

Management Of Networked IoT Wearables – Very Large Scale Demonstration of Cultural Societal Applications

Workshop

Establish a Business Foundation

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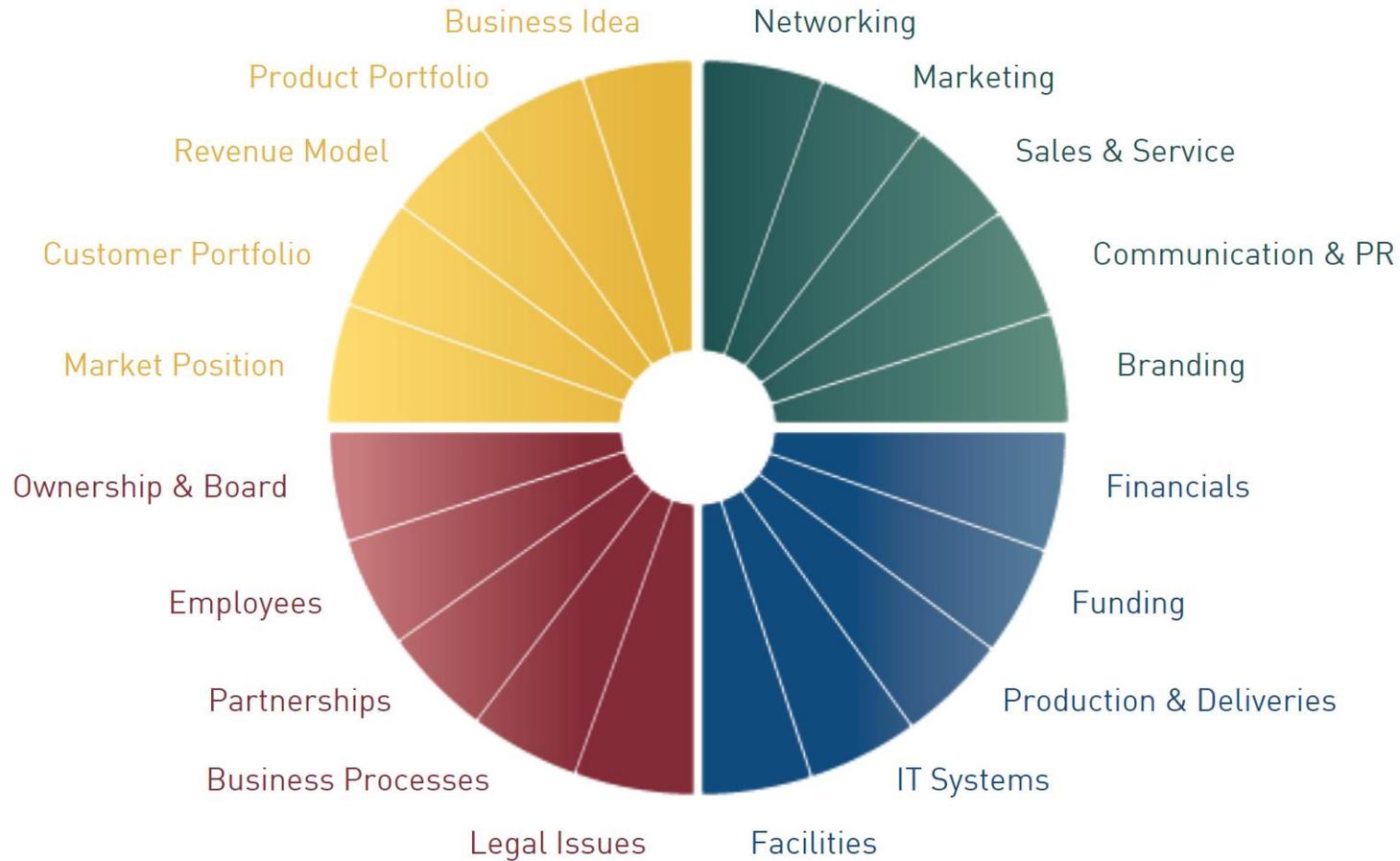
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The Growth Wheel 360° Screening





Who are you?

