

Entrepreneurship and Innovations in Education

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Main topics

What is an entrepreneurship?

Why we are interested about it?

How the innovations are
engaged to entrepreneurship?



What is an entrepreneurship?



We are trying to give the skills

- *to look around and find the new challenges and opportunities and use them*
- *to be creative and innovative*
- *to take a charge of own life*
- *to act of behaving like an entrepreneur (intrapreneurship)*
- *... and of course to run own business.*



Why we are interested about it?

- World has been changed
 - Sociological changes
 - Ecological changes
 - Technological changes
 - Political changes
 - Economical changes
- Our task is serve a society and support it's wellbeing and entrepreneurship and innovations are agile and practical ways to fil our task.



How to start up Your own business using Business model Canvas



How the innovations are engaged to entrepreneurship?







Invention + Insight = Innovation



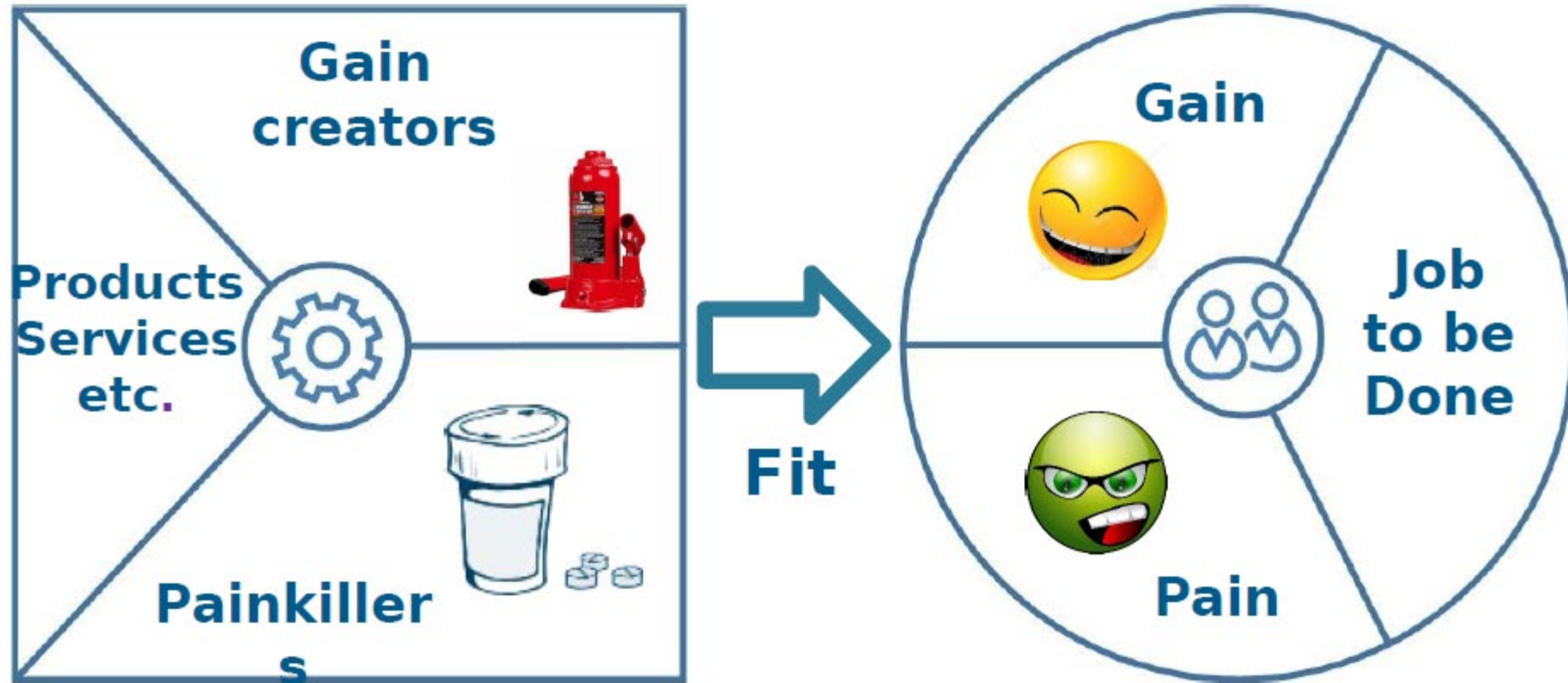
Really good question Really good answers

Insight is an understanding of the market and consumer

What went wrong?

