

Business Modeling: Γρήγορα και απλά εργαλεία

15^ο Συνέδριο Infocom
Change Makers: Startup & Innovation. Η άλλη Ελλάδα

30/10/2013

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Καλώς Ορίσατε!

Τι θα δούμε σε 30 λεπτά;

- Λίγα πράγματα για το business plan.
- Λίγο περισσότερα πράγματα για business modeling.
- Πολλή τροφή για σκέψη...

Εργαλεία Business Planning

- [Liveplan.com](https://liveplan.com)
- [Plancruncher.com](https://plancruncher.com)
- [Planhq.com](https://planhq.com)
- [Bizplan.com](https://bizplan.com)
- [Enloop.com](https://enloop.com)

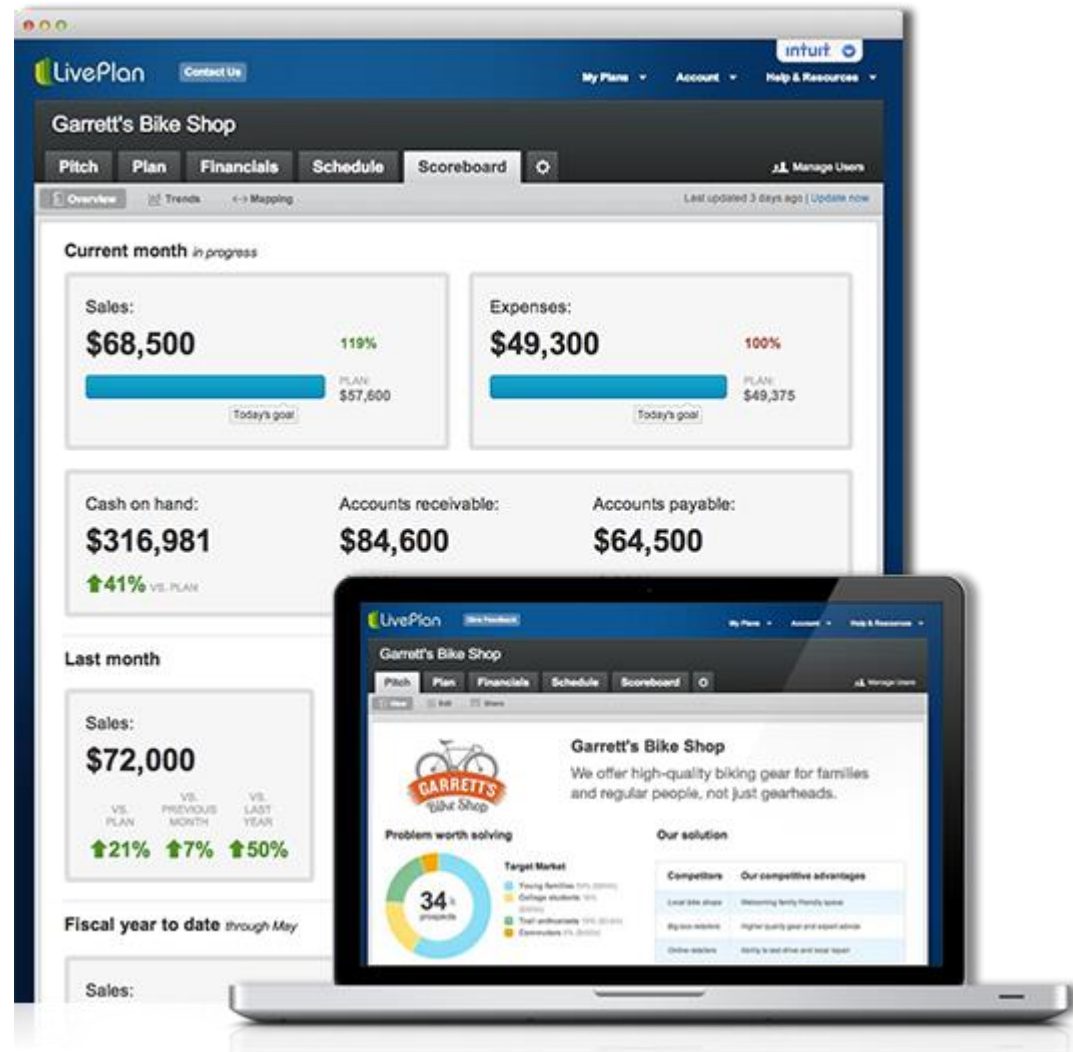
Γιατί Business Plan;



Liveplan.com

- Εύκολα financials
- Εργαλείο pitching
- Πρόσβαση
- Ομάδα

- \$20/μήνα



Plancruncher.com

- Εικόνες
- 1 σελίδα
- Μπούσουλας!
- Online/Offline

- Δωρεάν



PC Sliced Bread 2.0 Lunatic Ventures contact-us@lunatic-ventures.com

Idea



It is a high-risk idea. We have a new idea.
This is going to be the best thing since sliced bread.
Better, even, than Web 2.0. Sure, everyone says that,
but this time it's really true.