- Brief description of your company
- Why did you decide to start your own business?
- Greatest challenge to your business concept
- Your expectations to this workshop
- Expectations to speed of growth of your business



Business Idea

- What is your business idea?
- Personal ambitions?
- IPR of the idea?
- Do you possess the right skills to pursue the idea?
- Do you know the market and competitors for this idea?
- Can you explain the business idea to customers and business partners?
- A precise description of your idea makes it easier to sell it and get feedback



Description of the Idea

Idea Description

Decide the key components of the idea and find the best way to describe them



✓ **CHECKLIST:
ADDITIONAL COMPONENTS**

- Personal ambitions
- Rights to the idea
- Problems the idea solves
- Competency needs
- Competitor profiles
- Market potential
- Distribution and logistics
- Packing
- Packaging (bundling)

NAME OF THE IDEA:	
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COMPONENTS OF THE IDEA	DESCRIPTION
Summary of the idea	
History of the idea (how it emerged)	
Needs the idea will satisfy (problems, new opportunities, savings, etc.)	<ul style="list-style-type: none"> • • •
Customer groups and markets	<ul style="list-style-type: none"> • • •
Competitors and substitutes (current and future)	<ul style="list-style-type: none"> • • •
Patent opportunities (news value)	

COMPONENTS OF THE IDEA	DESCRIPTION
Product description (functions, design, technology)	
Revenue model (price levels, price plans, discounts)	
Costs and investments (establishment, operations)	
Production readiness (obstacles)	



Mission

- What is your company offering to the marketplace?
- What are your company values, and how do you wish to be perceived by your customers?
- Your Mission is about "the present"
- Why are you excited about your business idea?
- Which motivation and drive support your business idea?
- Why does your business idea make sense to your target group?
- Which problem does your business idea solve, and how?
- How does your business idea help your customers?



Mission

Formulate the company's purpose and mission



CATEGORY	KEY QUESTION	ANSWER
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1
CUSTOMER/ TARGET GROUP	WHO is the company solving the problem for?	2
PROCESS/ TECHNOLOGY	HOW is the problem solved?	3
VALUE CREATION	WHICH value is created for the target group?	4
PURPOSE	WHY does it matter?	5



THE DRAFT MISSION IN ONE SENTENCE

	The company's mission is to deliver/make/develop...
1	
	to the customer group...
2	
	in the way that we...
3	
	and thereby help our customers to...
4	
	We are passionate about this task because...
5	

The mission told
as a mantra:



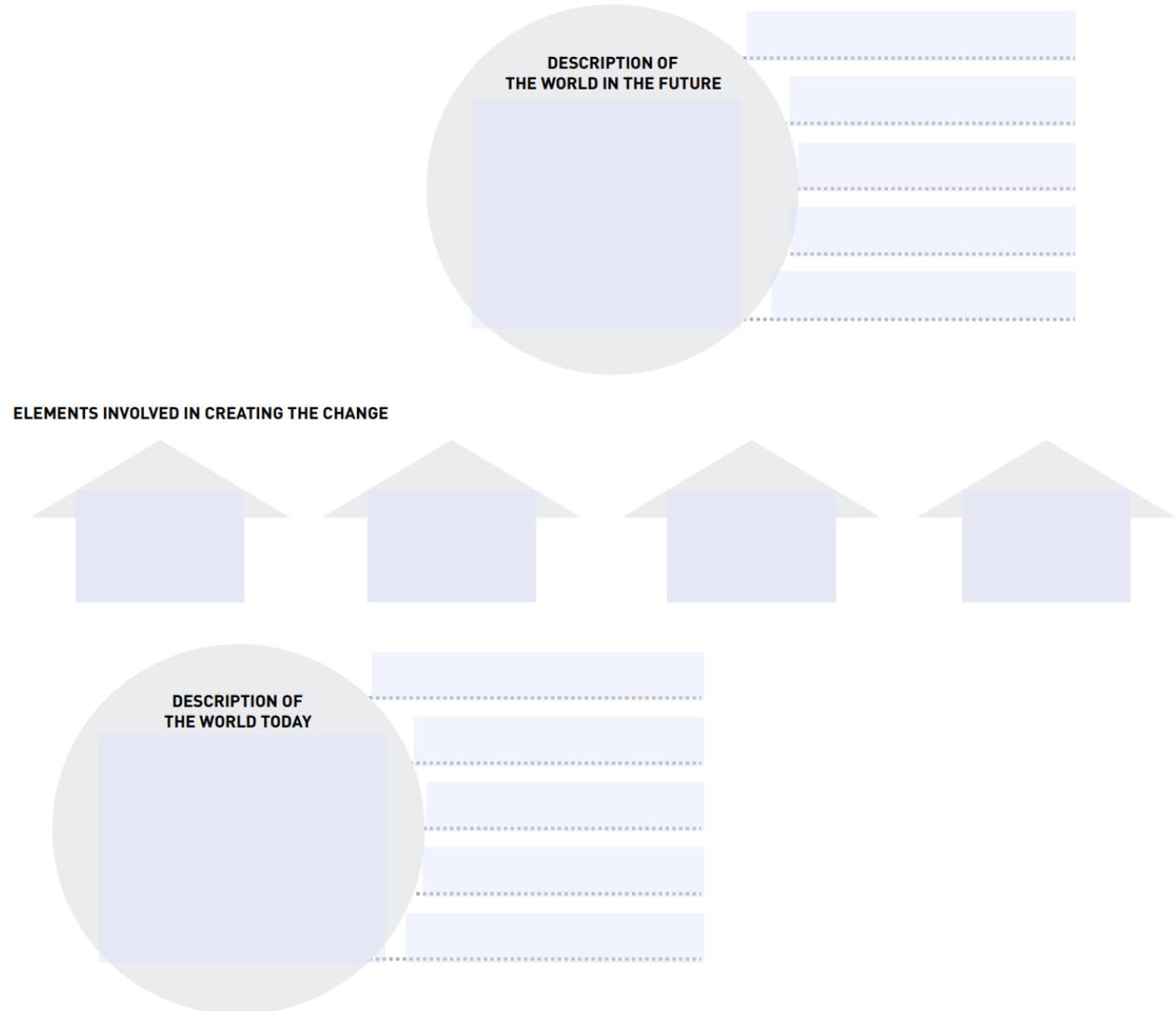
Vision

- Your Vision is about a “future” desirable situation – or an expected future result created by your company
- A future with new possibilities and existing problems solved
- Description of the world as-is – without your business idea
- Elements of the change process
- Plan where and how your vision will be realised



Vision

Vision
Create a vision for new opportunities or solved problems





Business Model

- How can you make money on your business idea ?
- Which sources of income are available to you?
- Consider possibilities for income instead of limitations
- Estimate value of new sources of income



The 26 Sources of Income

26 Revenue Models

Various sources of income to choose and combine



FINANCIAL REVENUE MODELS

- INVESTMENT
- LEASING
- FINANCING
- INSURANCE
- FRANCHISING
- FUNDRAISING
- FREEMIUM
- LEAD GENERATION

ONLINE REVENUE MODELS

ONLINE SHOP

AFFILIATE MARKETING

SALE OF ADVERTISING

MEMBER FEES

SALE OF EVENTS

SALE OF SERVICES

SALE OF HOURS

SERVICE REVENUE MODELS

MANUFACTURING REVENUE MODELS

- MANUFACTURING
- CONTRACT MANUFACTURING
- LICENSE MANUFACTURING
- OUTSOURCING
- ROYALTY
- WHOLE SALE
- AGENT REPRESENTATION
- RETAIL
- CONSIGNMENT

TRADE REVENUE MODELS

HANDLING FEE

SUBSCRIPTIONS



Sources of Income

Revenue Model Mix
Find different sources of income and combine them



CATEGORY	REVENUE MODEL	USEFUL?			HOW COULD THIS REVENUE MODEL POSSIBLY BE USED?	POTENTIAL YEARLY SALES FROM THIS SOURCE
		Yes	No	Maybe		
Manufacturing revenue models	Manufacturing					
	Contract manufacturing					
	License manufacturing					
	Outsourcing					
	Royalty					
Trade revenue models	Wholesale					
	Regional Agent					
	Retail					
	Consignment					
	Subscriptions					
	Handling fee					
Service revenue models	Sale of hours					
	Sale of services					
	Sale of events					
	License/Member fees					
Online revenue models	Advertising sales					
	Affiliate marketing					
	Online shop					
	Lead generation					
	Freemium					
Financial revenue models	Fundraising					
	Franchising					
	Insurance sales					
	Financing business					
	Leasing					
	Investments					



The Eight Value Propositions for B2B

8 Value Propositions in Business to Business

Creating value to help higher pricing





The Product (1)

- What is your product?
- Which needs are satisfied by your product?
- Does your product or business idea create value?
- What are the advantages of your products?
- Which problems are solved by the product?
- Which possibilities does the product offer?
- Does the product provide a positive experience?
- Does the product minimise risks?



