



REthinking
EDUcation COmpetencies.
Expertise, best practices
and teaching in Digital Era



Erasmus+

Mentorship Sessions Programme

Develop your business idea!

Session 3 - Development of the Business Model Canvas THE BUSINESS

The contents of this publication do not necessarily reflect the position or opinion of the European Commission

RE-EDUCO | 2020-KA201-0354A5AF | Co-funded by the Erasmus+ Programme of the European Union

1st mentorship session | ONLINE | 2 h

- Explanation of RE-EDUCO training process
- BMC introduction
- Explanation and determination of sectors
- Brainstorming
- Exposition of the brainstorming results

2nd mentorship session a/ development of the Business Model Canvas | The value proposition | ONLINE | 2 h

- Problems
- Solutions
- Unique value proposition

3rd mentorship session a/ development of the Business Model Canvas | The Business | ONLINE | 2 h

- Key Resources & Key Activities
- Key Partnerships
- Cost structure

4th mentorship session a/ development of the Business Model Canvas | The Business | ONLINE | 2 h

- Customer Segments
- Customer relationships
- Channels
- Revenue streams



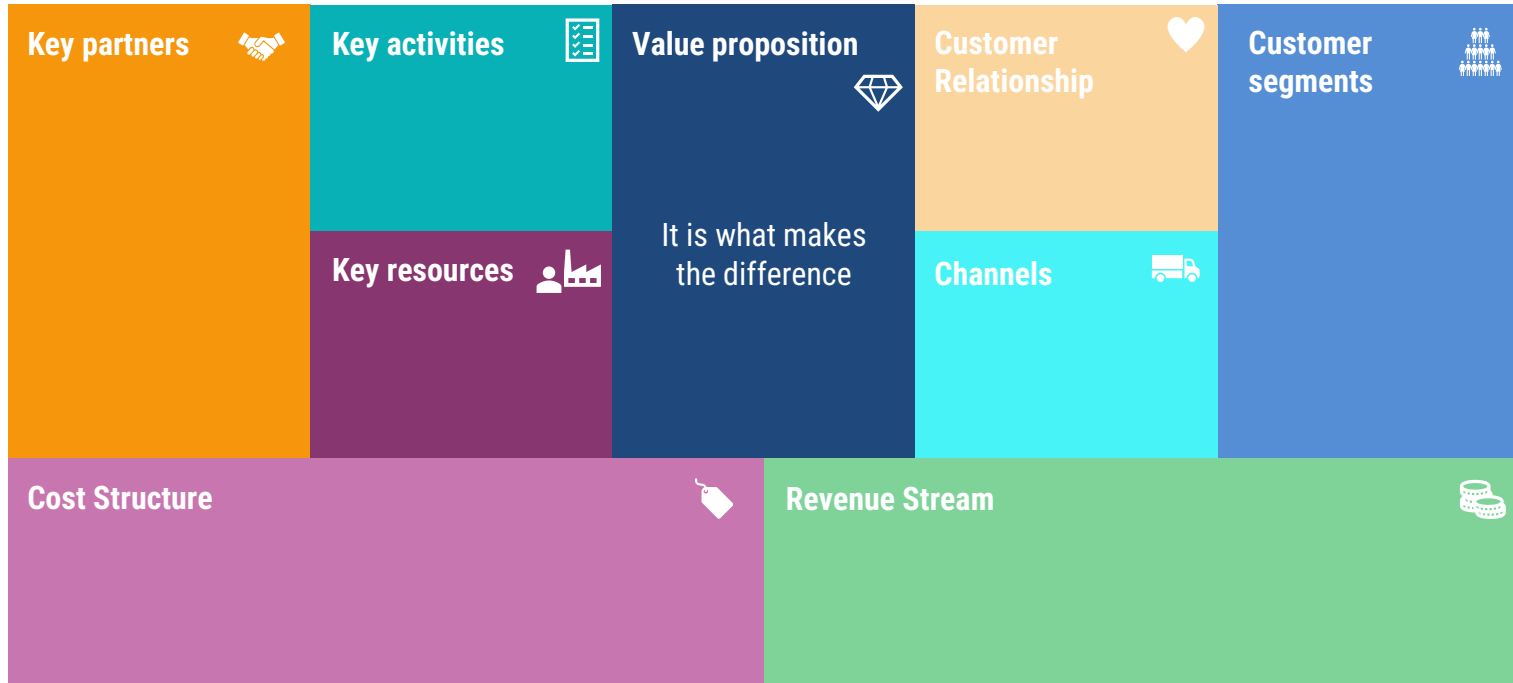
Contents of the session



1. Brief recap
2. Introduction
3. **Key Activities & Key resources:** what are you going to do & what / who are you going to need
4. **Key partnerships:** who's going to help you?
5. **Cost structure:** the internal finance



1. Brief Recap - What have we learned?



2. Introduction: What are we going to see today?

Internal (business)



3. Key Activities & Key Resources

What are the most important actions to perform your business successfully?
What tools do you need to conquer your idea?

