



# Business Model 101

Botnoi OpenAI HackFest





[KASIDIS SATANGMONGKOL - Badges - Credly](#)

## Toy - Data Team Lead

Adapter Digital Agency | Samsung



# Course Outline

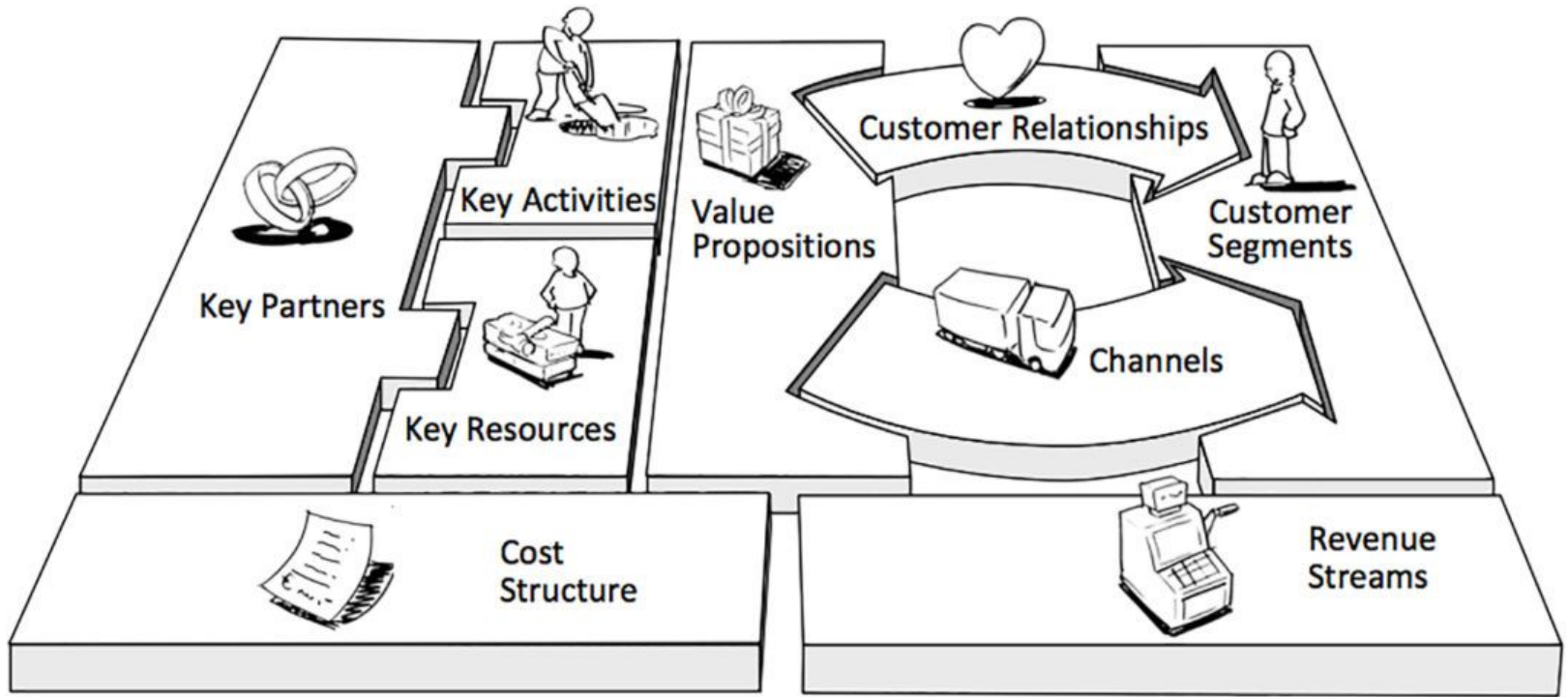


# Content

- Business Made Simple
- Business Model
- Marketing Funnel
- Customer Journey
- Digital Marketing







<https://merlin-ict.eu/what-is-a-business-model-canvas/>



# Business Made Simple



# Business Made Simple.

WITH  
DONALD  
MILLER



# Value-Driven

The goal of this book is to transform its reader to become a value-driven professional