The Product (2)

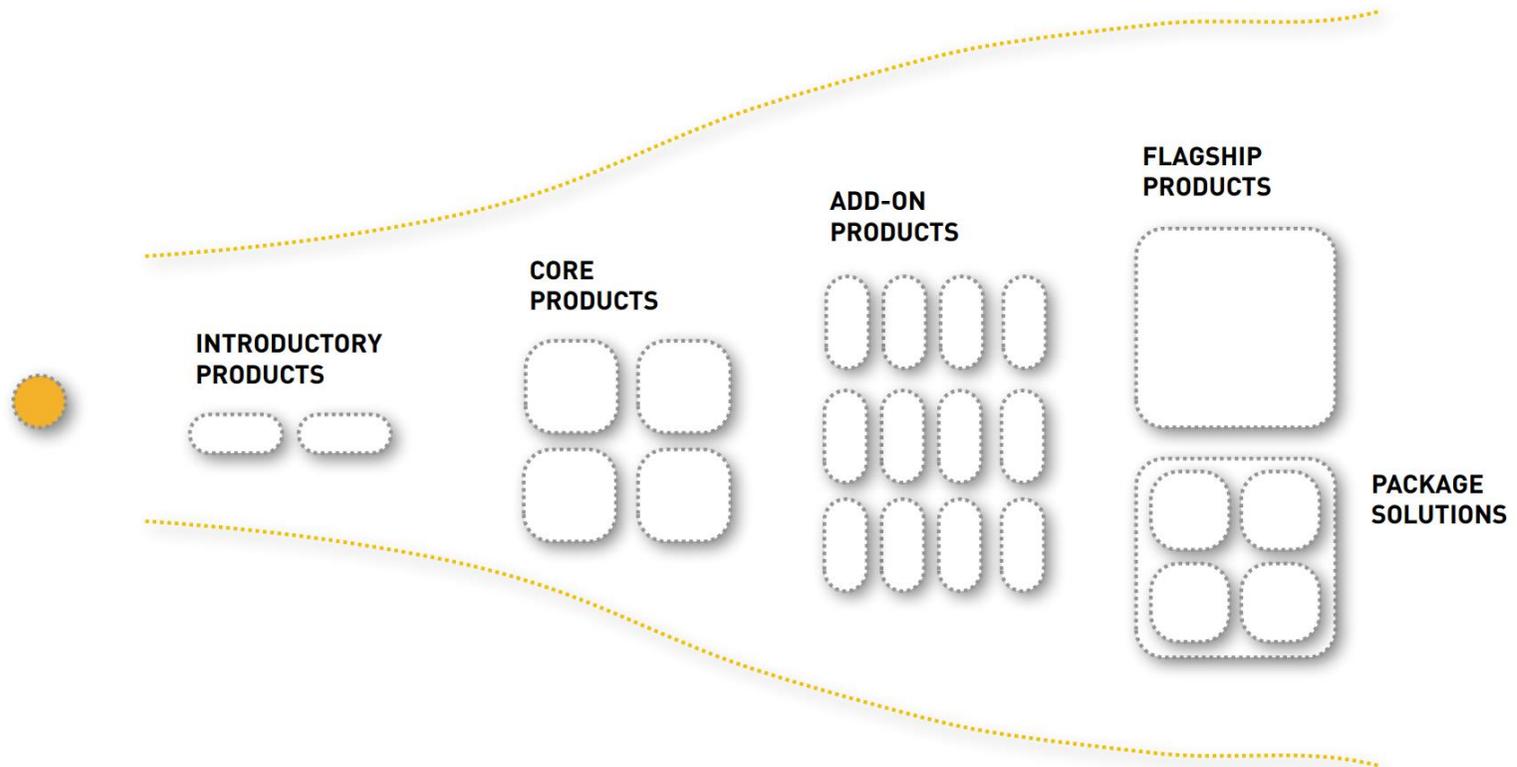
- Have you created a product funnel?
- Do you plan for your customers to buy more products or more expensive products?
- Do your products match your customers' needs?
- Have you got the right products?
- Does it make sense to introduce new products?
- How can you add value to your products or services?
- Are you able to communicate the value of your products to your customers?