		
What the user described	What marketing heard	What went into the requirements
		
What got designed	What development built	What the user actually wanted

Value Proposition Design



How to identify the customer's need

User-Centered Design

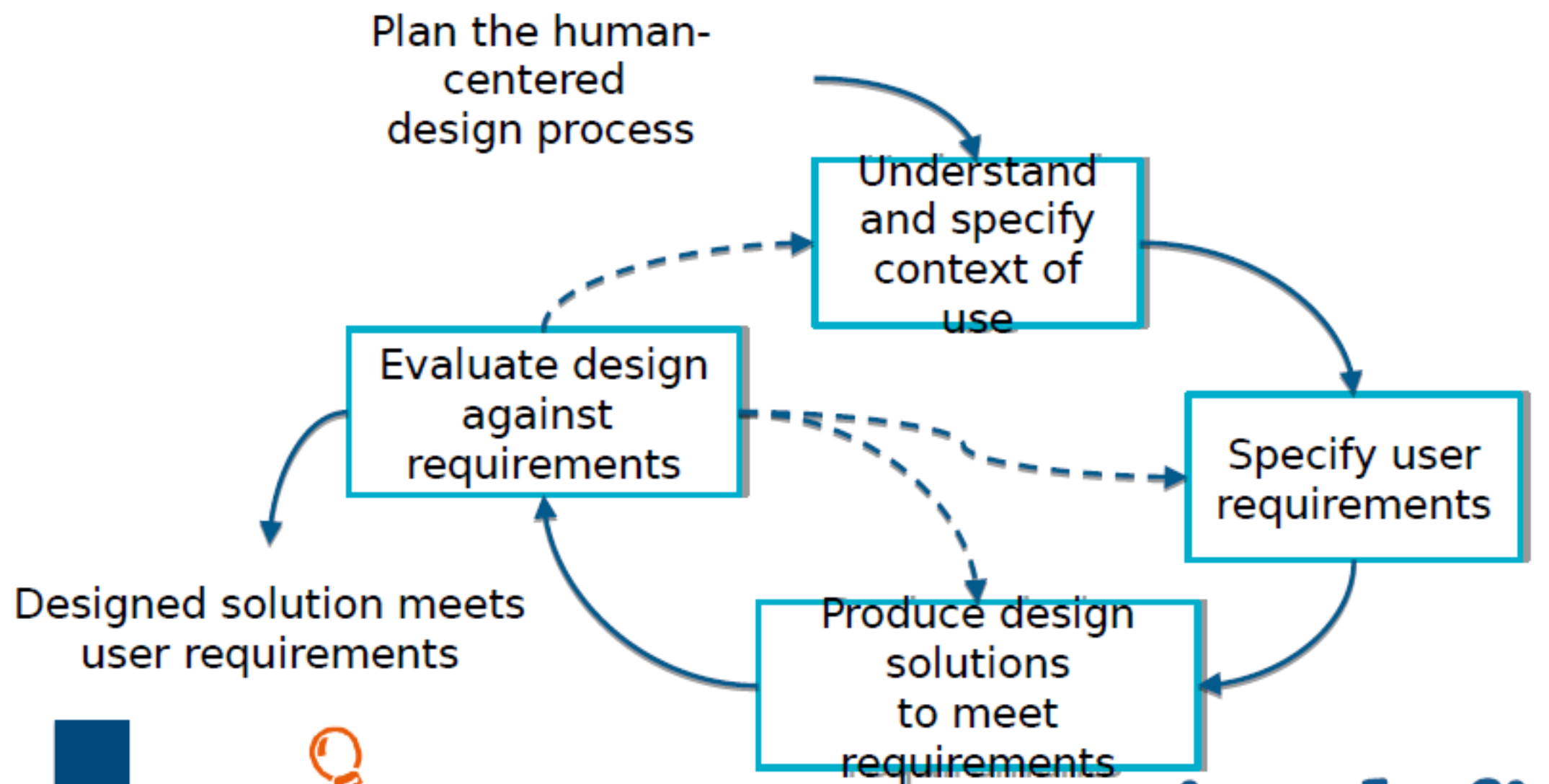
Method is

- ☐ System oriented and
- ☐ Promoting iterative design

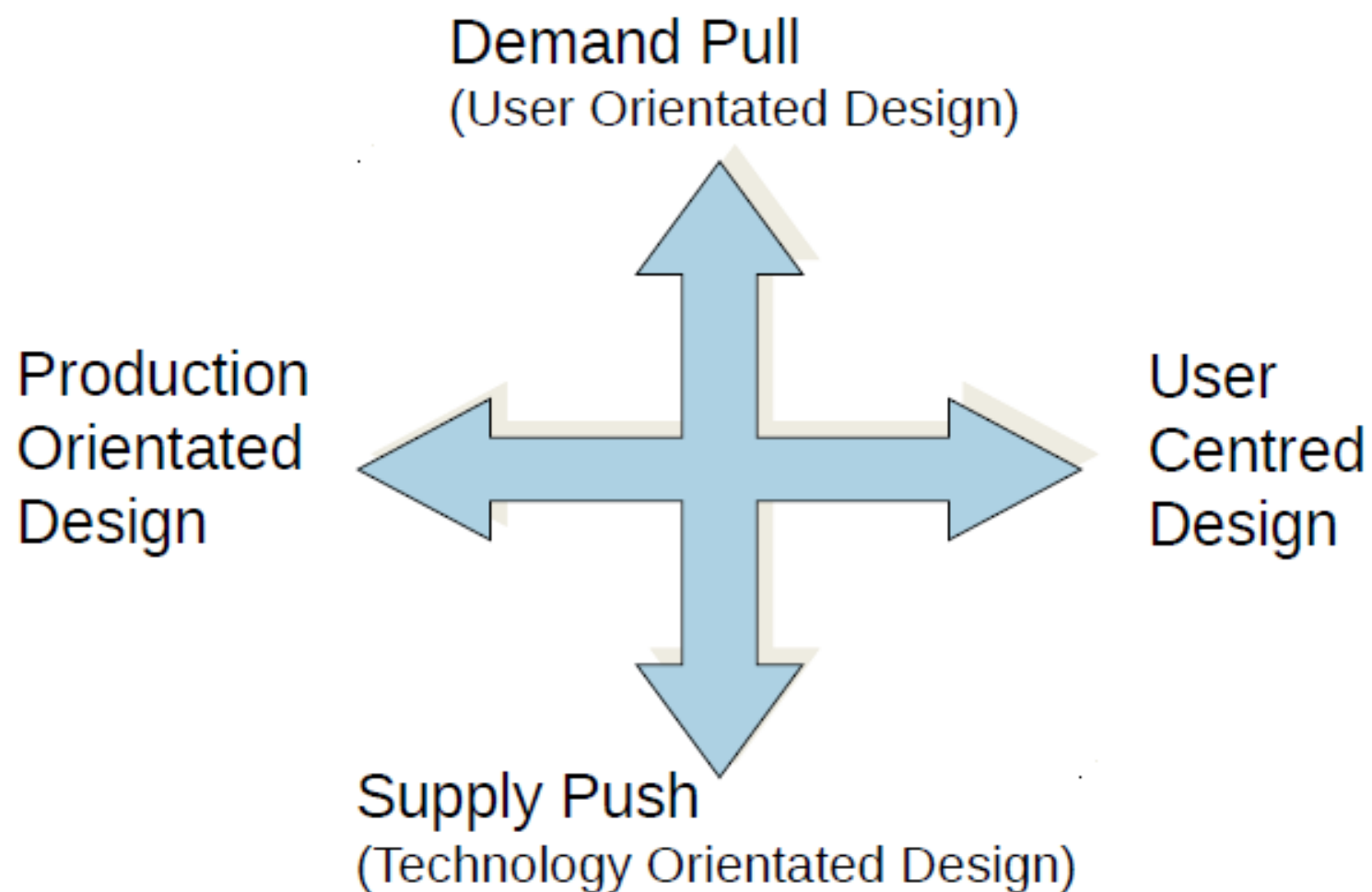
Ensuring that product

- ☐ Have real value for end users
- ☐ Are matched to users capabilities
- ☐ Are fit for purpose for which they were design

Ergonomics of human-system interaction



User-Centred Design



Business Model Generation

WRITTEN BY

Alexander Osterwalder & Yves Pigneur

CO-CREATED BY

An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY










Alan Smith, The Movement



Def_Business Model


A business model describes the rationale of how an organization creates, delivers, and captures value

How to Create a Profitable Business

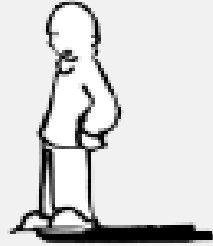
The Business Model Canvas		Designed for:	Designed by:	On: <table border="1"><tr><td>To</td><td>Year</td><td>Day</td></tr></table>	To	Year	Day
To	Year	Day					
				Iteration: <table border="1"><tr><td>No.</td></tr></table>	No.		
No.							
Key Partners  Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform? <small>Key Partners help us: - Reduce our costs - Increase our sales - Increase our revenue - Reduce our risk</small>	Key Activities  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <small>Key Activities are: - Production - Distribution - Marketing - Selling - Service</small>	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? <small>Value Propositions are: - New - Better - Cheaper - Faster - Easier - More reliable - More convenient - More enjoyable</small>	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? <small>Customer Relationships are: - Personalized - Self-service - Automated - Community - Co-creation</small>	Customer Segments  For whom are we creating value? Who are our most important customers? <small>Customer Segments are: - Mass - Niche - Segment - Market - Customer</small>			
	Key Resources  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <small>Key Resources are: - People - Infrastructure - Financial - Intellectual - Physical</small>		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 outcomes? <small>Channels are: - Direct - Indirect - Owned - Partnered - Shared - Co-located - Virtual - Physical - Hybrid</small>				
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? <small>Cost Structure is: - Fixed - Variable - Semi-variable - Fixed - Variable - Semi-variable - Fixed - Variable - Semi-variable</small>		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? <small>Revenue Streams are: - One-time - Recurring - Usage-based - Subscription - Royalty - License - Franchise - Commission - Advertising - Sponsorship - Donations - Grants - Fundraising - Crowdfunding - Equity - Debt - Hybrid</small>					

www.businessmodelgeneration.com

This tool is based on the Business Model Canvas, which is a trademark of Alexander Osterwalder and Yves Pigneur. It is not a substitute for a business plan. It is a tool to help you think about your business model. It is not a guarantee of success. It is a tool to help you think about your business model. It is not a guarantee of success.