Source: Business Made Simple





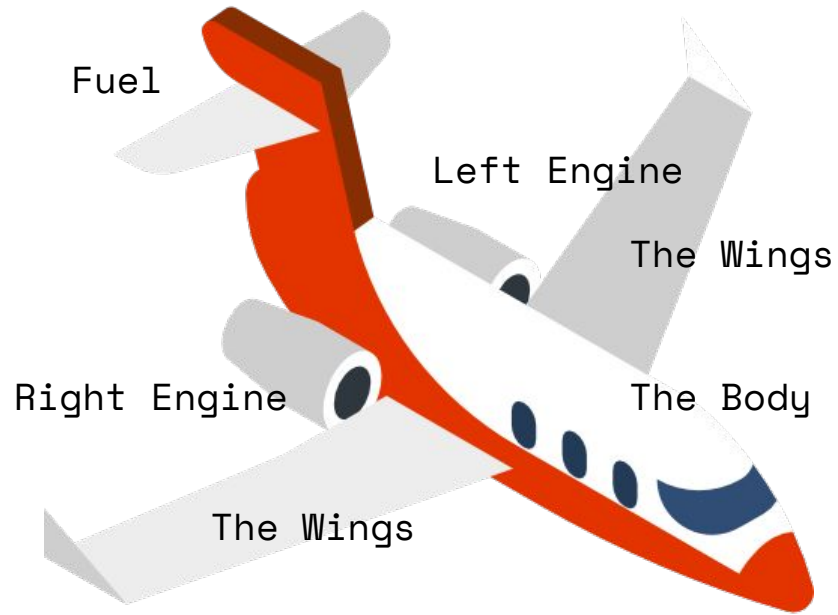
# How Business Really Works



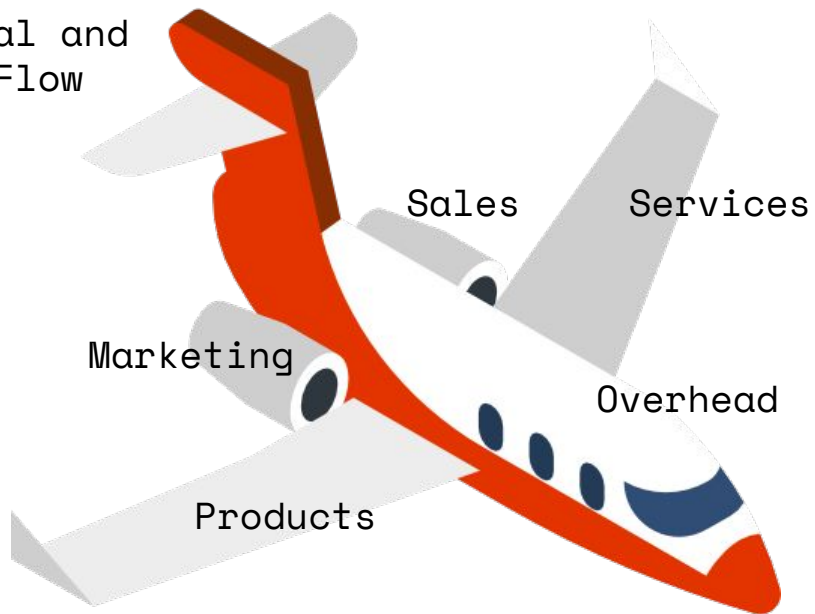
A business works like an airplane.  
Understand the five parts of a healthy  
business so you never experience a crash







Capital and  
Cash Flow







# 1. Overhead

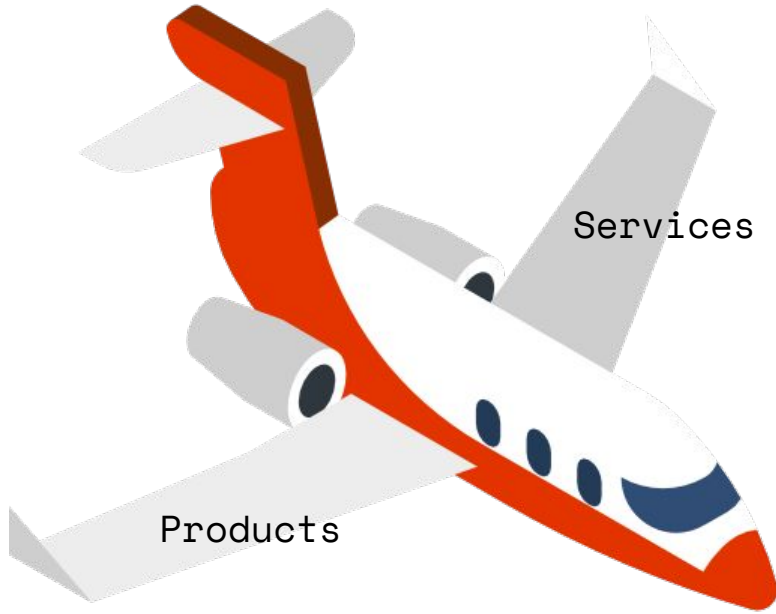
Overhead includes necessary expenses to run the business

- Salaries
- Rent
- Office supplies
- Employee benefits





Overhead : rent, salary, office supplies, gas billing



## 2. Products & Services

Your products and services are what give business lift. Without profitable products to sell, no air can lift the airplane off the ground





## 3. Marketing

Marketing comes before sales.

- Build relationships
- Clear messaging
- Solve problems





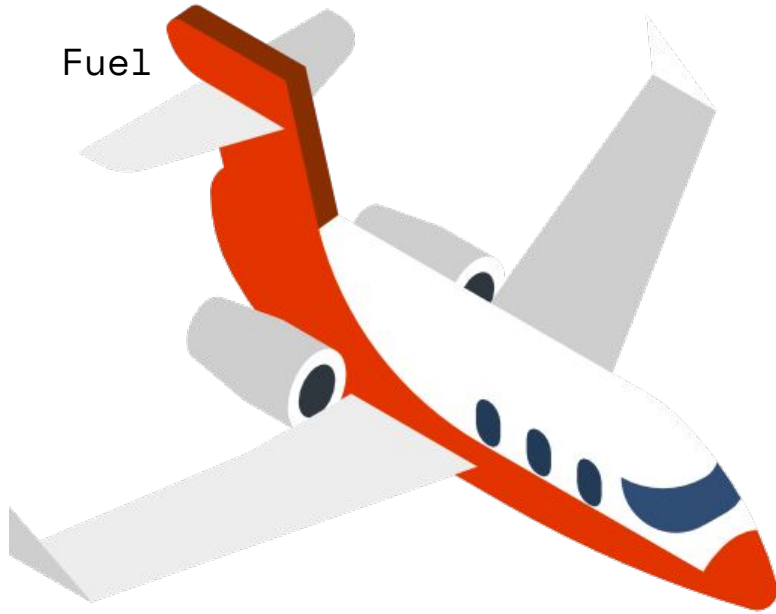


## 4. Sales

The second engine to help our business fly faster and further.