The Product Funnel

Product Mix

The assortment of products and services



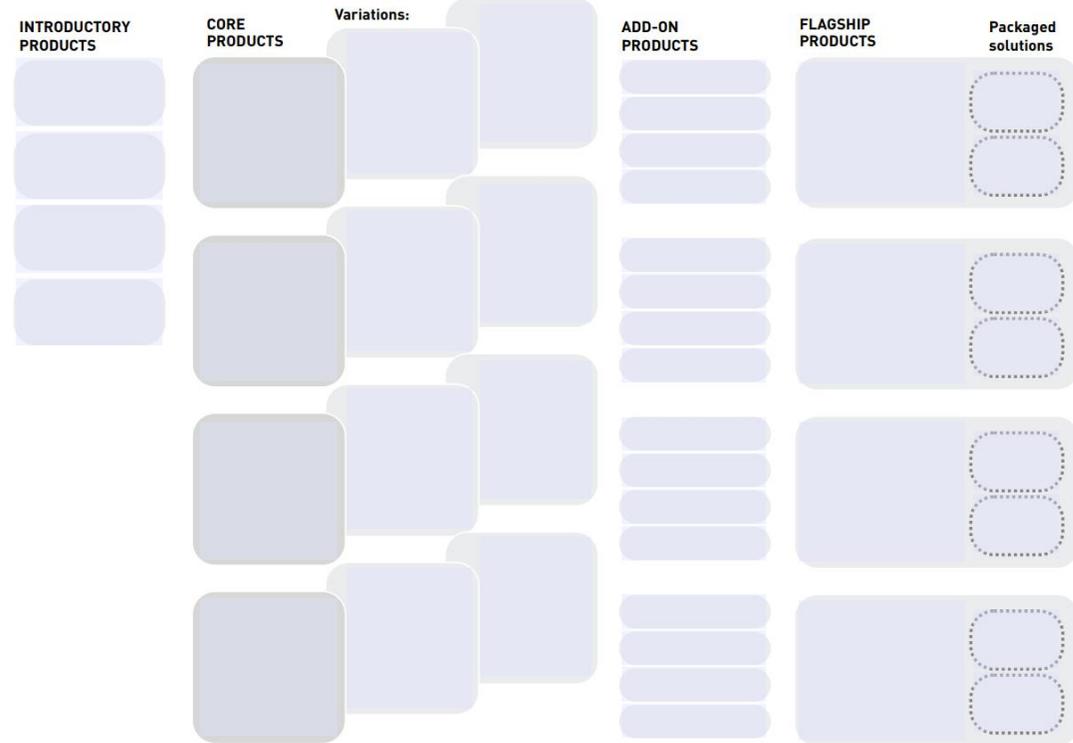


Product Portfolio

Product Mix
Find ways to expand the product portfolio

CHECKLIST: PRODUCT AND SERVICE VARIATIONS

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Products and services | <input checked="" type="checkbox"/> Products | <input checked="" type="checkbox"/> Services |
| <input type="checkbox"/> Price (low/medium/high) | <input type="checkbox"/> Color (red/green/blue, etc.) | <input type="checkbox"/> Duration (short, medium, long) |
| <input type="checkbox"/> Technology (low-tech/high-tech) | <input type="checkbox"/> Size (S/M/L) | <input type="checkbox"/> Level (low, medium, high) |
| | <input type="checkbox"/> Materials (wood/plastic/metal) | <input type="checkbox"/> Quality (low/good/high) |
| | <input type="checkbox"/> Quality (low/good/high) | <input type="checkbox"/> Scope |
| | | <input type="checkbox"/> Staffing |





