



# *How to start a **school** company?*

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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)



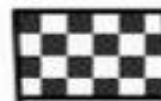
Ingvar Kamprad,  
IKEA (1943)



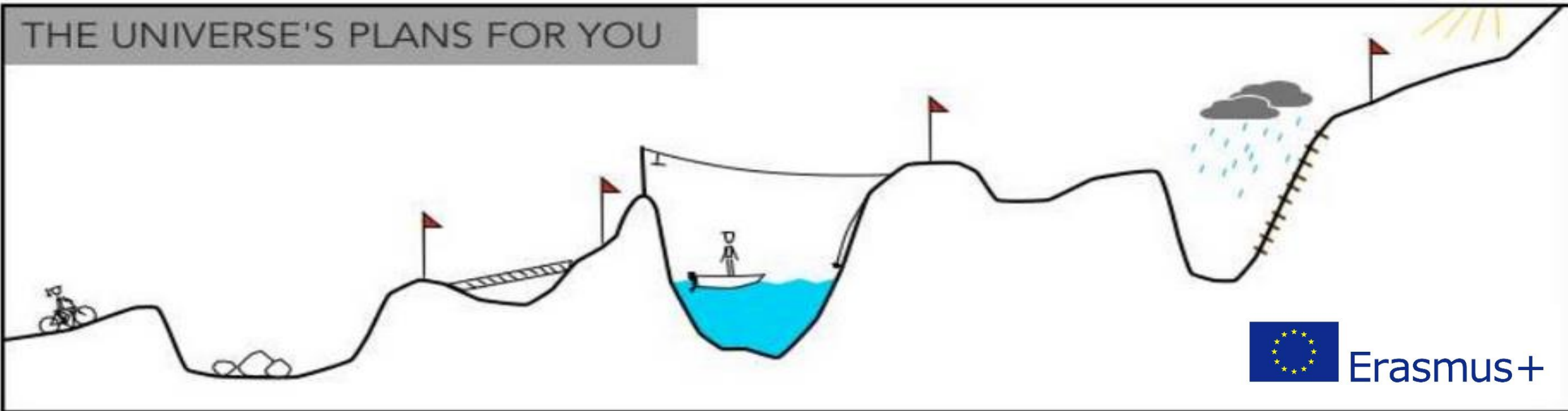
Amancio Ortega,  
ZARA (1974)

**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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*Why to be an entrepreneur?*



Erasmus+

# 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.



# *Step by Step*

# Why most companies fail?

*...because they haven't got enough paying customers.*





1. Idea



2. Product



3. Team



4. Execution

# 1. IDEA







Most people think first of what they want to express or make, then find the audience for their idea.

You must work the opposite angle, thinking first of the public.

You need to keep your focus on their changing needs, the trends that are washing through them. Beginning with their demand, you create the appropriate supply.



**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. PRODUCT



# Great products win.

Make something users love.



*Who are your customers?*

*What are their needs?*

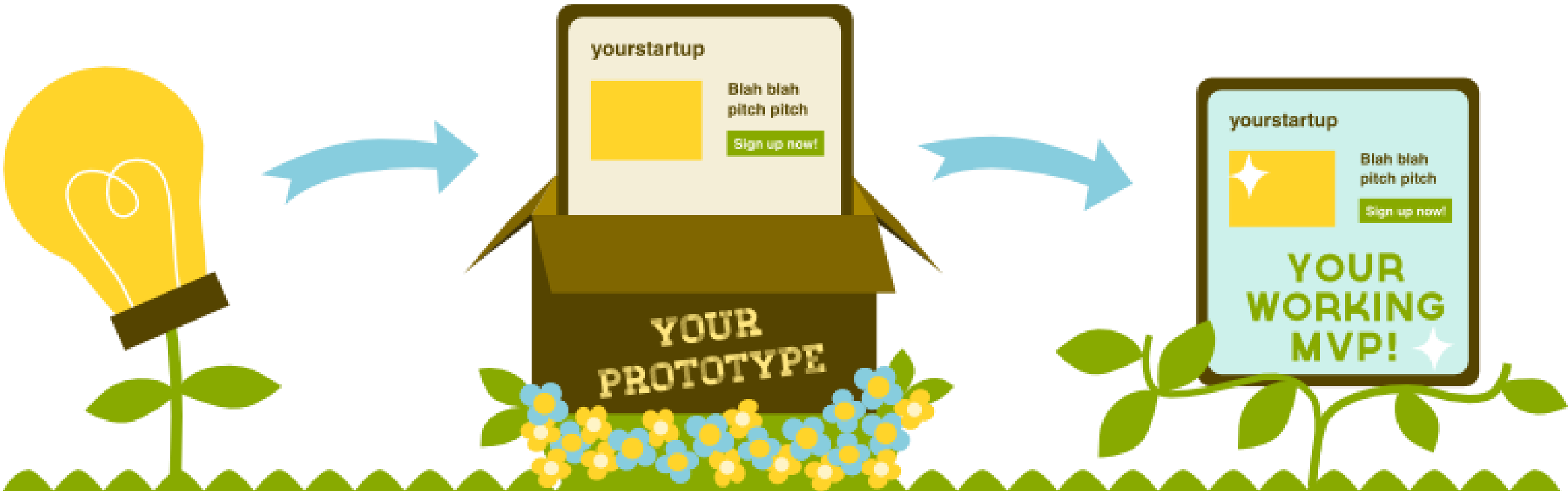
*Do they have any problems?*



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# *Make your first product ready for test !*



© cartwheel web 2012

# 3. TEAM



# In the beginning ...



## Business Development

## Product Development



# 4. EXECUTION



**Ideas are  
Useless.**



**Execution is  
Everything.**

*Who are your customers?*

*What are their needs?*

*Do they have any problems?*

*What resources you have available?*

*Define your school opportunities?*



# *Generate new Ideas using:*

- ❖ *the opportunities that you have*
- ❖ *the needs that your city / school / customers have*
- ❖ *the problems that you want to solve*



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*Good Luck !*

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