The 9 Building Blocks



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1 Customer Segments

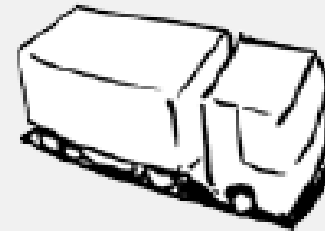
An organization serves one or several Customer Segments.



VP

2 Value Propositions

It seeks to solve customer problems and satisfy customer needs with value propositions.



CH

3 Channels

Value propositions are delivered to customers through communication, distribution, and sales Channels.



CR

4 Customer Relationships

Customer relationships are established and maintained with each Customer Segment.



R\$

5 Revenue Streams

Revenue streams result from value propositions successfully offered to customers.



KR

6 Key Resources

Key resources are the assets required to offer and deliver the previously described elements...



KA

7 Key Activities

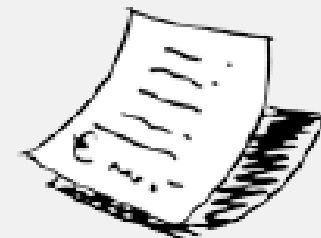
...by performing a number of Key Activities.



KP

8 Key Partnerships

Some activities are outsourced and some resources are acquired outside the enterprise.

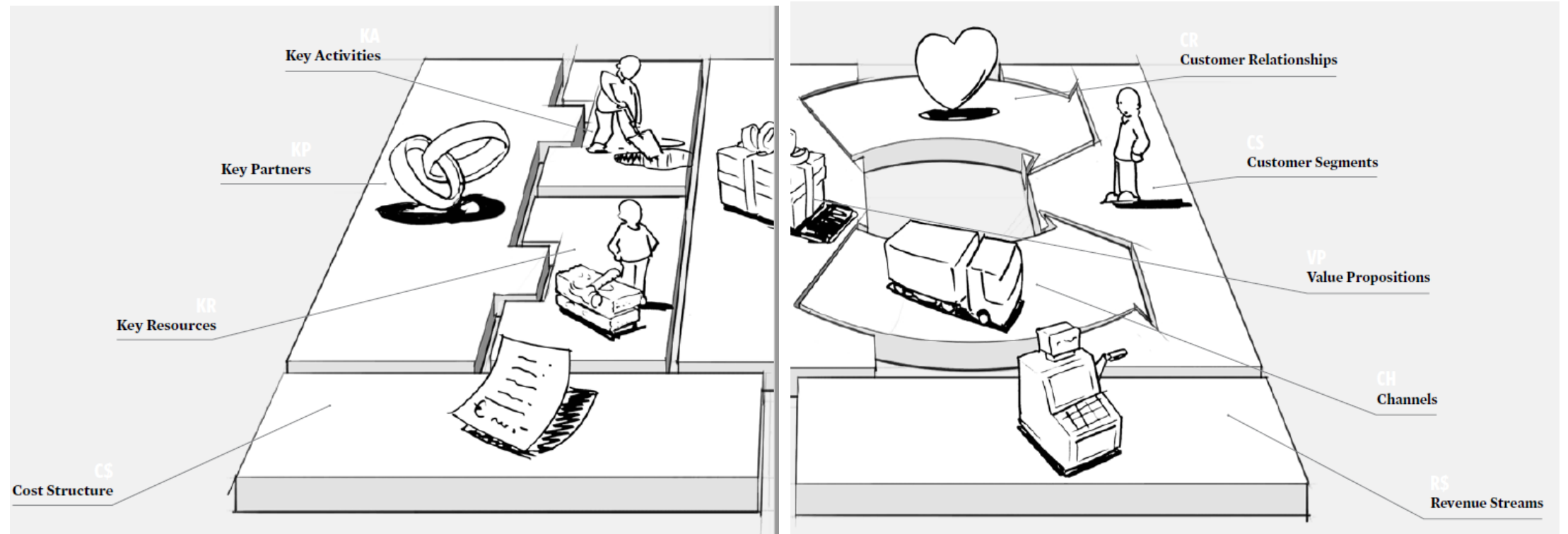


C\$

9 Cost Structure

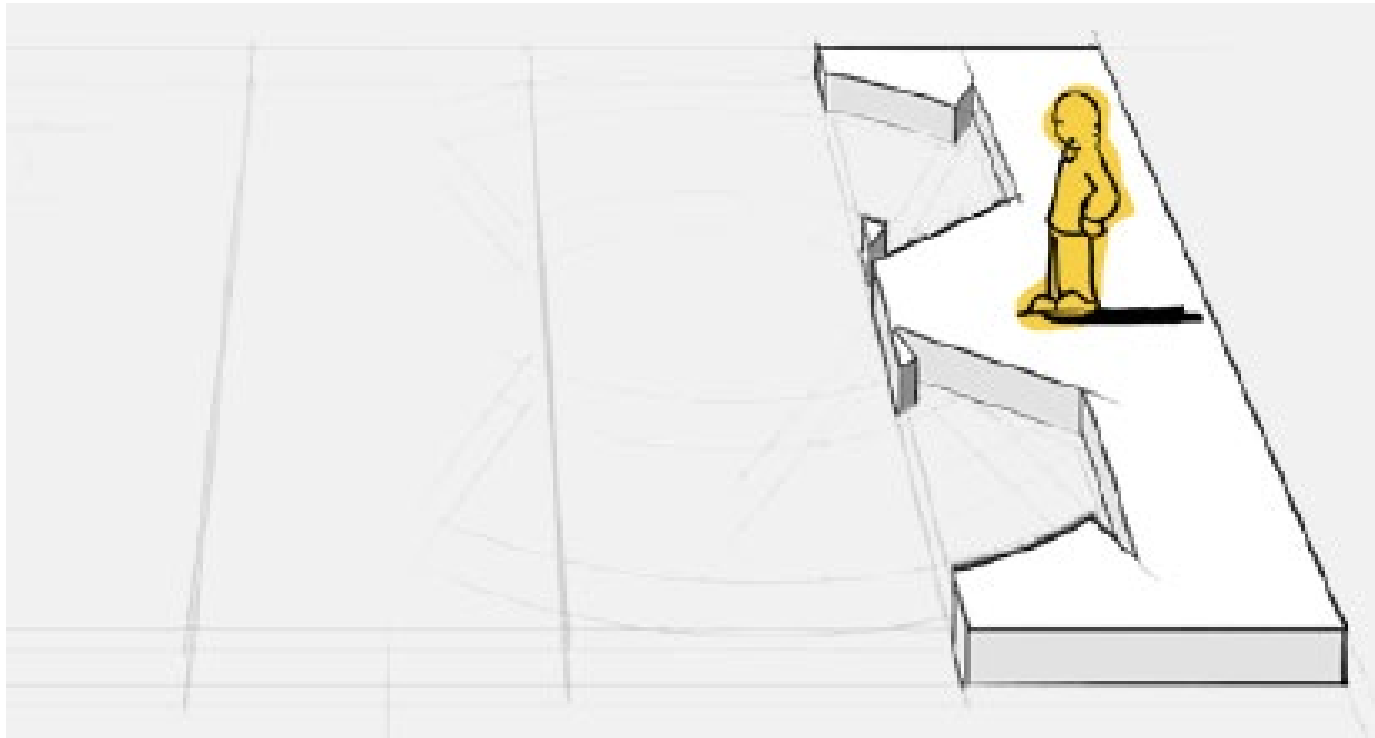
The business model elements result in the cost structure.

