

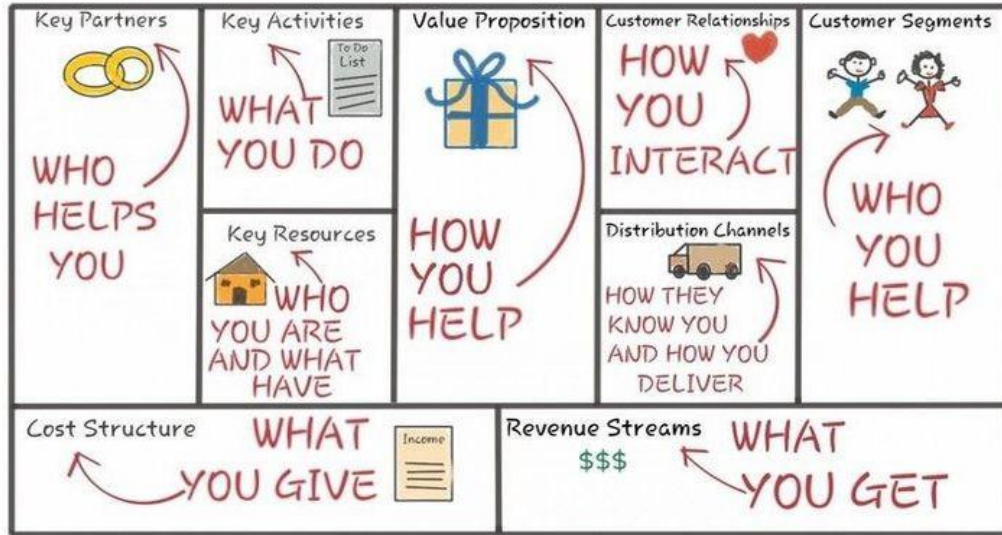


BUSINESS PLAN BASICS IN TEACHING

Presentation by Viktória Vajnai, Tudás Alapívány

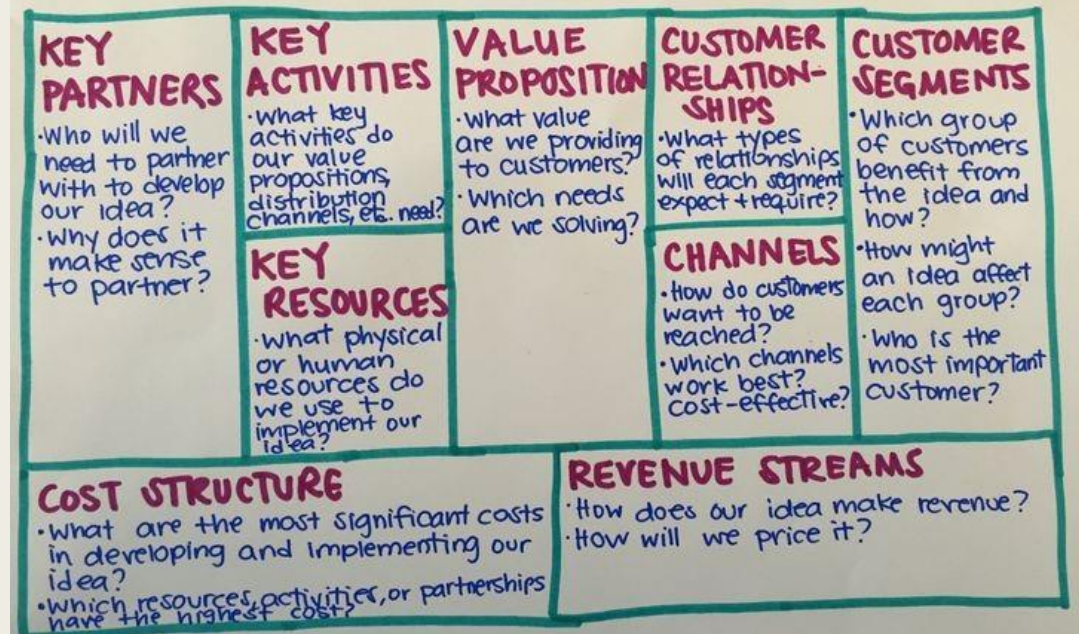


The BMC



1. Customer segments
2. Value proposition
3. Customer relationships
4. Channels
5. Revenue streams
6. Key resources
7. Key activities
8. Key partners and
9. Cost structure

THE BUSINESS MODEL CANVAS



Examples



Key Partners <ul style="list-style-type: none"> Record companies Right holders Independent musicians 	Key Activities <ul style="list-style-type: none"> Maintenance of PC software program / web / mobile app Management of music library Content acquisition Contract negotiations Marketing 	Value Proposition Subscribers/free users <ul style="list-style-type: none"> Access to a library of millions of songs for cost effective fee / free (with ads) Instant access to music through streaming service Advertisers <ul style="list-style-type: none"> Effective advertising platform i.e. marketers can utilise the emotive power of music Ability to reach active "free user" base of around 40 million 	Customer Relationships <ul style="list-style-type: none"> Website, WordPress, Facebook, Twitter Spotify's streaming platforms 3rd party APIs 	Customer Segments <ul style="list-style-type: none"> Advertisers Subscribers Free users
Key Resources <ul style="list-style-type: none"> Contracts with key partners Brand Content Employees 		Channels <ul style="list-style-type: none"> PC software program Web app Mobile app 		
Cost Structure <ul style="list-style-type: none"> Music royalties Salaries Operation costs related to service delivery 			Revenue Streams <ul style="list-style-type: none"> Subscription fees Advertising revenue 	