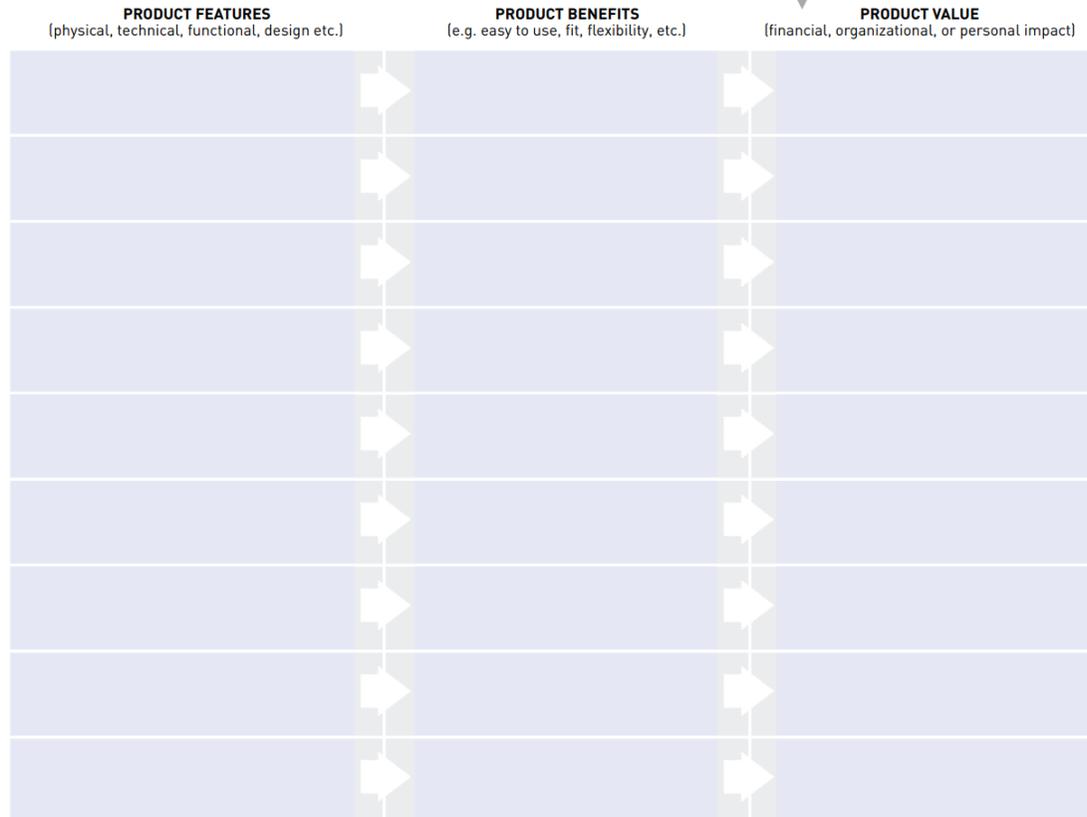
Product Value

Product Value Proposition
Find out how the product or service creates actual value for customers

PRODUCT:

✓ **CHECKLIST: PRODUCT VALUES**

- More sales
- Cost savings
- Brand strengthening
- Goal achievement
- Problem solving
- Opportunity creation
- Risk reduction
- Good experience





Customer Portfolio

- Who is your customer – Recognise your customer segment
 - B2B
 - B2C
 - B2G
- Define the most relevant and attractive segments
- Know your customers – customer characteristics
- Adapt your communication to the customer (price, marketing, quality, etc.)
- Different customer segments require different communication
- To get new customers, continuous generation of leads is crucial



Customer Segments

Customer Segments
Map out the most attractive customer segments and niches



✓ **CHECKLIST: SEGMENTATION CRITERIA**

- Geographic segment (local, national, regional, global)
- Industry (production, trade, service, media, care etc.)
- Business sector (consumer, public sector, private company, non-profit)
- Customer size (sales, no. employees, no. locations etc.)
- Distribution channel (consumer, retail, wholesale, agent etc.)

		SELECTED SEGMENTS	TOP 5 CUSTOMERS
SEGMENTS BY GEOGRAPHY	SEGMENTS BY INDUSTRY		
SEGMENTS BY _____	SEGMENTS BY _____		



Lead Generation

Lead Generation
Add up the expected inflow
of leads and customers



LEAD SOURCES	NUMBER OF NEW LEADS		EXPECTED CONVERT RATE	NUMBER OF NEW CUSTOMERS		PERCENTAGE SHARE FOR EACH SOURCE
	Per month	Average per year		Per year	Average per month	
Social media						
Participation in fairs						
Advertising						
Website						
Direct sales						
Network						
E-mail campaigns						
Distributors						
TOTAL	0	0	TOTAL	0	0	100%

CUSTOMER SEGMENTS	MARKET SIZE			PERCENTAGE SHARE FOR EACH SEGMENT
	Number of new customers	Average sales per customer	Total sales	
TOTAL	0	0	0	100%