CANVAS HAS TWO SIDES



Customer Segments

The Customer Segments Building Block defines the different groups of people or organizations an enterprise aims to reach and serve

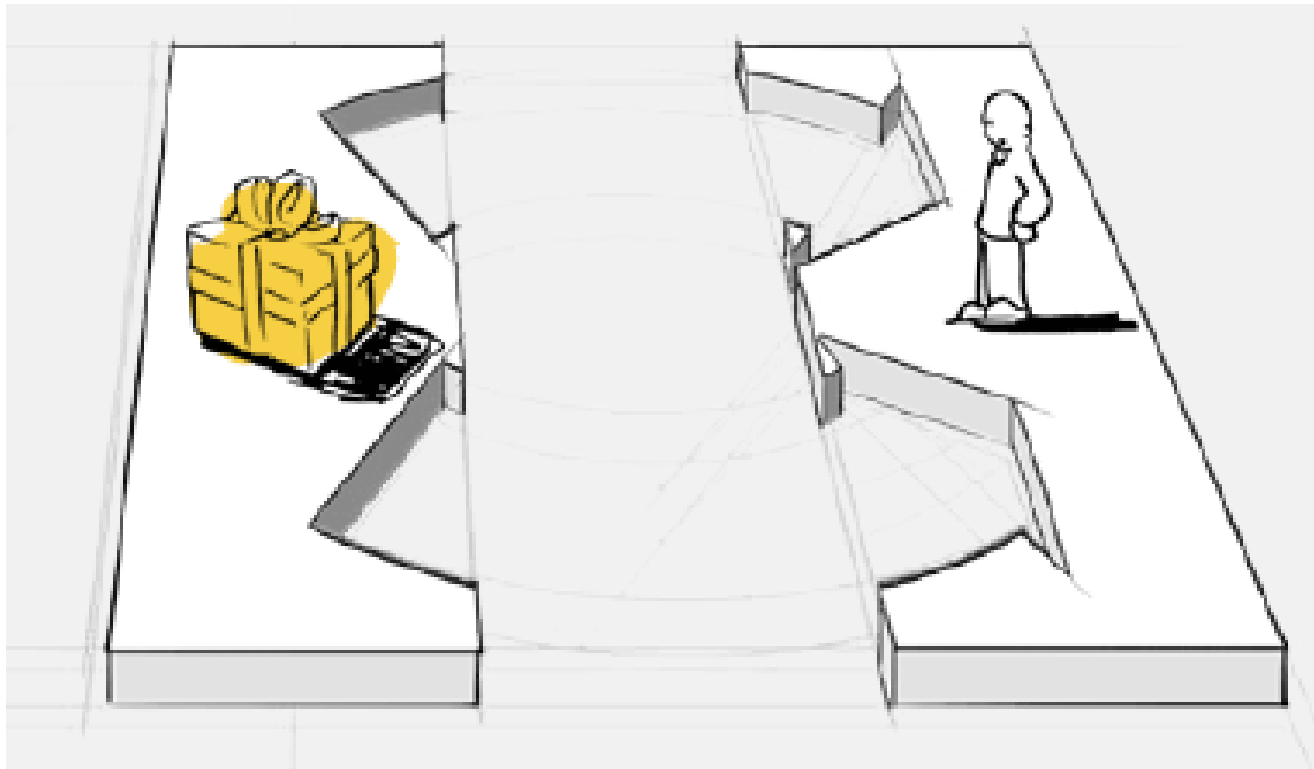


Customer groups represent separate segments if:

- *Their needs require and justify a distinct offer*
- *They are reached through different Distribution Channels*
- *They require different types of relationships*
- *They have substantially different profitabilities*
- *They are willing to pay for different aspects of the offer*

Value Propositions

The Value Propositions Building Block describes the bundle of products and services that create value for a specific Customer Segment

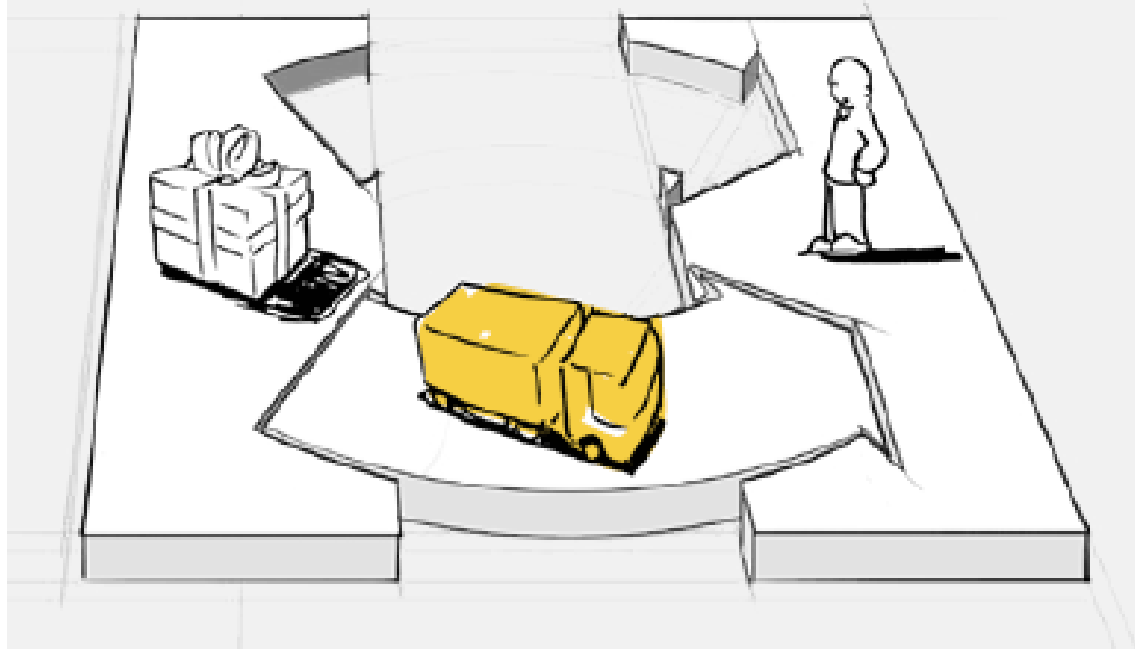


The Value Proposition is the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment. In this sense, the Value Proposition is an aggregation, or bundle, of benefits that a company offers customers.