IDENTITY We offer high-quality biking gear for families and regular people, not just gearheads.					
PROBLEM WORTH SOLVING It's hard to buy a good bike in this town without being an "insider" cycling expert.	OUR SOLUTION Garrett's is a snob-free zone where regular people can get top-notch gear and expert advice.				
TARGET MARKET Young families College students Commuters	THE COMPETITION Other local bike shops Big-box retailers Online retailers				
SALES CHANNELS We sell bicycles and accessories directly to customers through our bike shop. We also sell via our online store.	MARKETING ACTIVITIES <ol style="list-style-type: none"> Partner with Travel Northwest Advertise in local publications Grand Opening w/deals, contests Host social media pages and website Attend outdoor enthusiast trade shows 				
REVENUE <ol style="list-style-type: none"> Bikes Accessories Clothing Service and repair 	EXPENSES <ol style="list-style-type: none"> Payroll Rent Utilities Insurance 				
MILESTONES <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Develop Q1 budget (Garrett, Dec. 15)</td> <td style="width: 50%;">Scout locations (Garrett, Jan. 12)</td> </tr> <tr> <td>Build website (Jill, Jan. 20)</td> <td>List potential advertising publications (Tom, Feb. 22)</td> </tr> </table>		Develop Q1 budget (Garrett, Dec. 15)	Scout locations (Garrett, Jan. 12)	Build website (Jill, Jan. 20)	List potential advertising publications (Tom, Feb. 22)
Develop Q1 budget (Garrett, Dec. 15)	Scout locations (Garrett, Jan. 12)				
Build website (Jill, Jan. 20)	List potential advertising publications (Tom, Feb. 22)				
TEAM AND KEY ROLES Garrett: Owner Jill Bloom: Shop Manager Tom McKey: Advisor Heather Gibson: Investor	PARTNERS AND RESOURCES Johnson & Cohen: Accountants The Great Outdoors Travel Northwest Cycle Parts R Us				

Play4Guidance

- <http://play4guidance.eu/>

Entrepreneurial competencies

<p>1. Analytical Thinking The ability to analyse problems systematically 1,2,3,5,6,7,8</p>	<p>2. Business Acumen The ability to discover opportunities and transform resources into performance 1,2,3,4,5,6,7,8,9</p>	<p>3. Client / Service Orientation The ability to meet the needs of both internal and external customers 1,2,3,4,8</p>	<p>4. Commitment to Learning The ability to actively pursue learning and develop competitiveness 1,2,3,4</p>	<p>5. Communication The ability to effectively receive and express information or feelings 1,2,3,4</p>
<p>6. Conceptual Thinking The ability to recognise patterns or trends in a problem 1,2,6</p>	<p>7. Order and Quality The ability to reduce uncertainty and to control quality 6,7,8,9</p>	<p>8. Developing Others The ability to help others make progress 6</p>	<p>9. Empathy The ability to understand and respond to the concerns of others 1,2,3,4,5,6,7,8,9</p>	<p>10. Expertise The ability to perform professional jobs 1,2,3,4,5,6,7,8,9</p>
<p>11. Flexibility The ability to effectively adapt to a variety of situations 1,3,4,6,7,8</p>	<p>12. Influence The ability to influence thoughts and actions of others 1,3,4,6,7,8</p>	<p>13. Information Seeking The ability to find and capture information to increase knowledge or find solutions 1,4,5,6,7</p>	<p>14. Initiative The ability to be a self-starter and to meet the challenge of higher level objectives 1,2,3,4,7,8</p>	<p>15. Innovation The ability to make something new and to improve performance 1,2,3,4,6,7,8</p>
<p>16. Organisational Awareness The ability to recognise the power relationships in organisations 6,7,8</p>	<p>17. Personal Motivation The will to succeed 1,2,3,4</p>	<p>18. Relationship Building The ability to build and maintain personal networks 4,6,7,8</p>	<p>19. Results Orientation The ability to set performance objectives, resulting targets and measures 2,3,5,7,8,9</p>	<p>20. Self Confidence The ability to express oneself in different / hostile situations 4</p>
<p>21. Self Control The ability to manage one's emotions under pressure or temptation 1,2,3,4,5,6,7,8,9</p>	<p>22. Team Leadership The ability to create a favourable environment and mobilise people to succeed 2,6,7</p>	<p>23. Basic Competencies Ability to apply basic knowledge needed for running a business 1,2,3,4,5,6,7,8,9</p>	<p>24. Decision Making Ability to make decisions 1,2,3,4,5,6,7,8,9</p>	<p>25. Personal Determination Ability and attitude to reach given objectives 1,2,3,4,6,7,8</p>

References

- https://www.researchgate.net/publication/323997300_Using_the_Business_Model_Canvas_BMC_strategy_tool_to_support_the_Play4Guidance_online_entrepreneurial_game
- <http://play4guidance.eu/>

Thank you for your attention!