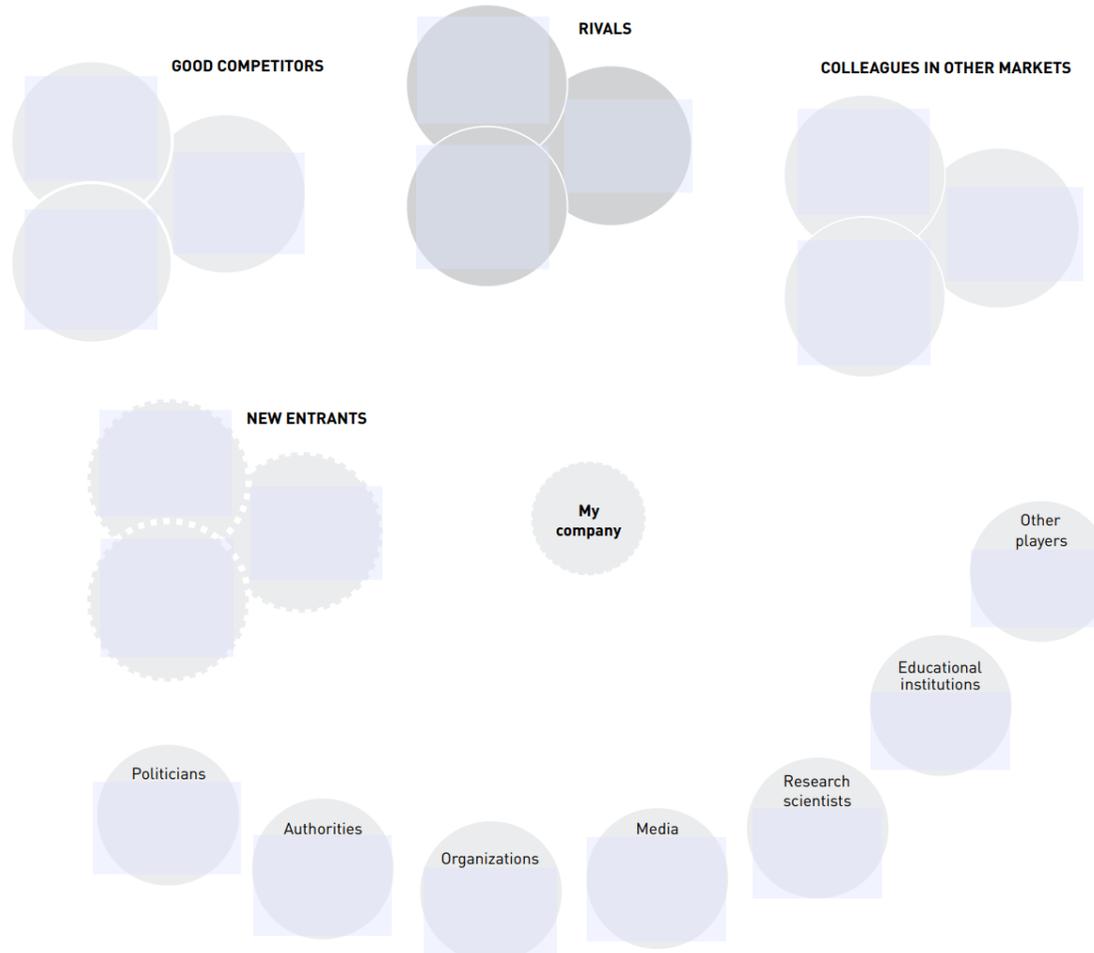
The Market

- Do you know the marketplace?
- Who are your competitors?
- Seek information about the market
- What is your position in the market?
- How do you differentiate yourself?



The Marketplace

Market Space
Map out competitors, colleagues, and other players in the market





Competitor Information

Market Information
Decide what market information to gather and how to do it

✓ **CHECKLIST: GATHERING MARKET INFORMATION**

- Online research
- Market visits
- Local advisors
- Networking
- Customer interviews
- Personal contact
- Trade counselors
- Export advisors



MARKET	
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AREA	TOPICS TO EXPLORE	RELEVANCE			WAYS TO GATHER MARKET INFORMATION	EXPECTED FINDINGS
		Low	Med.	High		
Potential customers		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Potential partners		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Competitors and colleagues		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Role models		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Network, conferences and trade fairs		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Literature		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Business customs and culture		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Legislation and politics		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		



Pricing

- Do you know the market value of your products?
- Know your competitors' prices
- Price your products to reflect the value creation for your customer
- Use discounts sensibly and never indiscriminately
- What is your position in the market?
- How do you differentiate yourself?



SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



SWOT Analysis

SWOT

Strengths/Styrker	Weakness/Svagheder
Opportunities/Muligheder	Treats/Trusler



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