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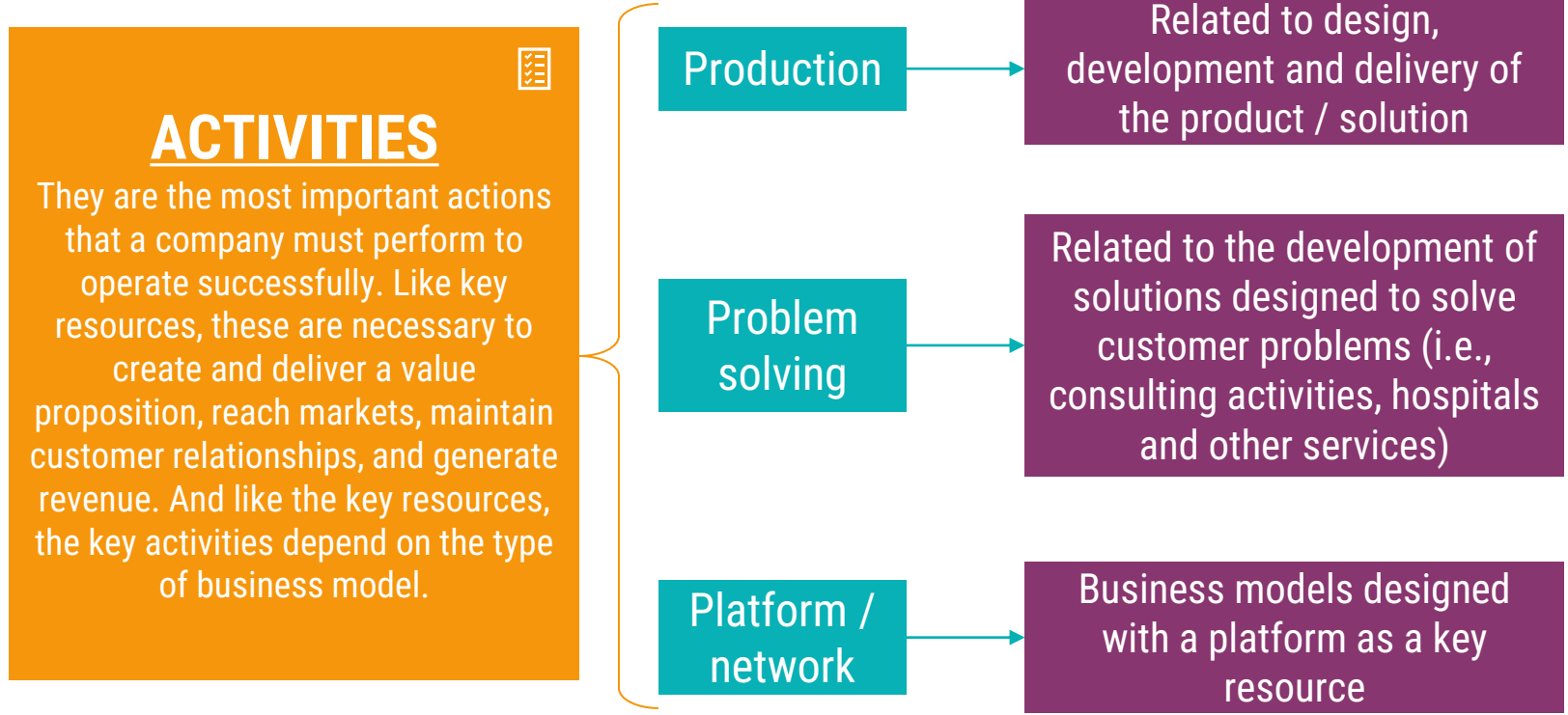


4 Categories of Key Resources:

Physical: buildings, vehicles, machines, raw goods; **Intellectual:** Brand, patents, partnerships; **Human:** Creativity, experience; **Financial:** Cash, credit