Team



We have a business network. We are not going to build
it. We have an entrepreneur.
We have years of experience in the Dutch
'broodvervaardigers' industry; our relentless CEO will
leverage our existing network of contacts.

Product



We have a working demo. We own the IP.
We have samples of our new product. It's crunchy. We
also own the rights to our revolutionary new recipe,
which is fully patent-free.

Revenue



We will monetize later. We have a revenue forecast.
We will start by getting users.
In the first phase we will create our market with a
freemium breakfast model, followed by direct retail
sales and recipe licensing deals.

Funding



We need 24 months. We are bootstrapping. We need
seed funding.
We need initial funding to develop our prototype into
the product. Our projections show that we will be
cash-flow positive in two years.

Partnership



We offer 30 per cent. We offer a stakes deal.
We are looking for a business partner who will take a
significant stake, fully sign-up to our product vision, and
help develop our strategy.

Additional information

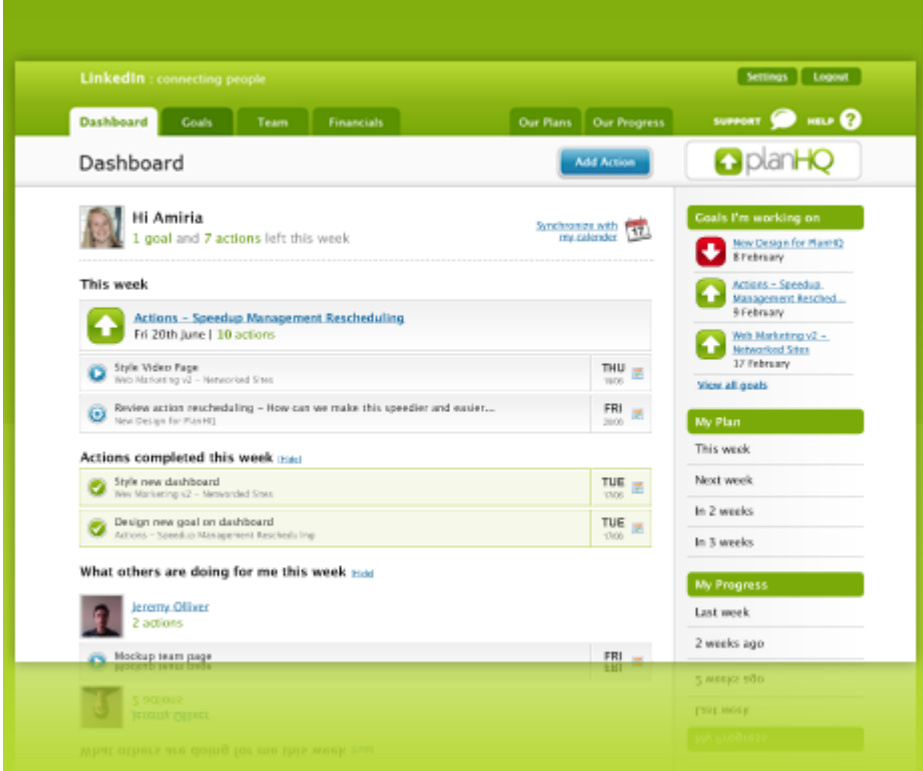
We are fully committed to creating a world where there
are better things than sliced bread.