Create sales system and scale.





## 5. Fuel

Fuel represents cash flow.

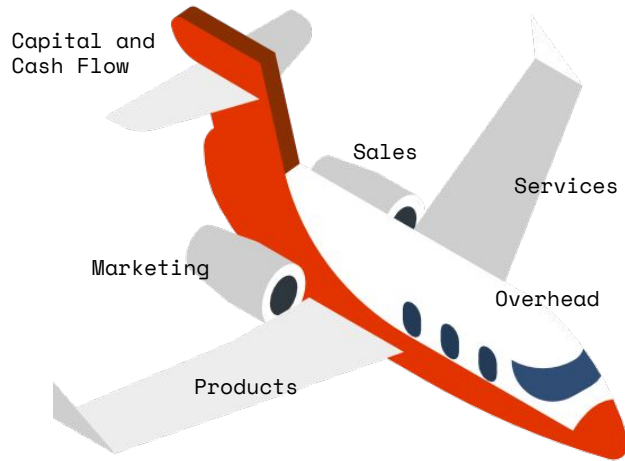
Business will crash when it runs out of cash just like airplanes without fuel.



“ Nothing sends up a red flag for your boss faster than a conversation in which it becomes obvious that **you don't understand cash flow.**

Miller, Donald. Business Made Simple (p. 91). HarperCollins Leadership. Kindle Edition.

# Balance The Five Parts



You can make **good business decisions**.  
Always remember the  
analogy of the airplane.







POWERED BY STORYBRAND

BECOME A COACH LOG IN

GET ACCESS

## Get a 6-Step Plan to Grow Your Small Business

*Join Business Made Simple and implement  
a six-step plan to optimize your  
small business for revenue and profit.*

GET ACCESS

<https://businessmadesimple.com/>



# Persona



Saved

## Persona



Share

Export

Zoom out

0 Unsorted



Note



Link



To-do



Line



Board



Column



Comment



Sketch



Add image



Upload



Draw



Trash



### Marie — The artist

Looking to sell her art easily online and gain exposure as an up and coming artist.

Age: 26

Marital status: Single

Occupation: Artist/Art Buyer

Location: London, UK

Income: £32,000

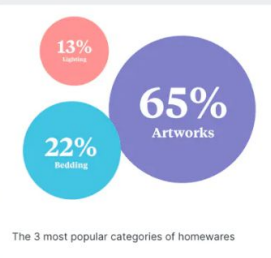
### Bio

Julia is an artist in London. She graduated 4 years ago from art school and has been making art since joining a local studio 12 months ago.

Although she loves the people she works with, she has been giving serious thought to her future. While the studio that she works at is growing, she's worried that she won't develop a name for herself if she continues working with others. She's considering selling her art online and wants a reputable place to sell her pieces while gaining good exposure.

### Needs

- To find the right website which offers the facilities she wants.
- To find a way to fund her artworks without incurring lots of debt.



### Pain points

- Concerned that she'll need to manage mailing artworks and won't be able to afford the website fees
- Worried that she's one of many artists and won't get enough exposure
- Doesn't want the service to take too high a percentage of her sales

### Ideal experience

- Mail her pieces internationally and ensure they arrive safely
- Manage her inventory easily from her iPhone
- Make great money to sustain her passion making art

### Research

2 cards, 1 document

### Quotes

"It's important that I can connect with the buyers"

"I really just need an easy way to promote my art and keep prospective buyers up to date"

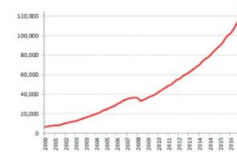
"The hardest part is managing the actual transaction."