3. Key Activities & Key Resources



3. Key Activities & Key Resources

R&D

- New products research
- Development of new products
- Update of existing products
- Quality controls
- Innovation

Production

- Product selection and design
- Production process
- Production capacity definition
- Production planning
- Production control
- Quality and costs control
- Inventory control
- Machine maintenance and renewal

Marketing

- Strategy
- Market surveillance
- Product development
- Communication campaigns
- Sales support

Sales and customer services

- Problem and complaints management
- Sales assistance
- Office tasks
- Specific tasks of the different positions

3. Key Activities & Key Resources

Production	Problem solving	Platform
<p>Company that produces pantyhose</p>	<p>Automotive services company</p>	<p>Company with a platform that helps to the workload relieving</p>
<ul style="list-style-type: none"> • These pantyhose last longer and save consumers money they would otherwise spend on frequent replacements. • It provides resistance, so that the feet do not slip in the heels. • The product is machine washable. • Easy to store containers. 	<ul style="list-style-type: none"> • Cars maintenance to keep them healthy • Keep clothes clean and garages tidy • Save customers time and help them avoid the breaking down of their cars 	<ul style="list-style-type: none"> • Low-cost architecture modeling • Agile and available when customers need it • On the cloud • Environmentally friendly, especially if the client company is willing to forego travel • Efficient and effective • It involves minimal risk
<ul style="list-style-type: none"> • Manufacturing production • Manage the website, online orders and logistics • Create a brand strategy • Marketing and promotion • Product and packaging design 	<ul style="list-style-type: none"> • Change car oil • Perform other maintenance work • Promote their services to customers through upselling and other marketing activities 	<ul style="list-style-type: none"> • Cloud-based architecture modeling as a service • Cloud-based enterprise architecture software as a service • Frequent health checks for the architecture to ensure it remains robust with the changing environment

3. Key Activities & Key Resources

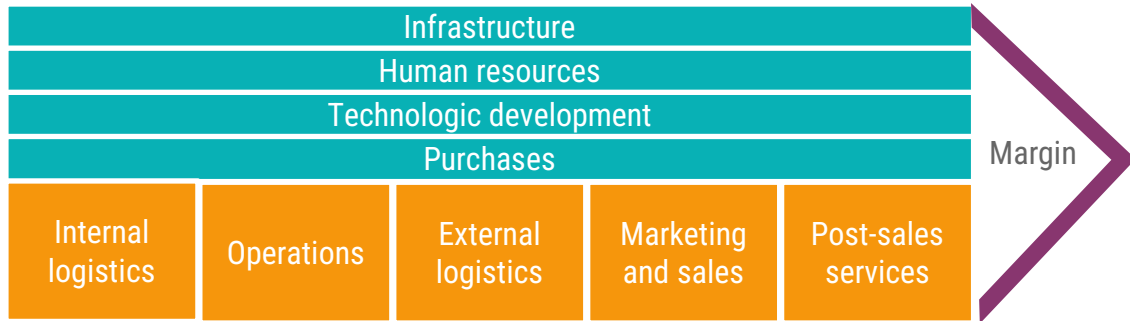
Tip: The value chain!

Basic activities

- Internal logistics: your supply
- Operations: transformation of raw materials
- External logistics: deliver the product to the customer
- Marketing & sales: visibility and communication
- Post-sales service: customer experience and improvements

Support activities

- Purchases: the acquisition of raw materials
- Technologic development: R&D, automation and other techniques
- Human Resources management: keep your talent inhouse
- Infrastructure: systems (i.e., computers), finance...

