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Как да стартираме училищна компания?

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tributed. 2. A spreading
treposer, to put in, to
from Latin *inter-* + *po-*
en·tre·pre·neur (än'tre-
operates, and assumes
an impresario. [Fren
to undertake. See on

Entrepreneur



What my friends think I do.



What my mom thinks I do.



What society thinks I do.



What Investors think I do.



What I think I do.



What I actually do.

Richard Branson,
Virgin (1989)



Jeff Bezos,
Amazon (1994)



Steve Job,
Apple (1976)



Howard Schultz,
Starbucks (1971)



Larry Page &
Sergey Brin,
Google (1998)



Anita Roddick,
The Body Shop (1976)



Mark Zuckerberg,
Facebook (2004)



Hasso Plattner,
SAP (1972)



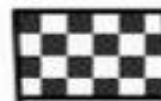
Ingvar Kamprad,
IKEA (1943)



Amancio Ortega,
ZARA (1974)

**SOME PEOPLE WANT
IT TO HAPPEN, SOME
WISH IT WOULD
HAPPEN, OTHERS
MAKE IT HAPPEN.**

YOUR "PLANS"



THE UNIVERSE'S PLANS FOR YOU



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Защо да бъда предприемач?



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6+6 Drivers for Entrepreneurship

Growth, Achievement



Humanity, Spirituality

- To follow a **passion**
- To pursue a **vision**
- To **create** and **innovate**
- To seize **opportunities**
- To find **excitement**
- To create **wealth**

- To pursue a **mission**
- To create new **value**
- To **help** people
- To **improve** the World
- To facilitate **growth**
- To spread **spiritually**



Thomas Alva Edison

We know him as

THE INVENTOR OF THE LIGHT BULB

In his early years

**TEACHERS TOLD HIM HE WAS "TOO STUPID TO
LEARN ANYTHING"**

Quotable quote

“

I have not failed. I've just
found 10,000 ways that won't
work.





Steve Jobs

We know him as

**GENIUS MARKETER, INVENTOR AND
CO-FOUNDER OF APPLE**

In his early years

WAS FIRED FROM HIS OWN COMPANY!

Quotable quote

“

Your time is limited, don't
waste it living someone else's
life.





Walt Disney

We know him as

**THE FOUNDER OF DISNEY AND THE CREATOR OF
MICKY MOUSE**

In his early years

**WAS FIRED BY A NEWSPAPER EDITOR BECAUSE
HE "LACKED IMAGINATION AND HAD NO GOOD
IDEAS"**

Quotable quote

“

If you can dream it, you can
do it.



Стъпка по стъпка



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Защо повечето компании се
провалят?

*...защото не могат да намерият
достатъчно плащащи клиенти!*



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1. ИДЕЯ



2. ПРОДУКТ



3. ЕКИП



4. РЕАЛИЗАЦИЯ

1. ИДЕЯ







Често хората мислят **основно върху идеята, която им е в главата** и чак, когато всичко е готово търсят аудитория, която да чуе идеята.

Хубаво е да подхождаме по друг начин, а **именно мислейки първо за публиката(клиентите).**

Важно е да държим фокуса върху **техните постоянни нужди, проблемите, които имат, работата, която вършат и влиянието на трендовете върху тяхното поведение.** Знаейки какво **търсят,** можем да изградим подходящо решение, **което да предложим.**



50 Cent

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES	FIXED PRICING	DYNAMIC PRICING
Asset sale	List Price	Negotiation (bargaining)
Usage fee	Product feature dependent	Yield Management
Subscription Fees	Customer segment dependent	Real-time-Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Brokerage fees		
Advertising		

2. ПРОДУКТ



Най-добрите продукти печелят.

Правете неща, които да са любими на
потребителите.

Кои са вашите клиенти?

От какво имат нужда?

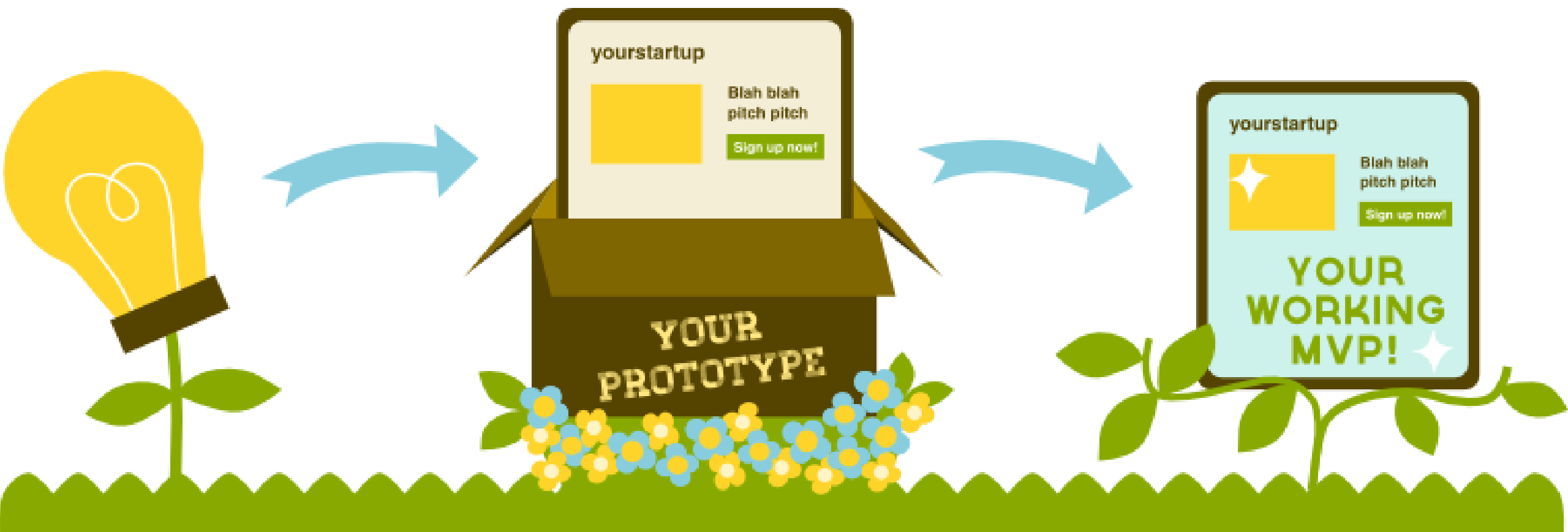
Имат ли някакви проблеми?



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Пригответи първи прототип на продукта и го тествай !



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3. ЕКИП



В началото мислете за ...



Business Development

Product Development



4. РЕАЛИЗАЦИЯ



**Ideas are
Useless.**



**Execution is
Everything.**

Кои са вашите клиенти?

Какви са техните нужди?

Имат ли някакви проблеми?

С какви ресурси разполагате?

С какво училището може да помогне?

Генерирайте идеи използвайки:

- ❖ *Възможностите, които имате*
- ❖ *Нуждите във вашето училище/град/държава*
- ❖ *Проблемите, които искате да решите*



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