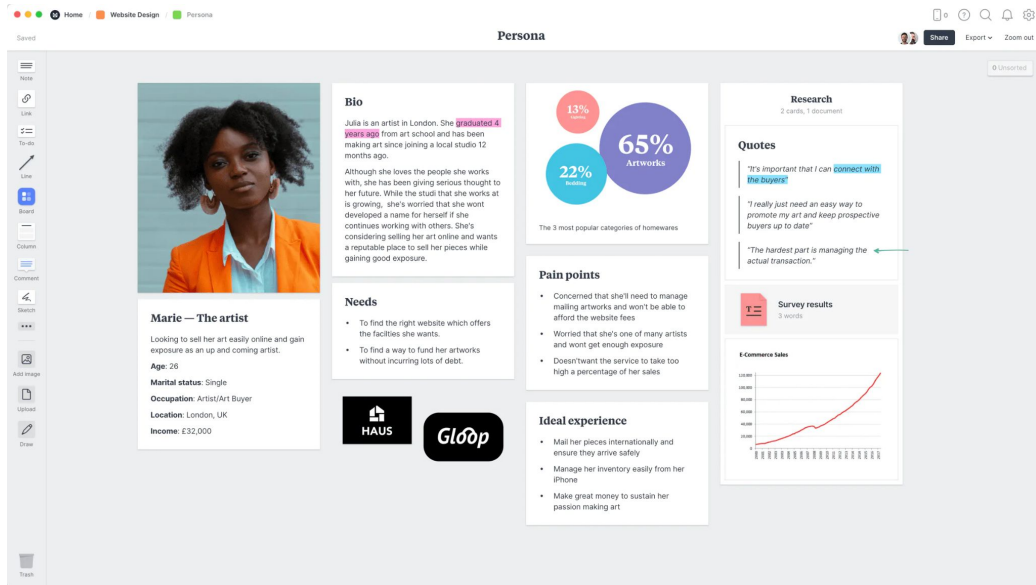


### Survey results

3 words

### E-Commerce Sales





- Name
- Demographic
- Needs
- Pain Points
- Ideal Experiences





# Business Model





# A simplified business model

Product benefits

## **Products** / **Services**

How is it going to solve your customers problems?

## **Marketing**

Clear message why your product will help your customers

## **Leadership**

Your vision/ mission  
Your team

## **Overhead Costs**

How much you have to pay to run your business?

## **Customer Personas**

Define your core audience for your business

Can have multiple personas, 3 personas maximum

## **Sales**

How much it will cost?  
Guarantee?  
After Sales service?



# Marketing Funnel



# Marketing Funnel

A visual representation of the process through which people go from first learning about a brand to becoming loyal customers