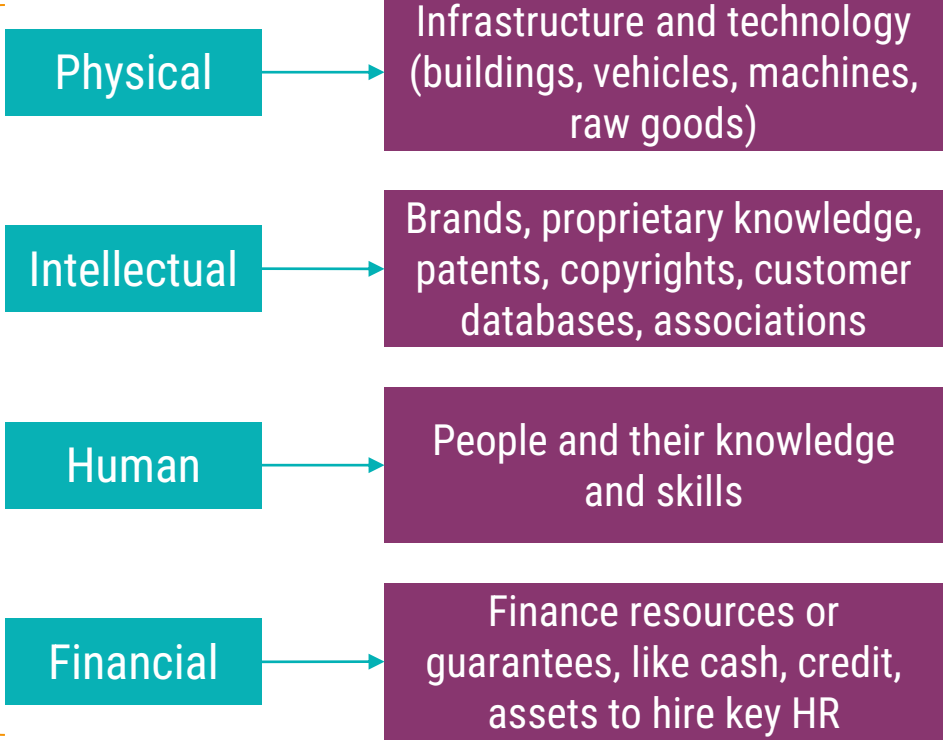


3. Key Activities & Key Resources



RESOURCES

They are the most important assets and their main role are making possible the proper behaviour of the business. Each solution requires different resources and with them the business can create and offer a value proposal, reach the market, set relationship with the target audience and generate revenues



3. Key Activities & Key Resources

Smartphones company

- Cellphones
- Apps
- Platforms for our users
- Marketing
- Sales channels
- User support service

Flower shop

- Florists
- Vehicles to deliver the flowers
- Physical store
- Webpage
- App



4. Key Partnerships: who's going to help you?

Who are our key partners? Who are our key providers?

Which activities do our partners develop? With whom should we create key partnerships?

- Insert the text here



Identify the key activities that you can not develop and ask yourself if it would be better to look for a provider or partner that develop this activity



4. Key Partners: who is going to help you?



PARTNERS

Describes the network of suppliers and partners that make a business model work. Companies often create alliances to optimize their business models, reduce risk or acquire resources

Strategic alliances between non-competing companies

Strategic alliances between competitors (coopetition)

Alliances between companies to develop new businesses

Buyer-supplier relationships to ensure availability of materials



5. Cost Structure: the internal finance

Will customers pay for your product or service?

How much will you charge? Will there be different pricing for different people or services?