Sliced Bread (Wikipedia) https://wikipedia.org/wiki/Sliced_Bread

- 1 Idea
- 2 Team
- 3 Product
- 4 Revenue
- 5 Funding
- 6 Partnership
- Generate plan

Planhq.com

- Από το πλάνο στους στόχους
- Ομάδα
- Παραγωγικότητα
- \$20/μήνα



The screenshot displays the PlanHQ dashboard for a user named Hi Amiria. The interface is clean and organized, with a green header bar. The main content area is divided into several sections:

- Dashboard:** Shows the user's profile, a navigation menu (Dashboard, Goals, Team, Financials, Our Plans, Our Progress), and utility links (Settings, Logout, Support, Help).
- Hi Amiria:** A profile card showing "1 goal and 7 actions left this week" and a "Synchronize with my calendar" button.
- This week:** A list of actions for the current week, including "Style Video Page" (THU 18:00) and "Review action rescheduling" (FRI 20:00).
- Actions completed this week:** A list of completed actions, such as "Style new dashboard" (TUE 17:00) and "Design new goal on dashboard" (TUE 17:00).
- What others are doing for me this week:** A section for collaborative actions, showing "Mockup team page" (FRI 18:00).
- Goals I'm working on:** A sidebar section listing active goals like "New Design for PlanHQ" and "Web Marketing v2 - Networked Sites".
- My Plan:** A sidebar section showing a weekly plan view with tabs for "This week", "Next week", "In 2 weeks", and "In 3 weeks".
- My Progress:** A sidebar section showing a progress view with tabs for "Last week", "2 weeks ago", "3 weeks ago", and "Last week".