Some Value Propositions may be innovative and represent a new or disruptive offer. Others may be similar to existing market offers, but with added features and attributes.

Channels

The Channels Building Block describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition

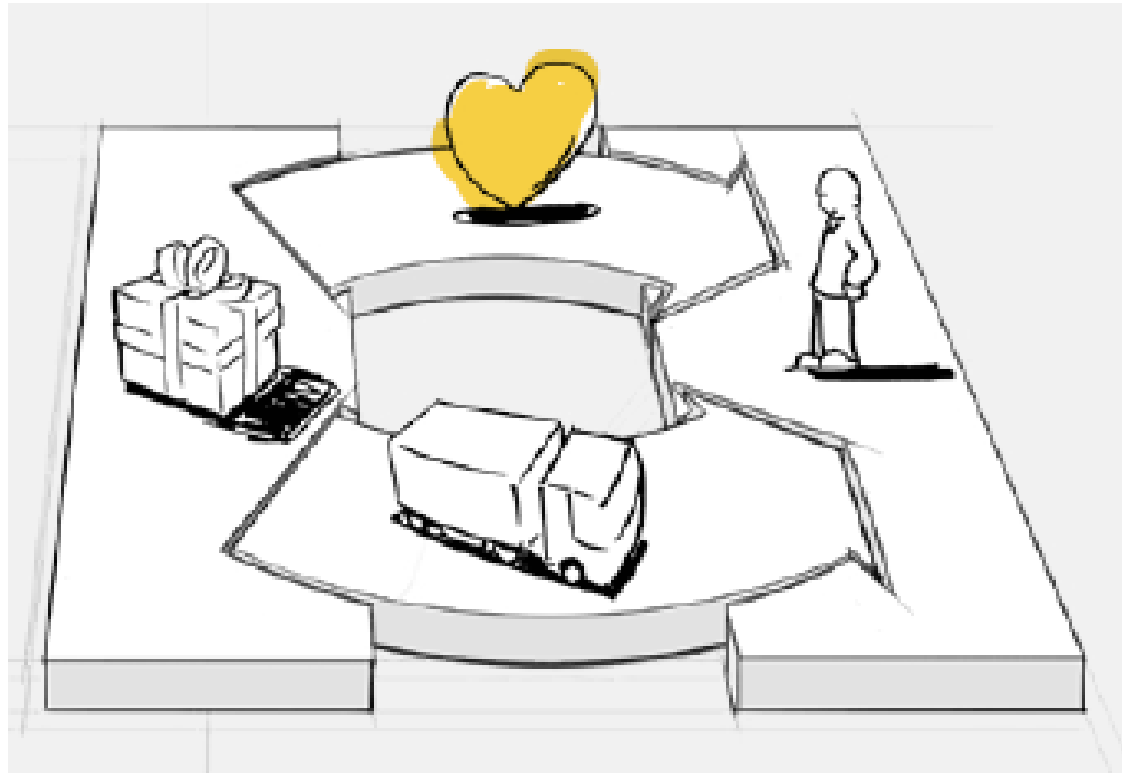


Channels serve several functions, including:

- *Raising awareness among customers about a company's products and services*
- *Helping customers evaluate a company's Value Proposition*
- *Allowing customers to purchase specific products and services*
- *Delivering a Value Proposition to customers*
- *Providing post-purchase customer support*

Channel Types			Channel Phases				
Own	Direct	Sales force	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?
		Web sales					
Partner	Indirect	Own stores					
		Partner stores					
		Wholesaler					

Customer Relationships



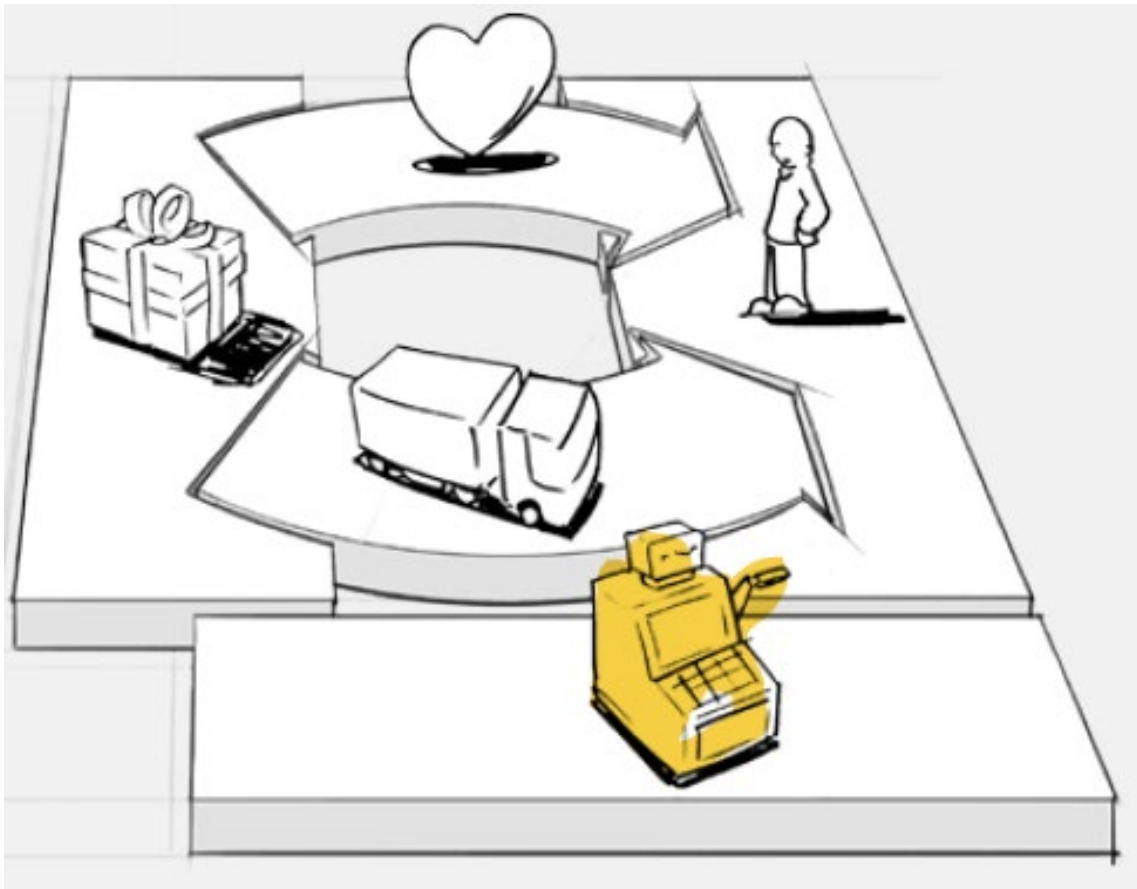
The Customer Relationships Building Block describes the types of relationships a company establishes with specific Customer Segments