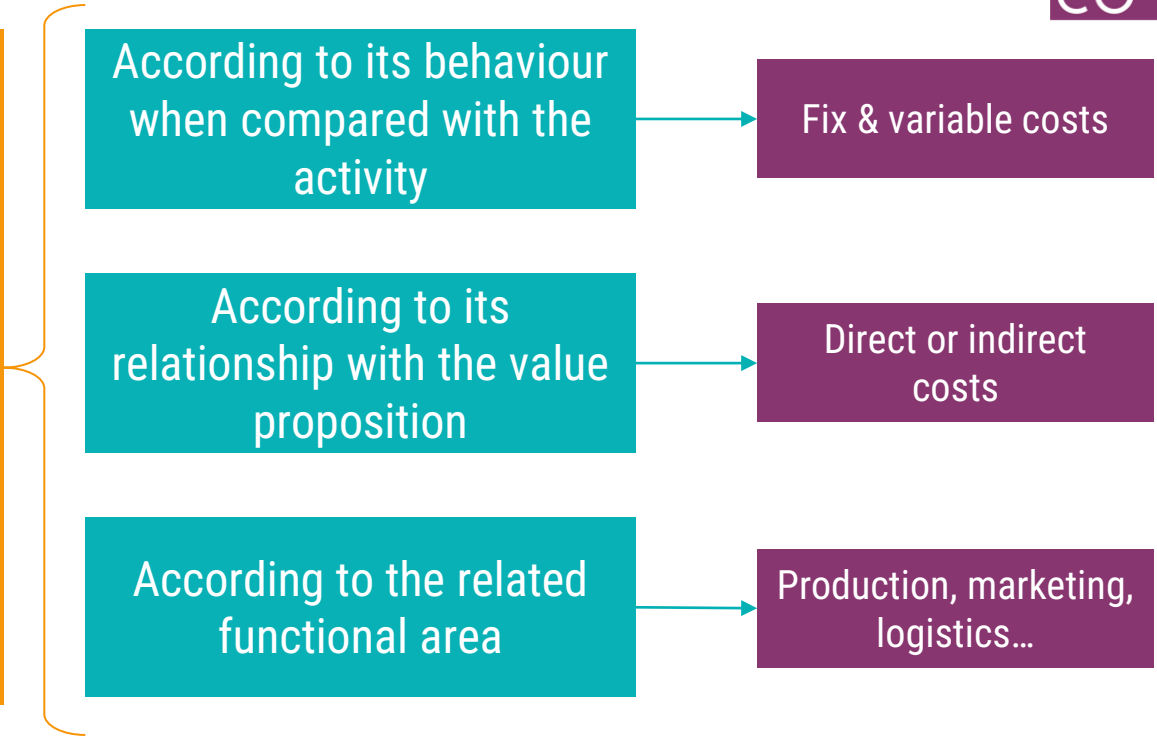
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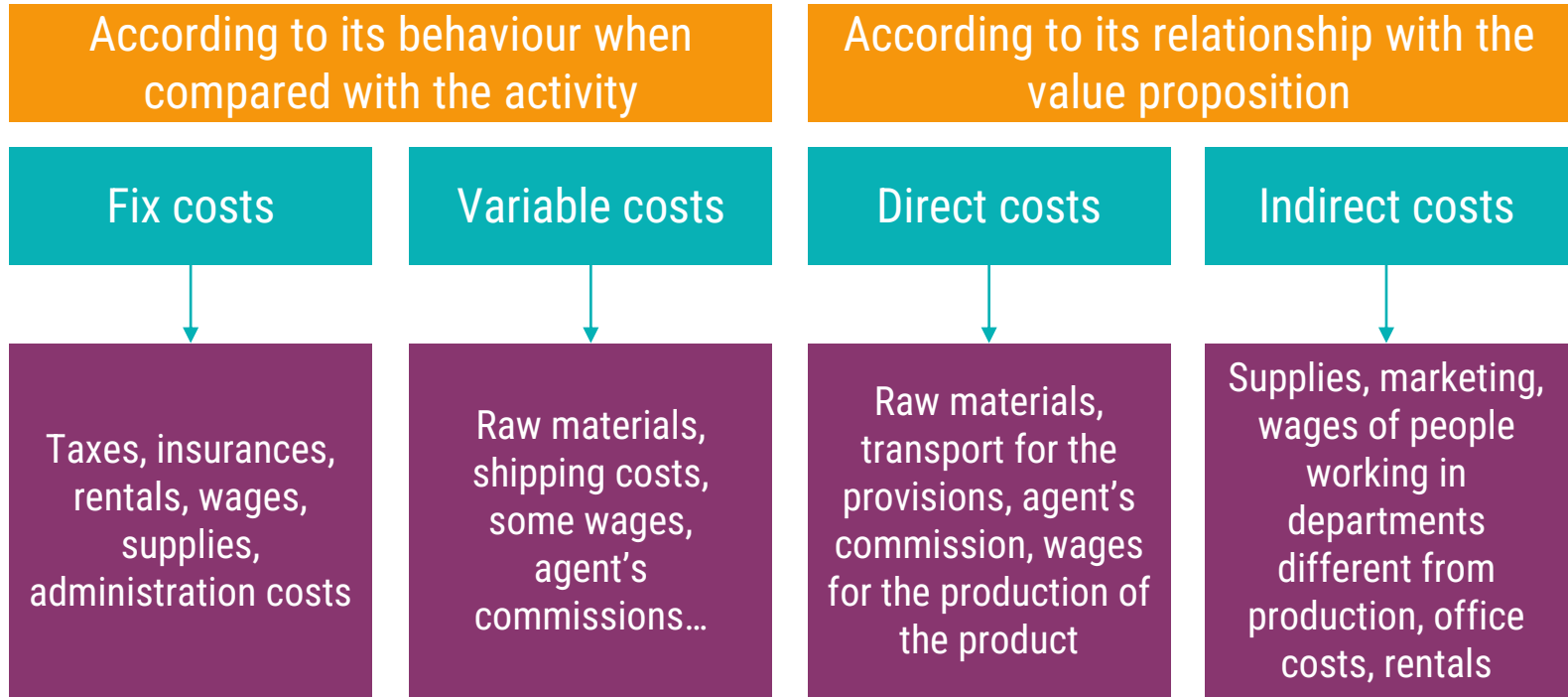
5. Cost structure: the internal finance