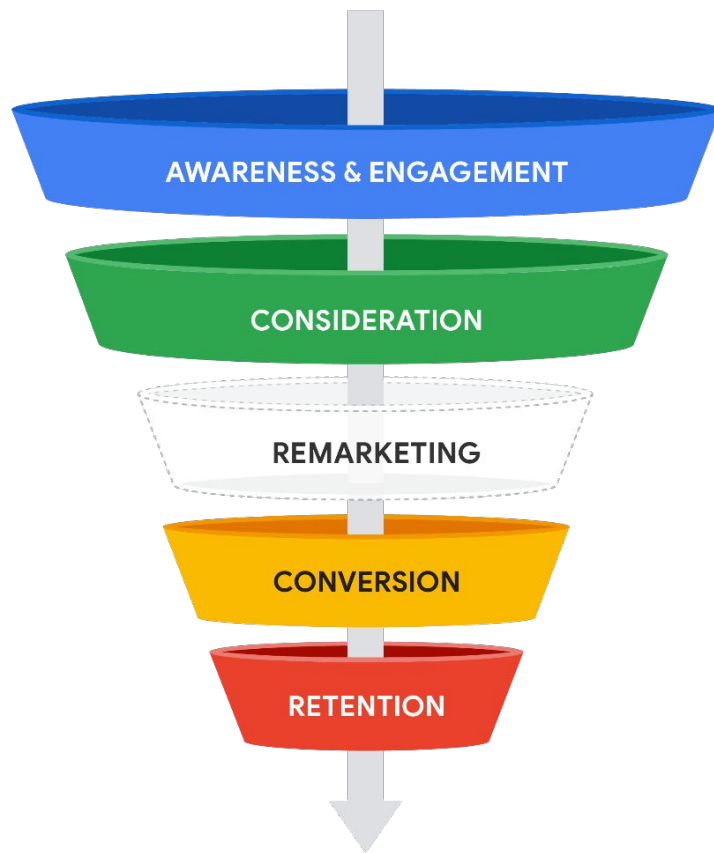
Source: Google



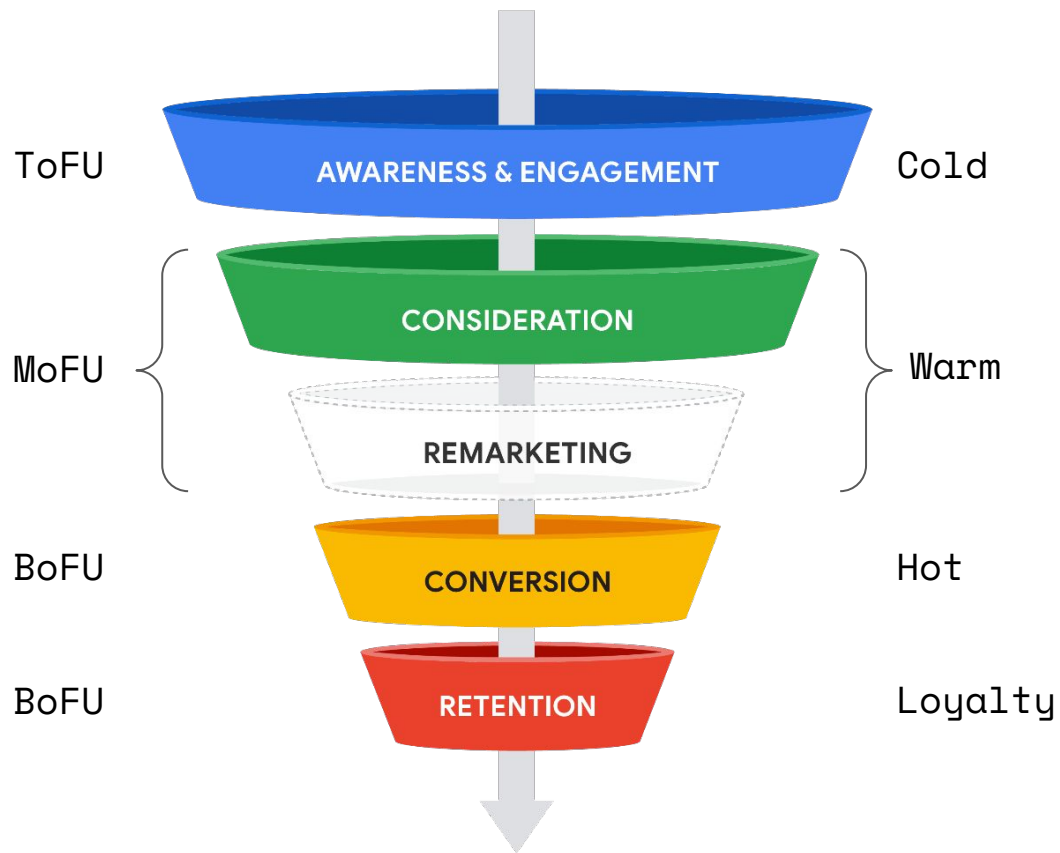
# Traditional Marketing Funnel



# Digital Marketing Funnel









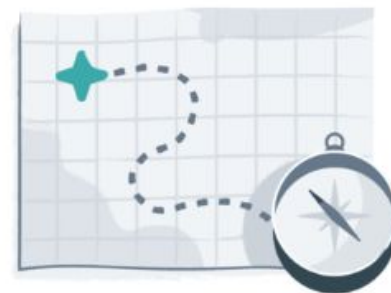
# Digital Marketing Funnel





# Choose The Right Objective

- ☐  Awareness
- ☐  Traffic
- ☐  Engagement
- ☐  Leads
- ☐  App promotion
- ☐  Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.



# Pirate Metrics

AARRR Pirate Metrics framework is an acronym for a set of five user behaviour metrics that business should be tracking

Source: [Product Plan](#)



# Pirate Metrics

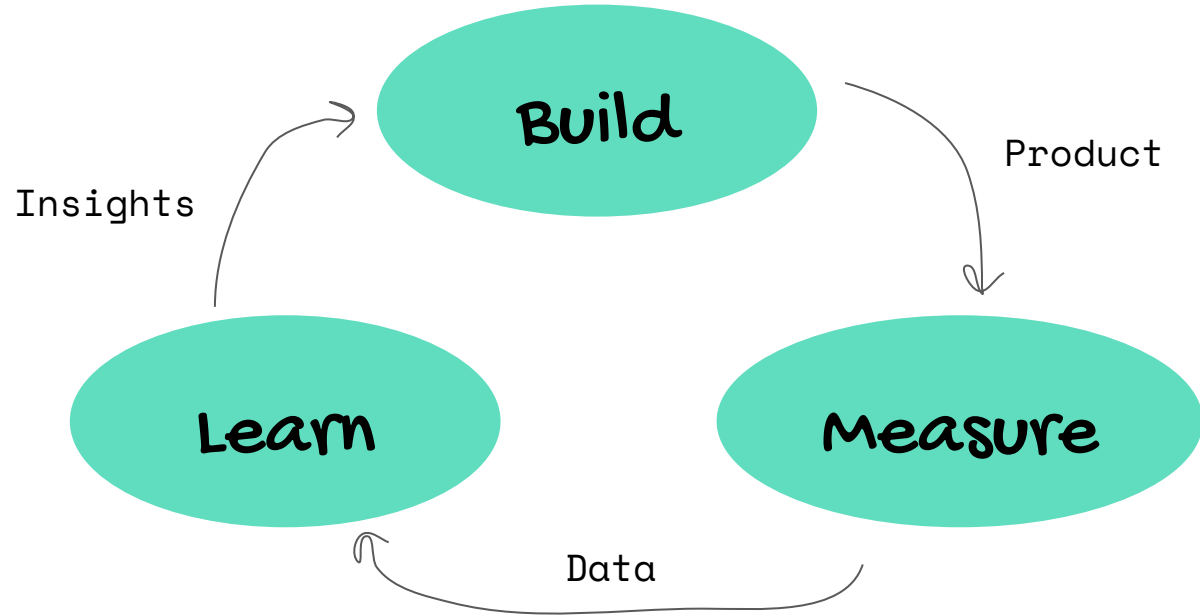
- Acquisition
- Activation
- Retention
- Referral
- Revenue

Created by Dave McClure

AARRR



# Always Improve





# Customer Journey



# Fun Statistics

According to Baymard Institute, **nearly 70% of online shoppers abandoned their cart** in 2021. Why does a customer spend hours adding products to their cart just to close the tab? Why is it taking customers several steps to get from point A to point B when it should only take one?