Bizplan.com

- Παραδοσιακό
- Ομάδα
- Σύνδεση με επενδυτές
- \$80/lifetime

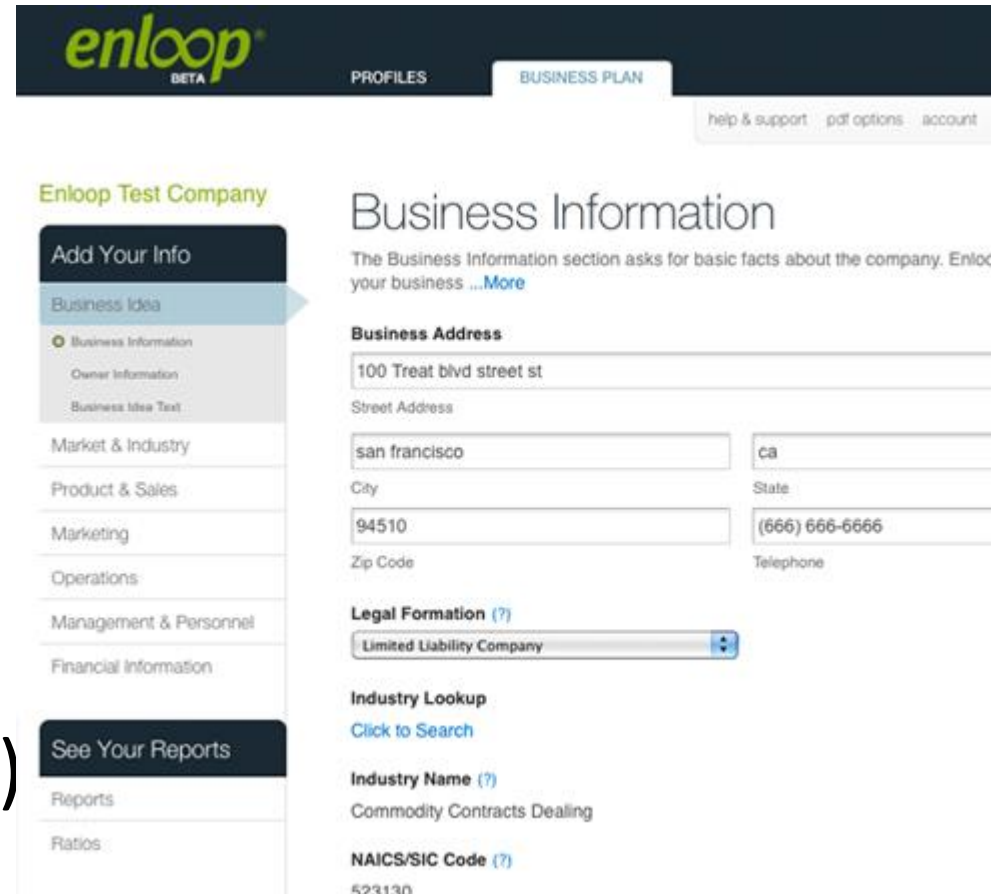


The screenshot displays the Bizplan.com web interface. At the top, there's a navigation bar with 'bizplan' logo and tabs for 'Dashboard', 'Editor', 'Team', 'Share', and 'View'. A user profile 'John Carter' is visible in the top right. The main content area is titled 'Step 1 Executive Summary' with 'Previous' and 'Next Step' buttons. A 'Table of Contents' sidebar on the left lists sections: 'Choose a Theme', '1 Executive Summary', '2 Market Analysis', '3 Products and Services', '4 Marketing Plan', '5 Sales Forecast & Forecast', '6 Management Summary', '7 Financial Charts', and '8 Financial Plan Summary'. The main editor area shows a business plan for 'Koffee Haus' by John Carter. It includes sections for 'The Problem.', 'The Solution.', and 'The Business Model.' with placeholder text and a 'Click to edit this section' button. A 'Click to add a sub-section' button is at the bottom.

* You will be able to Print /Make PDF or Share your plan through email

enloop.com

- AutoWrite
- Χρηματοοικονομικά
- Ομάδα
- Γραφήματα
- Benchmarking
- Freemium (\$11/μήνα)



The screenshot shows the enloop.com website interface. The top navigation bar includes the enloop logo, 'PROFILES', and 'BUSINESS PLAN'. A sidebar on the left lists various sections: 'Add Your Info', 'Business Idea', 'Business Information', 'Owner Information', 'Business Idea Text', 'Market & Industry', 'Product & Sales', 'Marketing', 'Operations', 'Management & Personnel', 'Financial Information', and 'See Your Reports'. The main content area is titled 'Business Information' and contains a form for entering business details. The form includes fields for 'Business Address' (100 Treat blvd street st), 'Street Address', 'City' (san francisco), 'State' (ca), 'Zip Code' (94510), and 'Telephone' ((666) 666-6666). Below the form, there are sections for 'Legal Formation' (Limited Liability Company), 'Industry Lookup' (Click to Search), 'Industry Name' (Commodity Contracts Dealing), and 'NAICS/SIC Code' (523130).

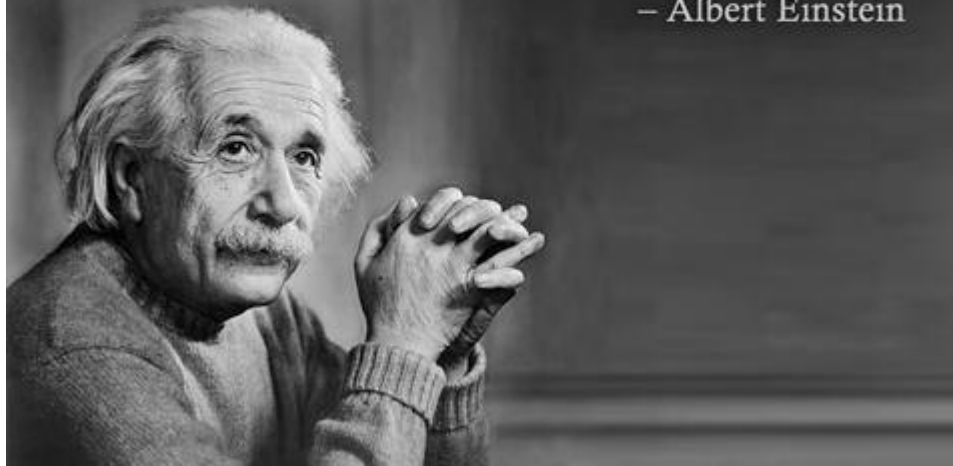
Εργαλεία Business Modeling

- Business Model Canvas
 - Strategyzer.com
 - Business Model Toolbox (iPad)
 - Canvanizer.com
 - Leanstack.com
- Boardofinnovation.com
 - 10 building blocks

Γιατί Business Model;


If you can't explain it **simply**, you
don't understand it well enough.

