

Ringvorlesung "Entrepreneurship - Von der Idee zum Markt"

Pflichtenheft: Anforderung an die Posterpräsentation und die Ideenskizze

Ausarbeitung in Gruppen: Einteilung erfolgt durch das CfE bis zum 24.10.2014.

Gliederung und Inhalte (Text und Graphik):

Deckblatt: Namen aller Gruppenmitglieder mit Matrikel-Nr., Anzahl der Fachsemester und Angabe des Studienfaches sowie Name der Geschäftsidee

0. Zusammenfassung

1. Idee

Beschreibung der Geschäftsidee (Produkt/Dienstleistung) Erklärung ggf. durch Modelle oder Skizzen, Kundennutzen, Zielgruppen

2. Team

Beschreibung des Teams (Kompetenzen), Aufgabenverteilung, Organisation

3. Markt/ Marketing

Marktpotenzial, Wettbewerber, Markteintritt, Alleinstellungsmerkmal – Was macht mein Unternehmen/ mein Produkt so besonders im Gegensatz zu anderen?

4. Finanzen

Finanzplanung und Finanzierung (Umsatz pro Jahr, Finanzbedarf, Wie wird dieser Bedarf gedeckt? z.B. durch einen Investor)

5. Recht

Rechtsform, Schutzrechte

max. 3 Seiten + ggf. Anlage (Poster)

Poster: DIN A 1, 300dpi, 4farbig (Druckkosten übernimmt das CfE, bei Zusendung der A4 Vorlage bis zum 02.02.2015 an workshop@gruendung.tu-berlin.de)

Termin: Posterpräsentation in Gruppen am **09.02.2015** vor einer Jury **nach dem Business Model Canvas von Alexander Osterwalder**, jeder präsentiert, Gruppennote

Bei Fragen: <u>a.bartczak-gingold@tu-berlin.de</u>

workshop@gruendung.tu-berlin.de

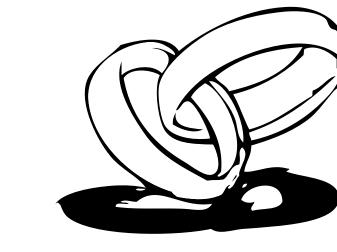
Designed for:

Designed by:

Iteration:

Key Partners

Optimization and economy Reduction of risk and uncertainty



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

Key Activities

Production

Problem Solving Platform/Network



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



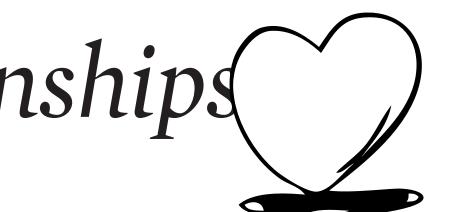
Value Propositions



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?

"Getting the Job Done" Design Brand/Status

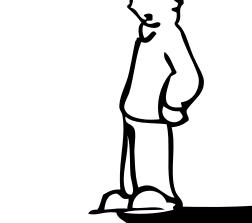
Customer Relationships ...



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?

Personal assistance Dedicated Personal Assistance Automated Services

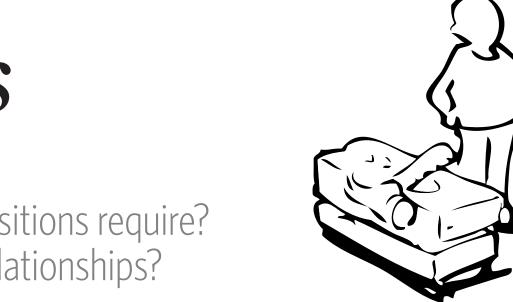
Customer Segments



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

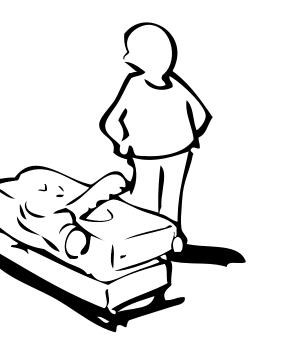
Mass Market Niche Market Segmented Diversified Multi-sided Platform

Key Resources

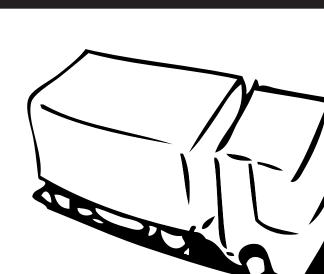


What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

Intellectual (brand patents, copyrights, data)



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?

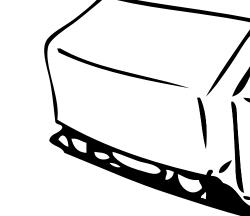
How do we raise awareness about our company's products and services?

How do we help customers evaluate our organization's Value Proposition?

How do we allow customers to purchase specific products and services?

How do we deliver a Value Proposition to customers?

How do we provide post-purchase customer support?

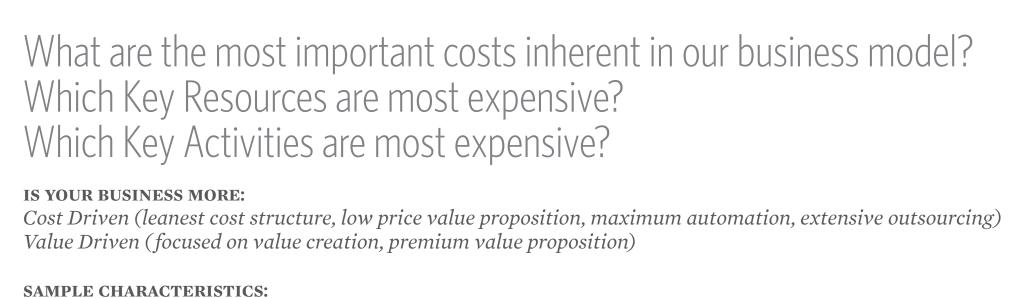


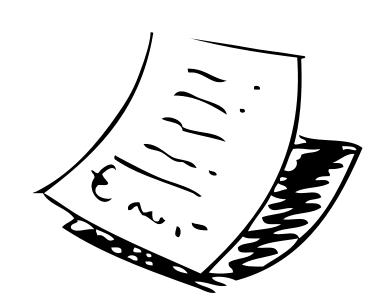
Cost Structure

Fixed Costs (salaries, rents, utilities)

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 much does each Revenue Stream contribute to overall revenues?

Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Brokerage fees

FIXED PRICING List Price Product feature dependent Yield Management Customer segment dependent Real-time-Market Volume dependent

Negotiation(bargaining)