Source: Hubspot



# Customer Journey

The path you take from learning about a product to getting your questions answered to making a purchase

Source: Google



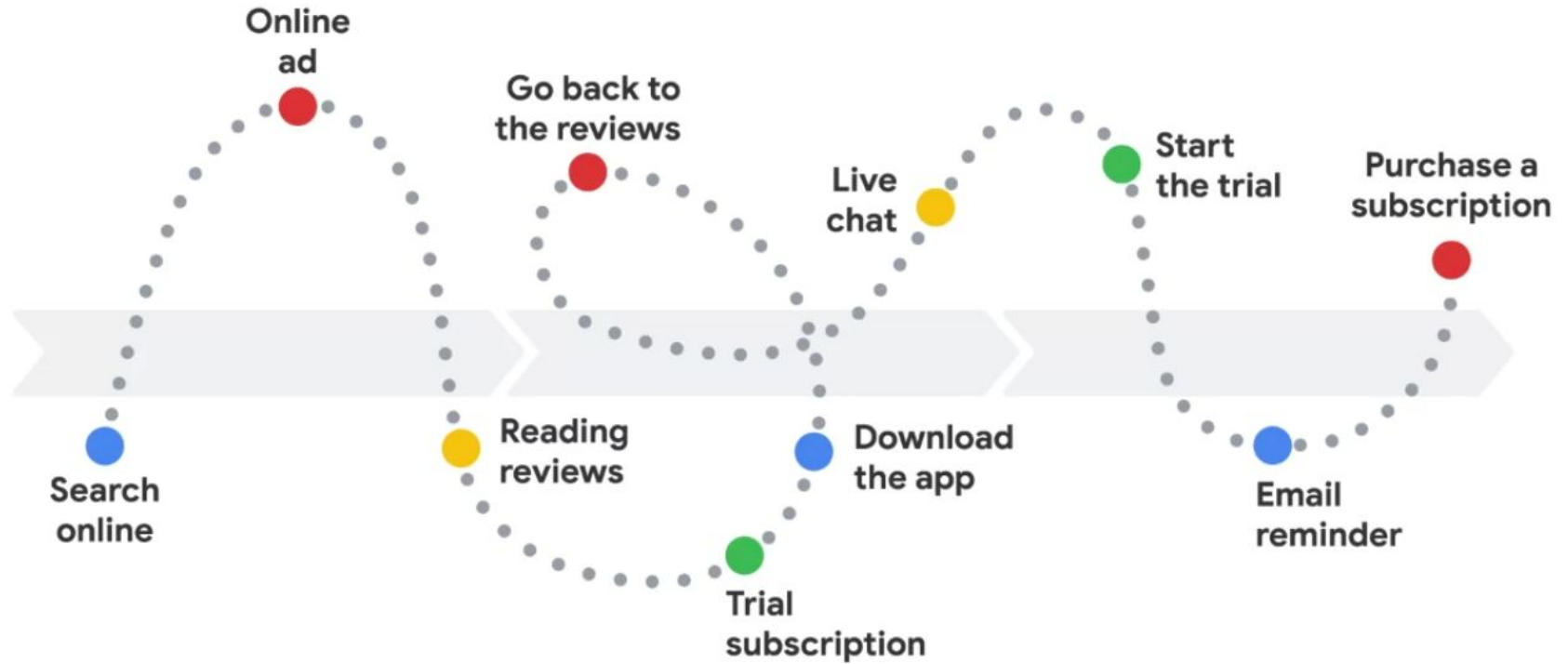


# Customer Journey Map

A journey map is a visualization of the process that a person goes through in order to accomplish a goal.