A company should clarify the type of relationship it wants to establish with each Customer Segment. Relationships can range from personal to automated. Customer relationships may be driven by the following motivations:

- *Customer acquisition*
- *Customer retention*
- *Boosting sales (upselling)*

Revenue Streams

The Revenue Streams Building Block represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings)



A business model can involve two different types of Revenue Streams:

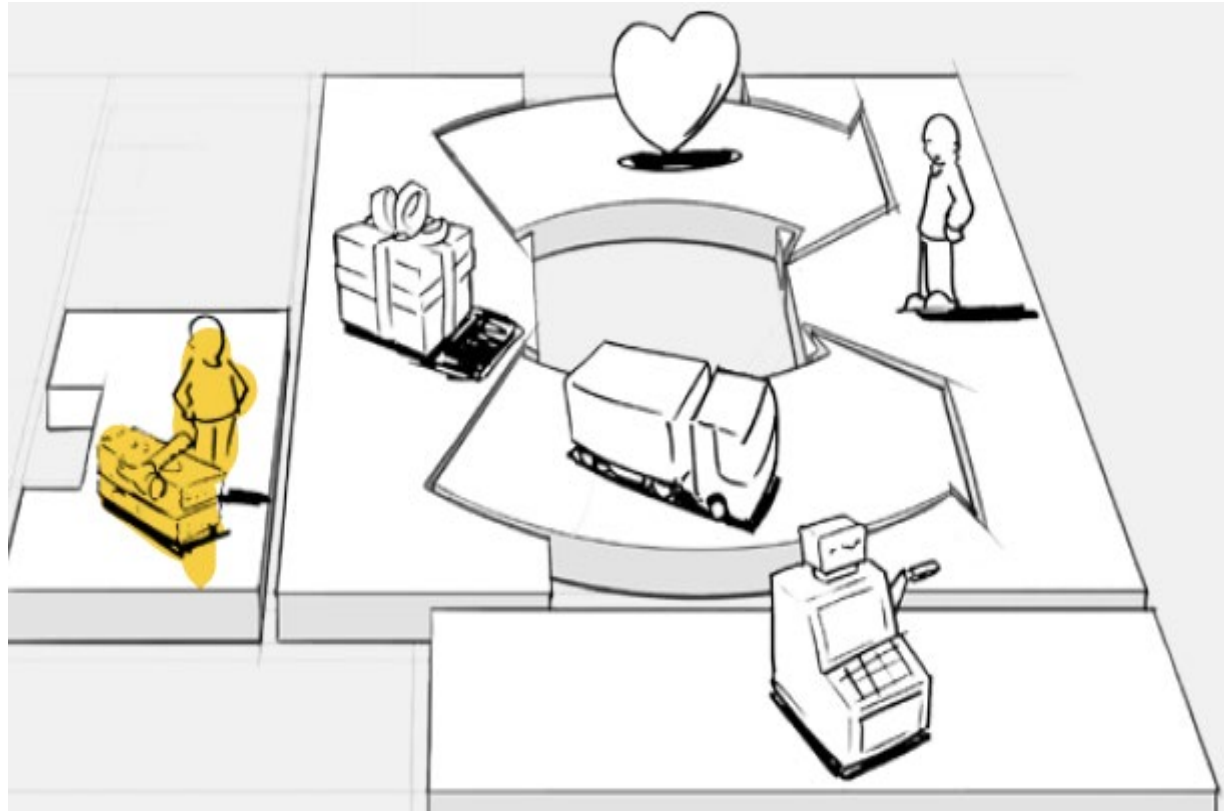
- *Transaction revenues resulting from one-time customer payments*
- *Recurring revenues resulting from ongoing payments to either deliver a Value Proposition to customers or provide post-purchase customer support*

Pricing Mechanisms

Fixed “Menu” Pricing Predefined prices are based on static variables		Dynamic Pricing Prices change based on market conditions	
<i>List price</i>	Fixed prices for individual products, services, or other Value Propositions	<i>Negotiation (bargaining)</i>	Price negotiated between two or more partners depending on negotiation power and/or negotiation skills
<i>Product feature dependent</i>	Price depends on the number or quality of Value Proposition features	<i>Yield management</i>	Price depends on inventory and time of purchase (normally used for perishable resources such as hotel rooms or airline seats)
<i>Customer segment dependent</i>	Price depends on the type and characteristic of a Customer Segment	<i>Real-time-market</i>	Price is established dynamically based on supply and demand
<i>Volume dependent</i>	Price as a function of the quantity purchased	<i>Auctions</i>	Price determined by outcome of competitive bidding

