan at next session!

4th step: Describe your **products and services**



What is your differentiating factor?

Can you differentiate yourself from the competition in a way that customers will find meaningful?

If so, is it done in a cost-effective way?

4th step: Describe your **products and services**



Competitive advantage

According to Michael Porter there are 2 main types of competitive advantage.

Cost leadership

Diversification

Find precious data:

Market Finder

Think with **Google**



Εντοπίστε επιχειρηματικές ευκαιρίες σε ολόκληρο τον κόσμο - Market Finder από την Google

Το Market Finder της Google θα σας βοηθήσει να εντοπίσετε νέες επιχειρηματικές ευκαιρίες διεθνώς, χρησιμοποιώντας insight αγοράς, ενώ ταυτόχρονα θα σας βοηθήσει στην κατάρτιση ενός σχεδίου που θα σας οδηγήσει στην επιτυχία.

 thinkwithgoogle.com

7th step: Perform a **business financial analysis**



Financial performance is a complete evaluation of a company's overall standing in categories such as **assets, liabilities, equity, expenses, revenue, and overall profitability.**



7th step: Perform a **business financial analysis**

If it's an existing business, you **should prepare** an income statement, a balance sheet listing your assets and liabilities, and a cash flow statement showing how much money is flowing into the business and how much is flowing out.

You can also include ratios, such as:

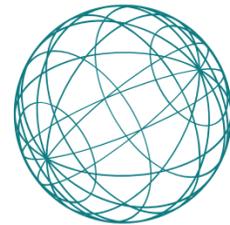
- **Net profit margin:** the percentage of revenue you keep as net profit.
- **Short-term ratio:** measure of your liquidity and ability to repay debt.
- **Receivables turnover rate:** Measure of the frequency with which you collect receivables per year.

Team Management

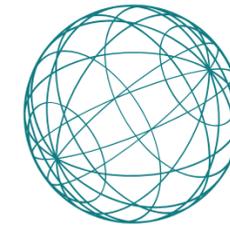
elements of the best team!



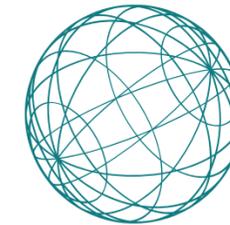
Common vision



Complementary
skills strengths



Not discouraged
by difficulties



Has relevant
experience and has
probably worked
with them before

Basic Organizational Chart



Visual ***relationships*** that exist within an organizational structure showing relationships and lines of authority and accountability

Case Study: **Online Business**

Business Development Manager

Responsible for the creation and development of the eshop.

E-commerce Manager

Responsible for the creation of strategy, implementation and management of the website, social media, advertising and customer service

Marketing Manager

Responsible for creating the advertising plan, finding new customers and pricing strategy.