– Albert Einstein



Strategyzer.com

- Ομάδα
- Αξιολόγηση
- Testing
- \$15/μήνα

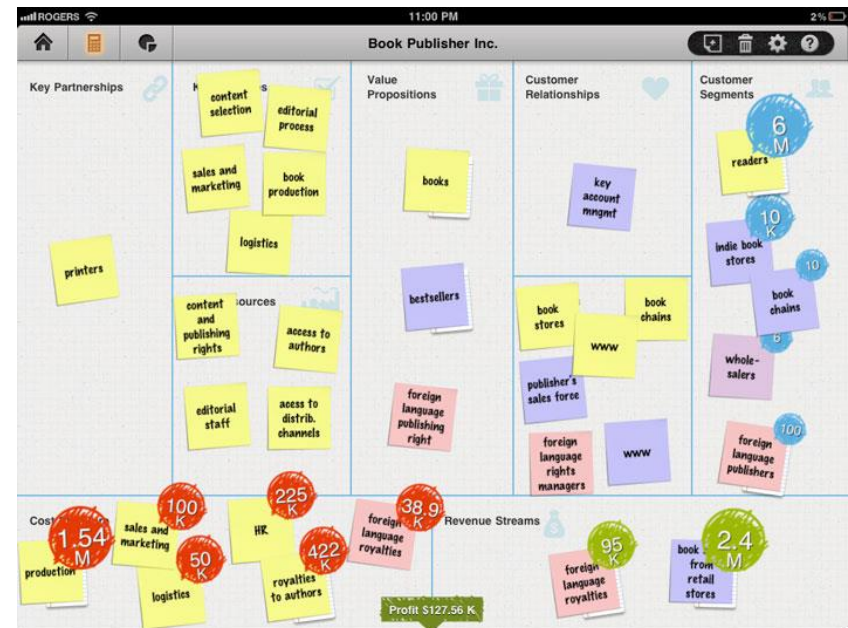


The image displays a screenshot of the Strategyzer.com interface, overlaid with a large 'FAIL' and 'PASS' indicator. The main window shows a business model canvas for 'Acme T-Shirt Subscription'. The canvas includes sections for 'Design', 'Estimate', 'Test', 'View', 'Business Model', and 'Value Proposition'. A large red 'X' and the word 'FAIL' are overlaid on the top part of the canvas. A large green checkmark and the word 'PASS' are overlaid on the bottom part of the canvas. A pop-up window titled 'Revenue Stream Estimate: T-shirt club' shows a total revenue of \$1,050,000. The pop-up includes a table of revenue sources and a 'SAVE' button.

	Market Size	Market Share	Average Purchases	Average Price	Time Period	Subtotal
Fashion Conscience Parents	# 50,000	% 5	# 1	\$ 35	Month	\$1M
Grandparents	25K Customers	25K purchases	475K Dollars			\$7.5K Dollars
Fashionistas						

Business Model Toolbox

- Α.Ο. εργαλείο για iPad
 - Σχεδιασμός/Σημειώσεις/Υπολογισμός
 - Οικονομικά εργαλεία
-
- \$30

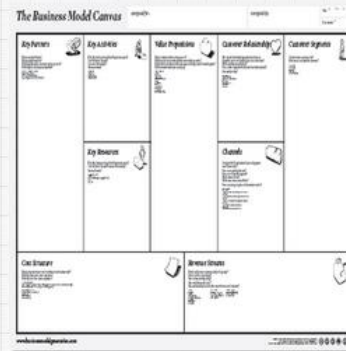


Canvanizer.com

- Εύκολη ανάπτυξη/Templates
- Ομάδα
- Lean Canvas
- Απλό
- Δωρεάν

Choose your canvas:

Business Model Canvas



Lean Canvas



Lean Change Canvas



Feedback Canvas



SWOT analysis

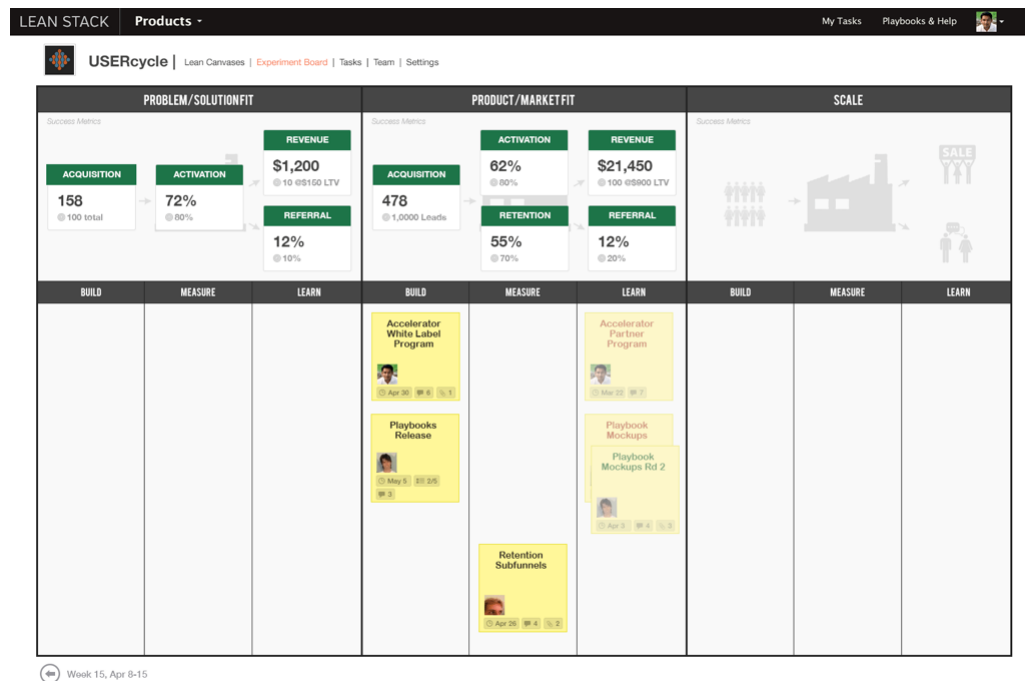


Open Innovation Canvas



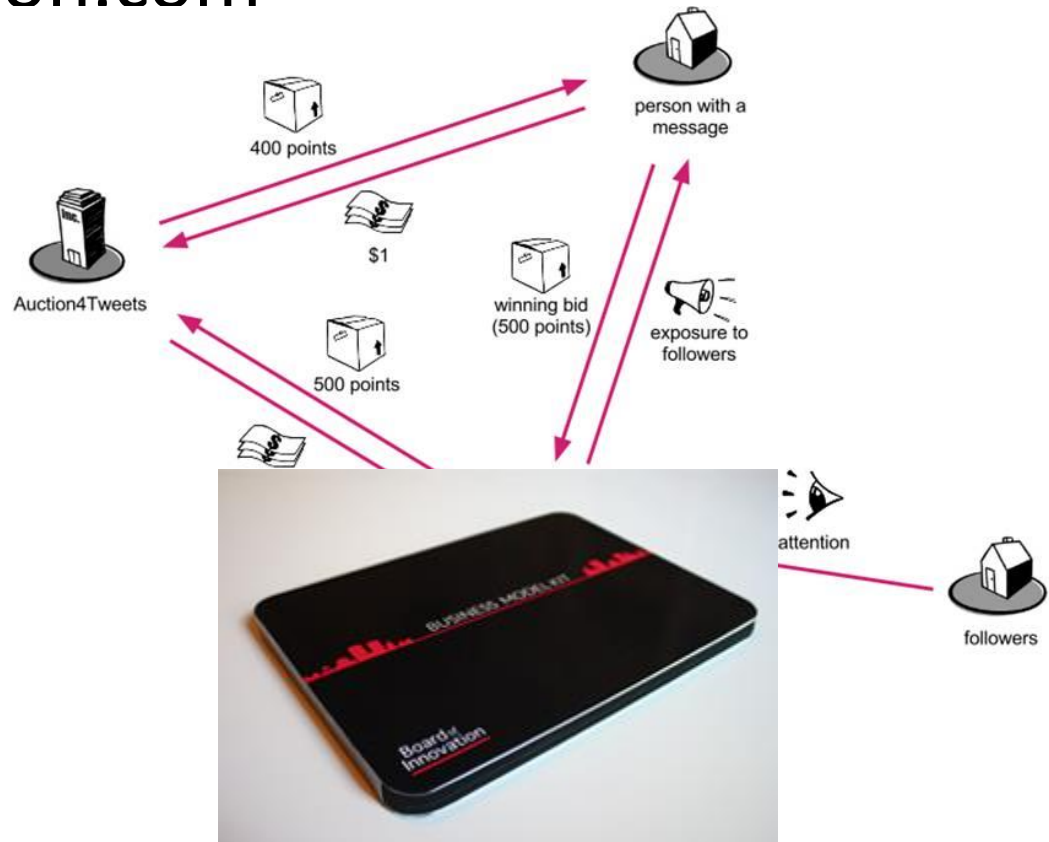
Leanstack.com

- Γρήγορο
- Περιεκτικό
- Lean Startup
- Ομάδα
- Freemium
(\$19/μήνα)



10 Building Blocks

- Boardofinnovation.com
- Print out/
Παραγγελία
- Εργαλείο
Brainstorming
- Δωρεάν/\$95 kit



Καλή επιτυχία!



Ευχαριστώ πολύ!

Ερωτήσεις;