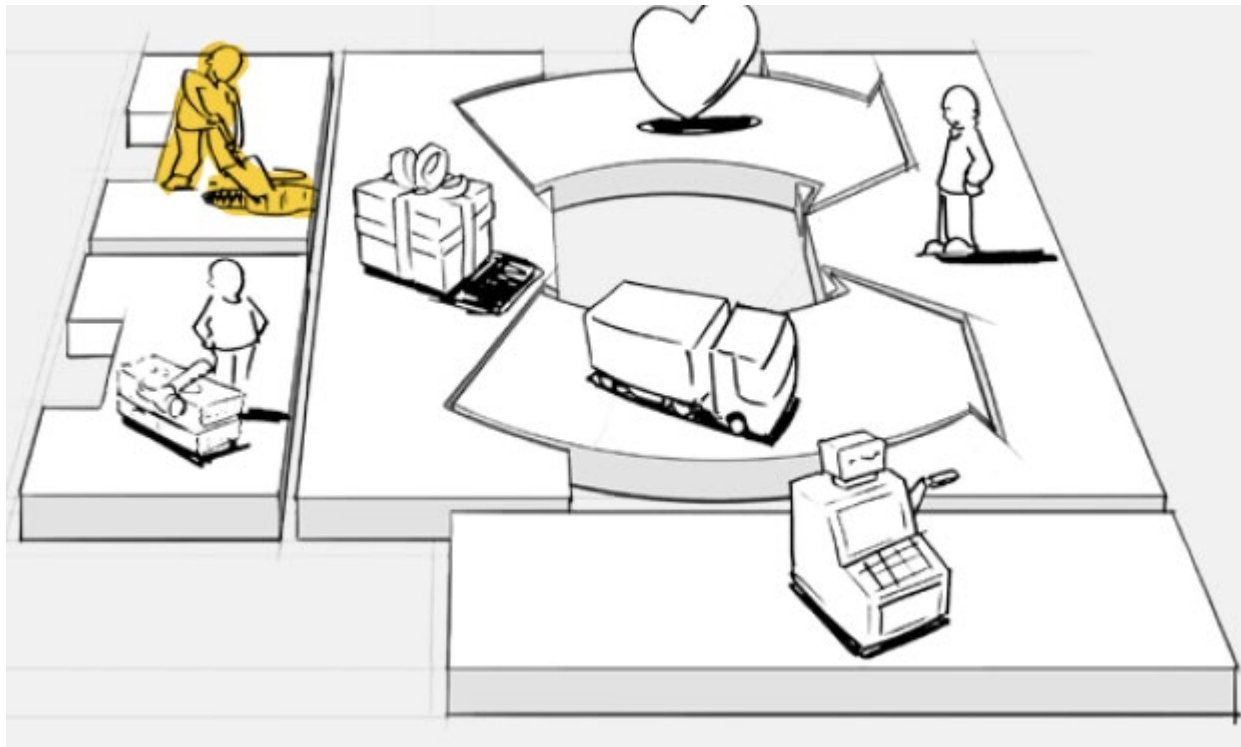
Key Resources

The Key Resources Building Block describes the most important assets required to make a business model work



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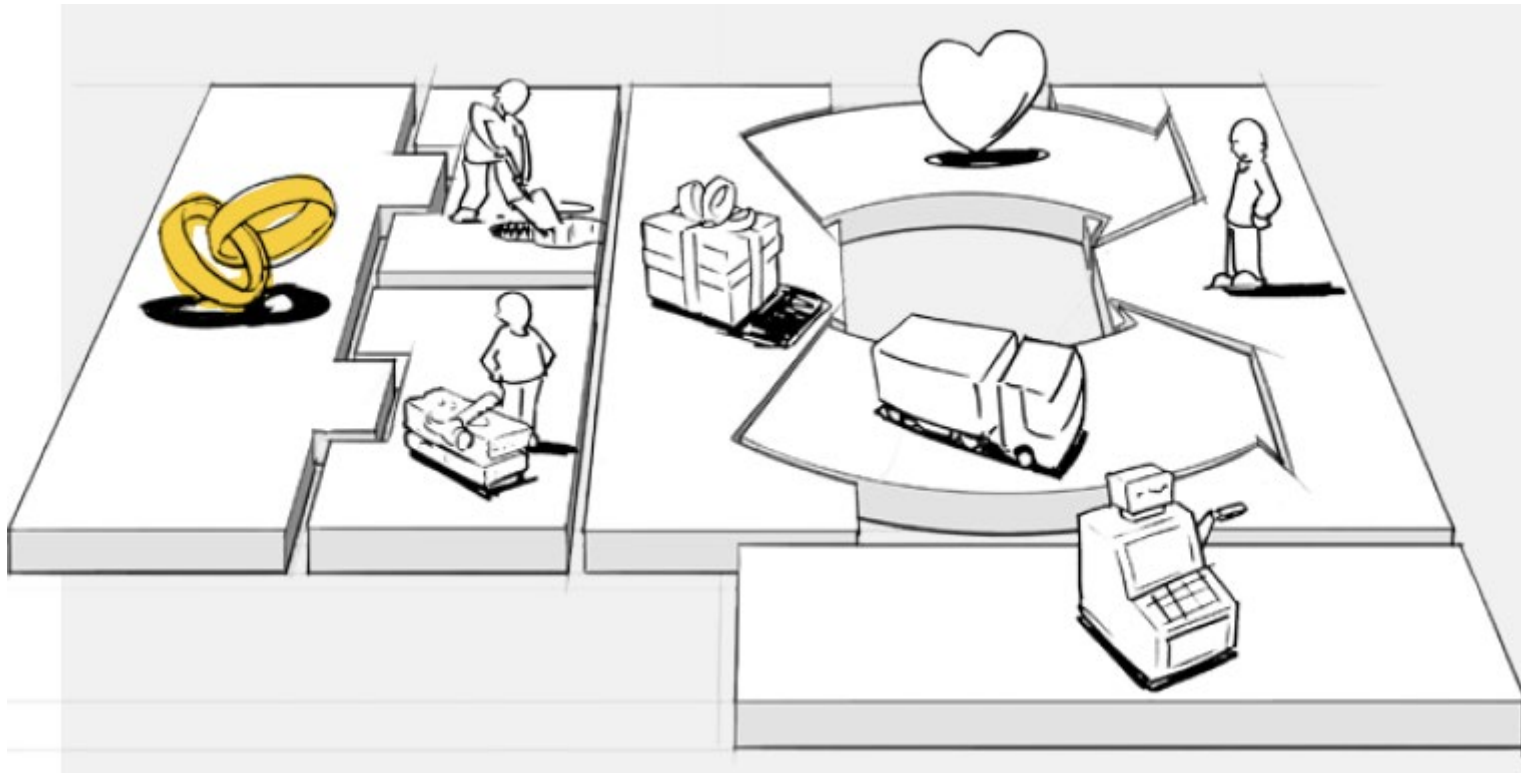
Key Activities



The Key Activities Building Block describes the most important things a company must do to make its business model work