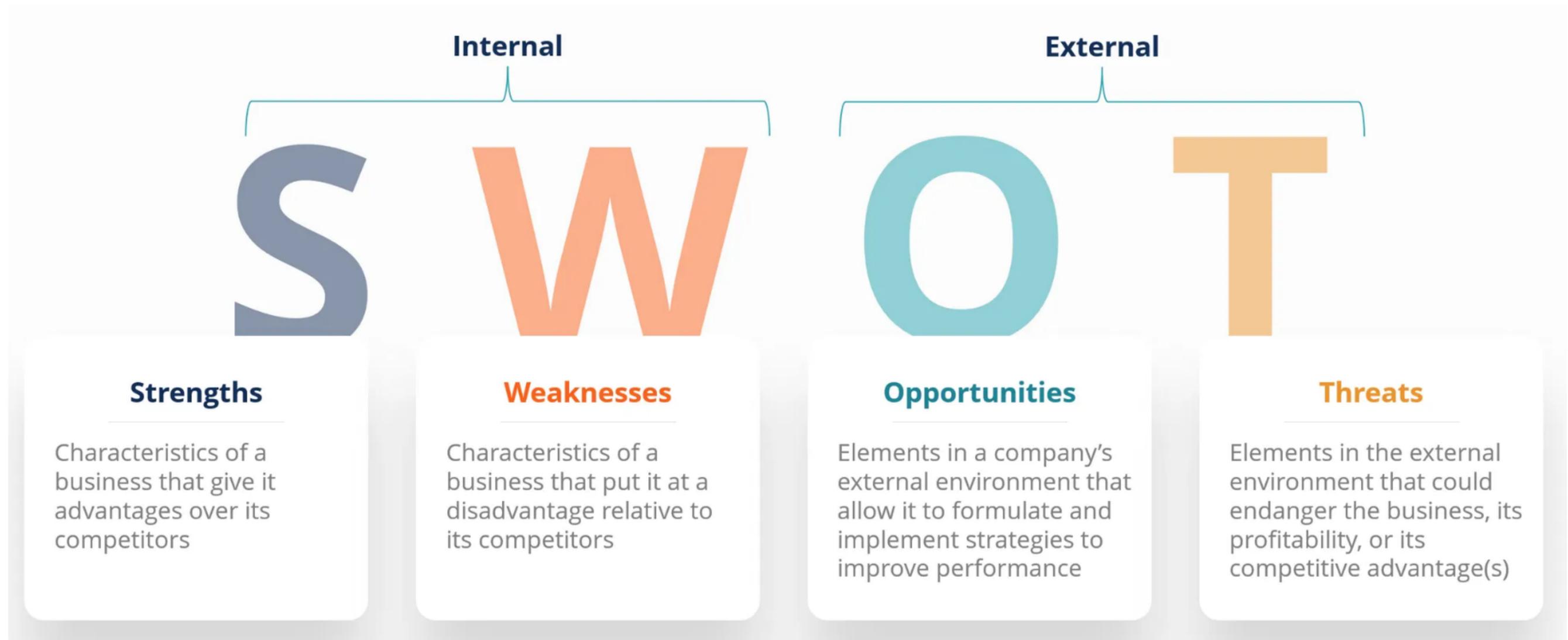
Logistics Manager

Responsible to procure products, transport, shipments. It takes care of quality, stock and costs.

Activity for the next days: We will learn through the role-playing

Opportunities and risks

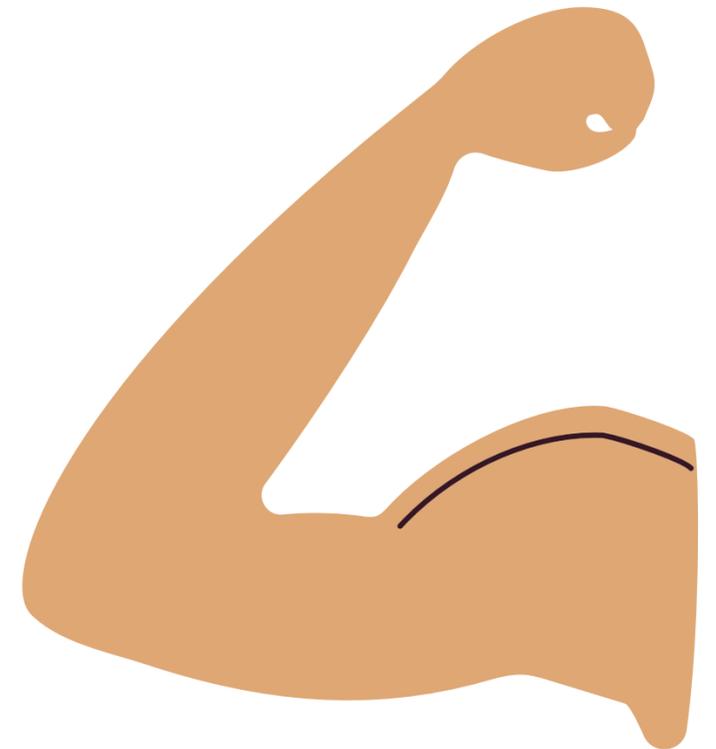
SWOT Analysis



Opportunities and risks

Strengths:

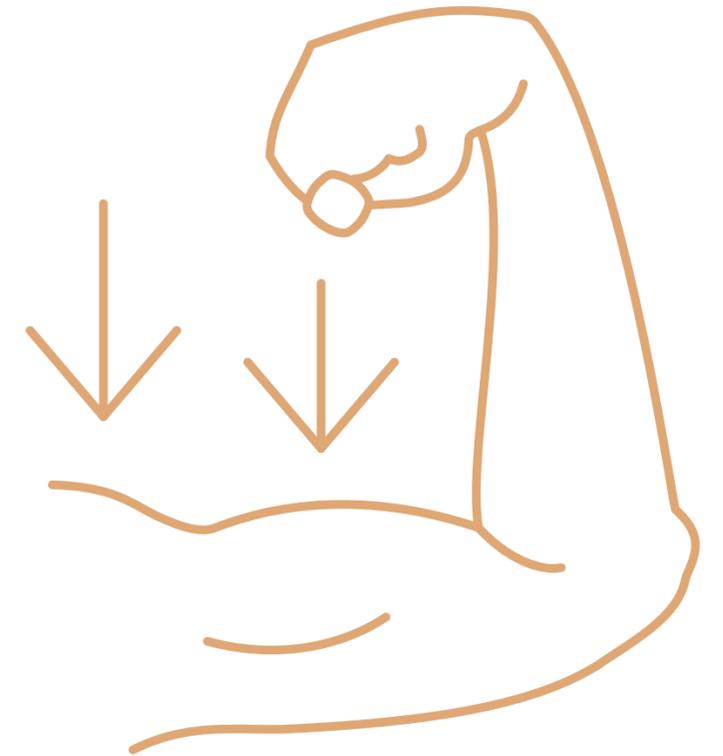
- In what are you better than the competition?
- What intellectual property do you own?
- What skills exist in the workforce?
- What interfaces and networks can you use?
- What is the financial situation of the company?
- What do you offer that no one else offers?