COSTS STRUCTURE

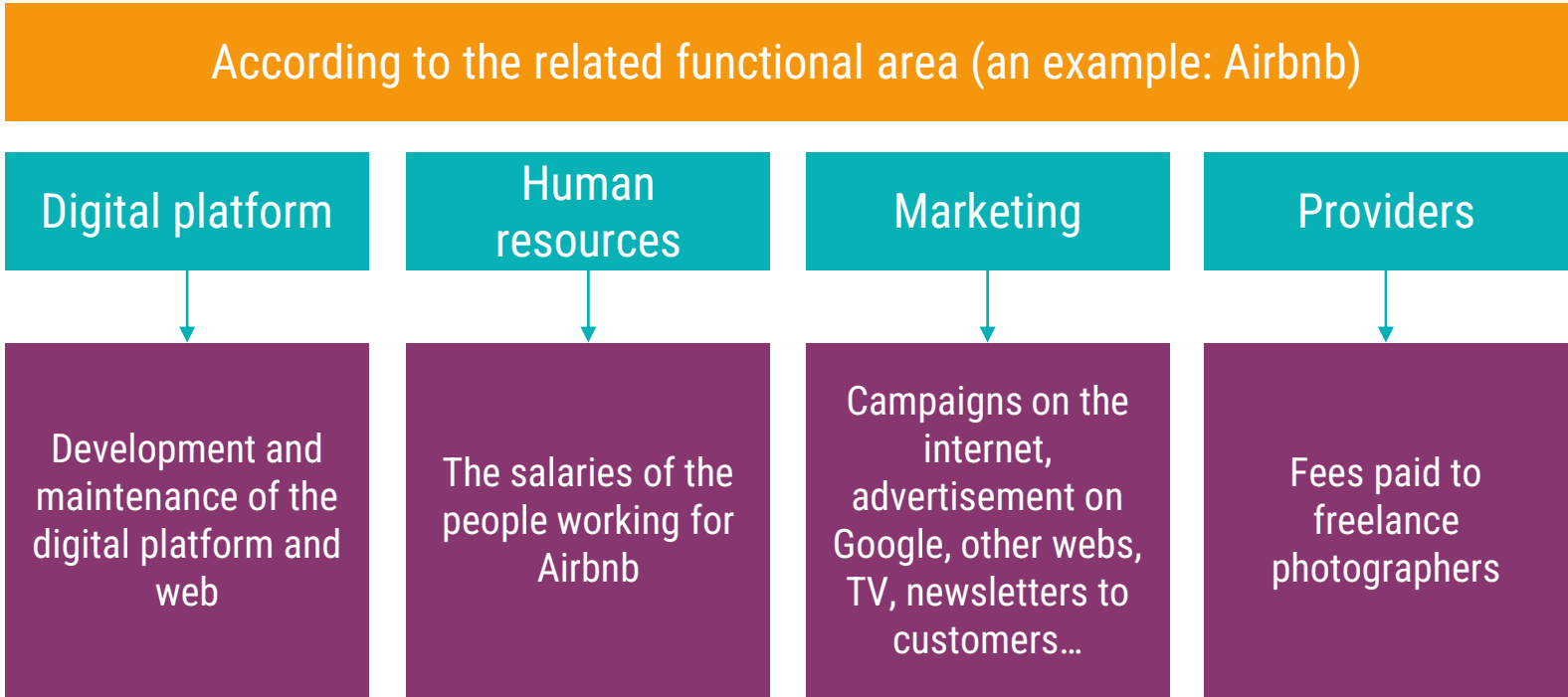
It describes all the costs incurred to operate a business model. The identification and ordering of costs, items and types (fixed, variable, semi-fixed, etc.) will be key for decisions related to the efficiency and scalability of the model.



5. Cost structure: the internal finance



5. Cost structure: the internal finance



4. Now it's your turn! - Group session

Now, you are going to work in groups

You should use the template of the Business Model Canvas and start filling the points explained in this session

Your teachers will be with you and the mentors will assist you too (virtually)!



LET'S START!!



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