Key Partnerships

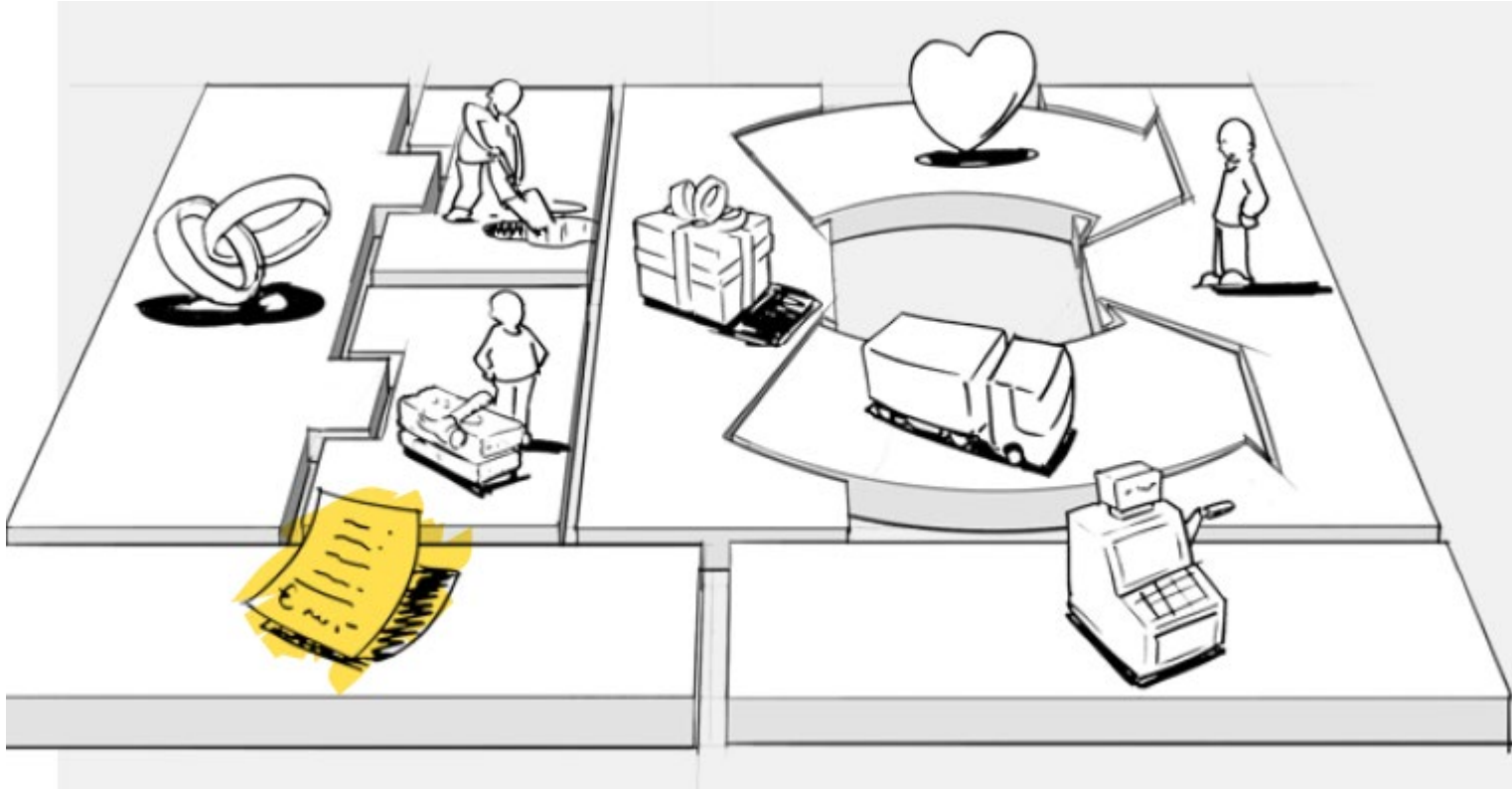
The Key Partnerships Building Block describes the network of suppliers and partners that make the business model work



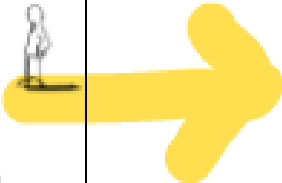
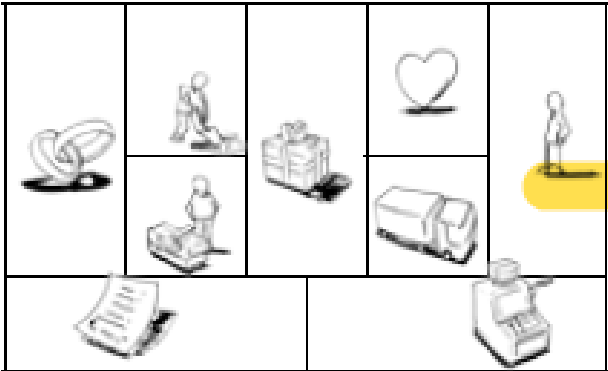
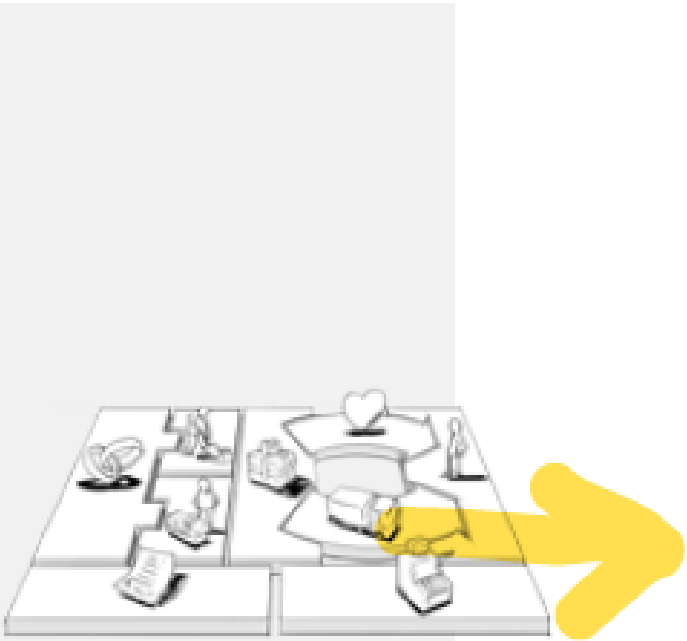
We can distinguish between four different types of partnerships:

- *Strategic alliances between non-competitors*
- *Coopetition: strategic partnerships between competitors*
- *Joint ventures to develop new businesses*
- *Buyer-supplier relationships to assure reliable supplies*

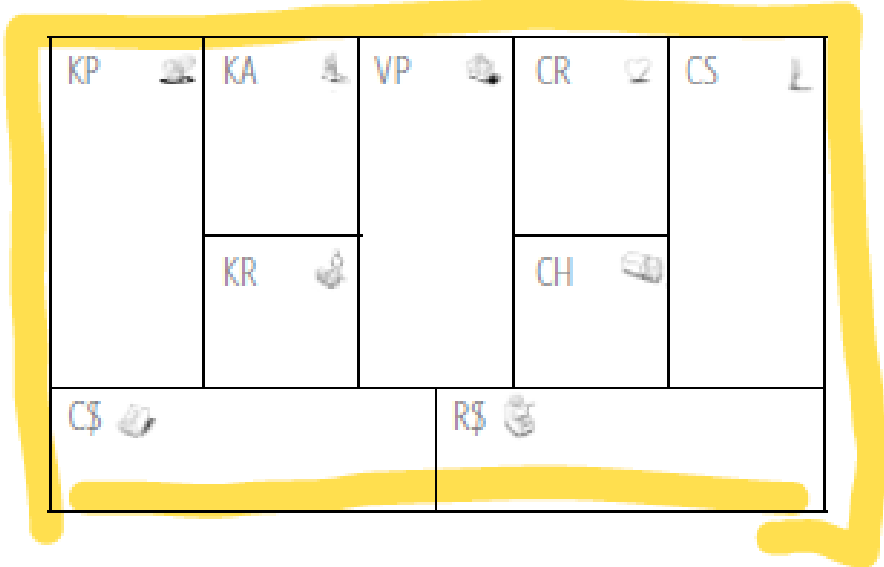
Cost Structure



The Cost Structure describes all costs incurred to operate a business model



The Business Model Canvas



This tool resembles a painter's canvas — preformat-
ted with the nine blocks — which allows you to paint
pictures of new or existing business models.



KP



KA



hardware
design

VP



CD



lovenmark

CS



record
companies

marketing

OEMs

people

Apple
brand

seamless
music
experience

switching
costs

mass
market

content &
agreements

iPod
hardware

iTunes
software

retail
stores

Apple
stores

apple.com

C\$



people

manu-
facturing

marketing
& sales

R\$



iTunes
store

large
hardware
revenues

some
music
revenues

1. Your ideal situation
2. How your customers want it happening
3. How your competitor is doing it
4. Final version