Opportunities and risks

Weaknesses:

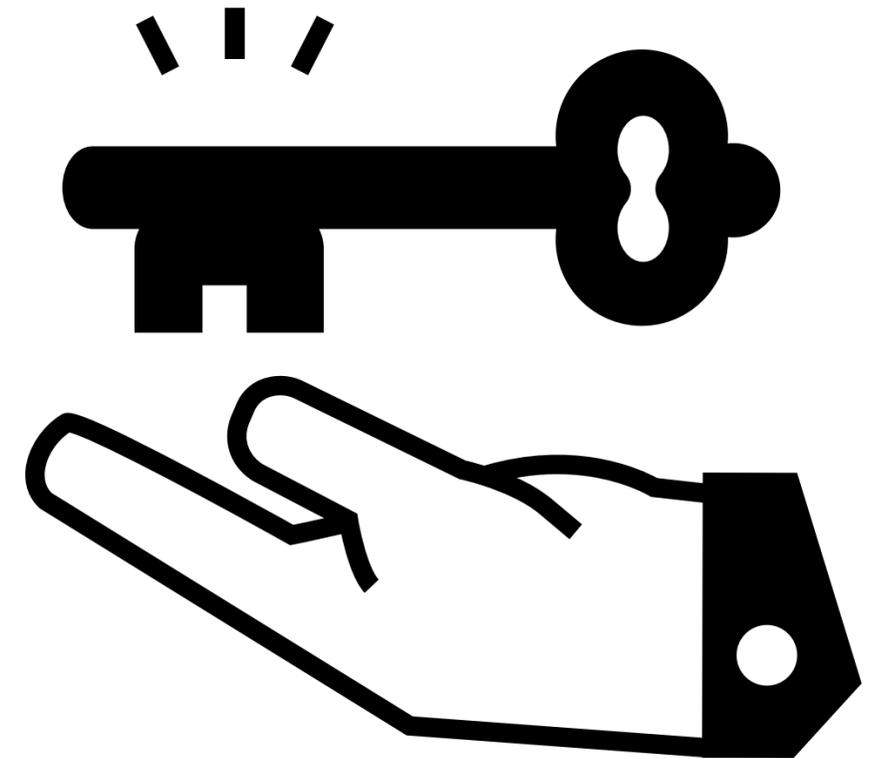
- Is there anything you're not doing well yet?
- What gaps exist in the workforce?
- Is there sufficient working capital?
- Are there any potential problems in the operation of the business that you need to address?



Opportunities and risks

Opportunities:

- What changes in the external environment can you take advantage of?
- Are there new technologies that will help you?
- Are there any gaps in the market that you can fill?
- Are there any subsidies from national and European development programmes?



Opportunities and risks

Threats:

- Is there an increase in competition?
- Is there a possibility of reducing consumption?
- Are there enough suppliers for your raw materials?
- What social or legislative changes could be a threat?
- What are the international political and economic circumstances?





link: [Best Advice to Small Business Owners - YouTube](#)

How to Write a Business Plan Step by Step in 2022 Share

WRITE BUSINESS PLAN

10 EASY STEPS

PROFESSIONAL BUSINESS PLAN



MUST WATCH BEFORE YOU WRITE

Watch on  YouTube

link: https://www.youtube.com/watch?v=n6ecdYd8T6o&ab_channel=YoungEntrepreneursForum

Lets's play!

Who might be potential investors?

Personal investment

love money

Bank loans

Angel Investor

Business nurseries

Government grants and subsidies

Cash Flow



Cash flow refers to the net amount of cash and cash equivalents transferred into and out of an entity. Incoming funds represent inflows, while outgoing funds represent outflows.

- ✓ The balance sheet
- ✓ The income statement
- ✓ Cash flow statement

Cash Flow



The **balance sheet**, which gives a one-time snapshot of a company's assets and liabilities

The **income statement**, which indicates the business's profitability during a certain period

The **cash flow statement**, which acts as a corporate checkbook that reconciles the other two statements. It records the company's cash transactions (the inflows and outflows) during the given period.

Performance Measurement

Performance measurement is defined as the process of quantifying the effectiveness and efficiency of the measurement of the process, system or undertaking activity.



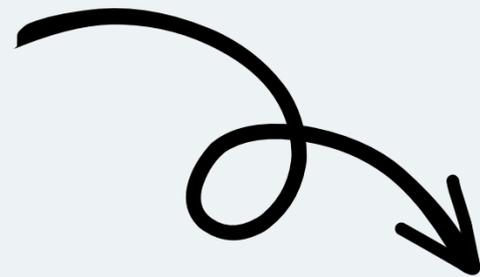
effectiveness

efficiency

Performance Measurement

Goals

achievement of the predetermined strategy in accordance with the qualitative and quantitative specifications, as well as the proper and correct management of resources under restriction.



information on the **effectiveness** with which the operational resources are converted into outputs and the quality of the outputs.

Performance Measurement

Performance measurement concerns the whole of the organisational systems:

- Private bodies, whether profit-making or not
- Public and wider public sector organisations
- Government
- "Third sector" bodies (such as cooperatives, foundations, etc.)

Performance Measurement