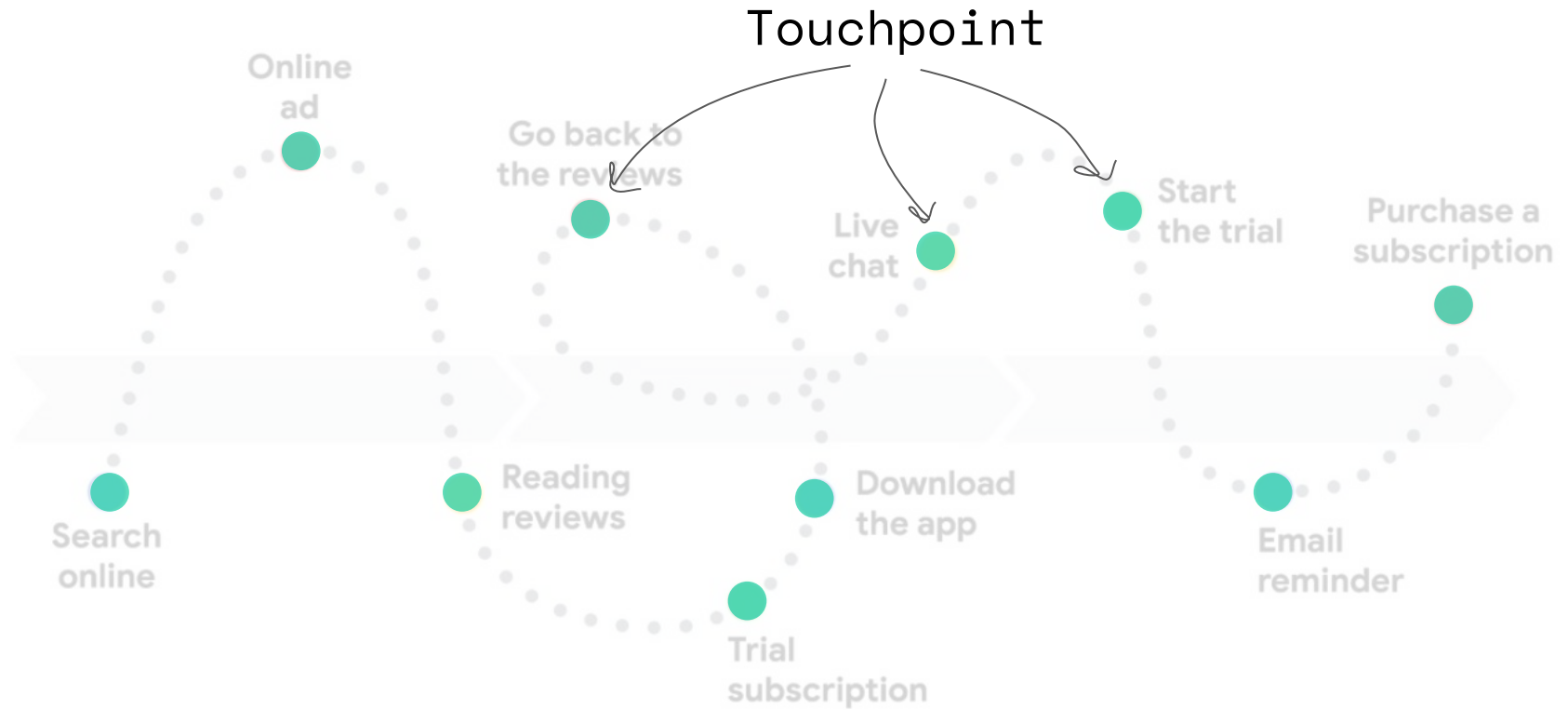
Source: NNgroup





<https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/6Tp7i/the-customer-journey-and-journey-maps>





<https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/6Tp7i/the-customer-journey-and-journey-maps>







# Touchpoint

Each interaction with a brand during a customer journey

Source: Google

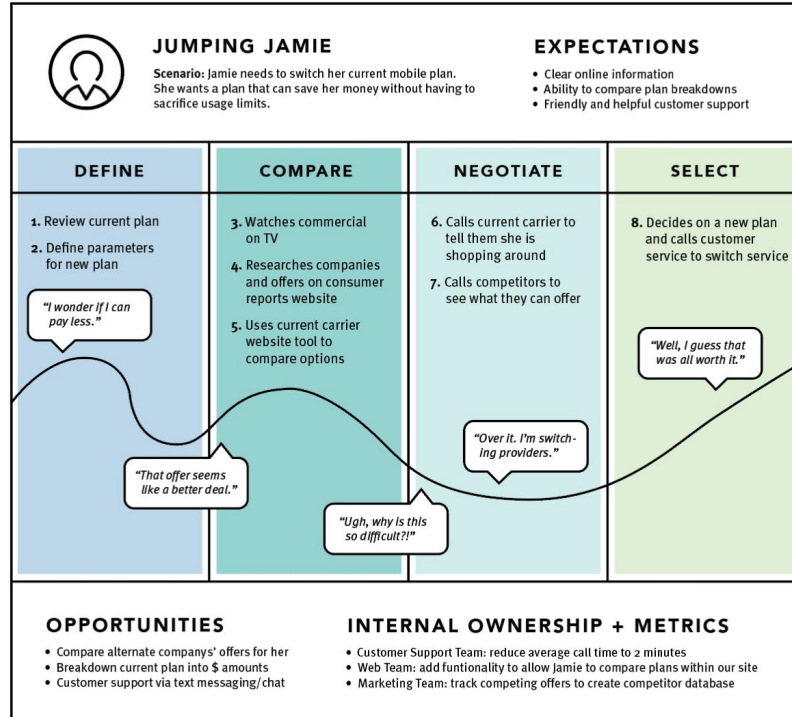


## CUSTOMER/USER JOURNEY MAP

 <b>SPECIFIC USER + SCENARIO + GOALS</b>		
<b>PHASE 1</b>	<b>PHASE 2</b>	<b>PHASE 3</b>
<div>1. _____</div> <div>2. _____</div> <div></div>	<div>3. _____</div> <div>4. _____</div> <div>5. _____</div> <div>6. _____</div> <div></div>	<div>7. _____</div> <div>8. _____</div> <div>9. _____</div> <div></div>
<b>OPPORTUNITIES + INTERNAL OWNERSHIP</b>		



## CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*



# CUSTOMER JOURNEY MAP *Shopping for a New Car*

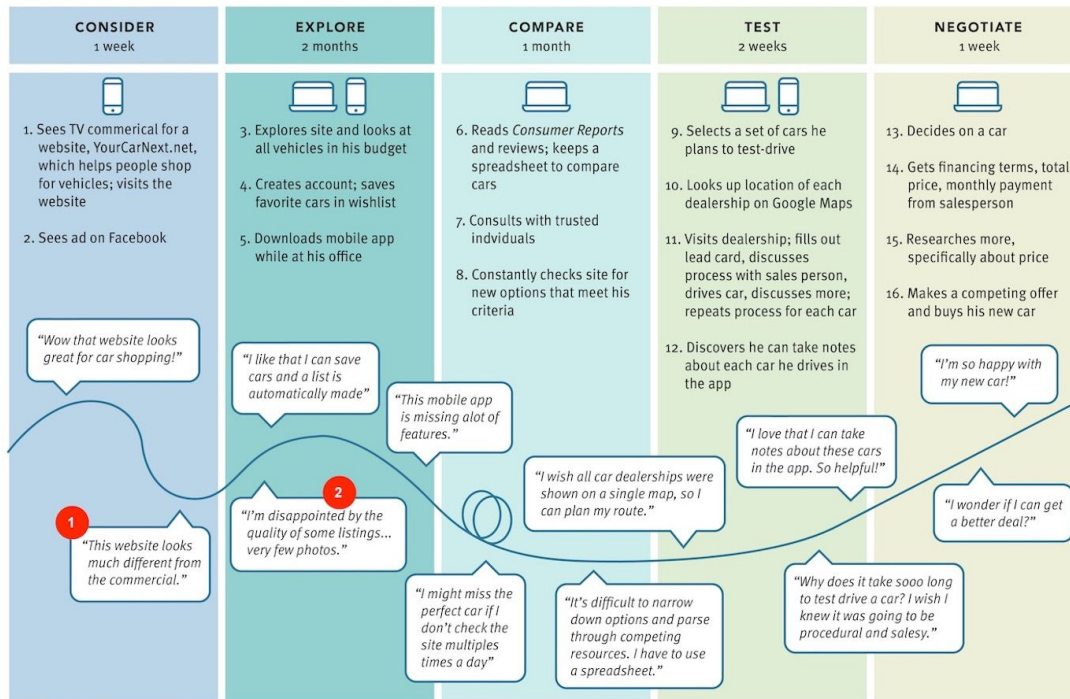


## EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.  
**Scenario:** Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

## EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



NNGROUP.COM NN/g





# How to Build a Journey

- Talk to (a lot of) your users
- Using data analytics
- Consolidate data



# Digital Marketing



# Fun Statistics

In the past decade, the global e-commerce market grew by **600%** ▲

Source: Google

<https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/UJHB1/welcome-to-the-google-digital-marketing-e-commerce-certificate>



# What is Marketing?



mar·ket·ing

/ˈmɑːrkətiŋ/

*noun*

the action or business of promoting and selling products or services, including market research and advertising.

"the Western arts of marketing and distribution"



# Hubspot Definition

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.




# Seth Godin . .

Marketing is the generous act of helping  
someone solve a problem

Seth Godin, This is Marketing





A woman with long brown hair, wearing a red turtleneck sweater, stands behind a counter in a boutique, smiling at a customer. The customer, a woman with long reddish-brown hair, is seen from the back, looking at a tablet computer on the counter. The tablet displays a grid of clothing items. A black payment terminal is also on the counter. The background shows a well-lit boutique with large windows, wooden pillars, and several circular mirrors. A small brass deer figurine sits on the counter near the tablet.

**Marketing** is about building good relationships with your customers



# Digital Marketing

Doing what Seth Godin said via online/  
digital channels



# Why Digital Marketing

- Reach millions of people
  - Build awareness
  - Build relationship
  - Build sales
- Lower cost (vs. traditional)
- Data driven



# Digital Channels

- Social Media
- SEO
- SEM
- Email marketing
- E-commerce
- Digital Data Analytics



# Media Mix

The combination of digital channels you use to reach your goals and how you divide your budget among them

Source: Google



# Simple Journey



# Attribution Model

.. is the rule, or set of rules, that determines how **credit** for sales and conversions is assigned to touchpoints in conversion paths

Source: Google

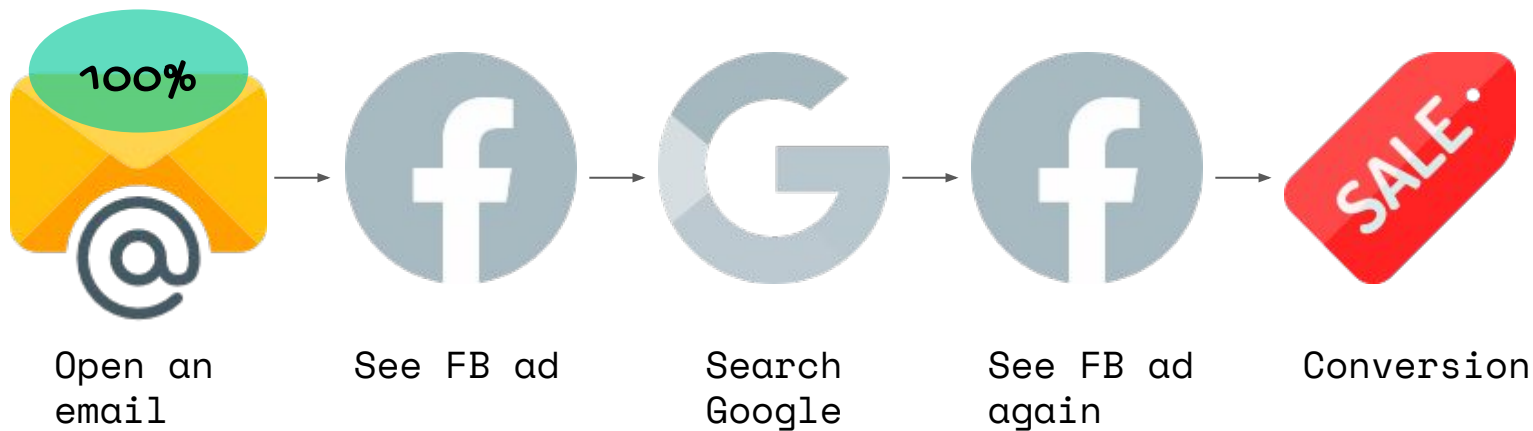


# Rule vs. Data-Driven

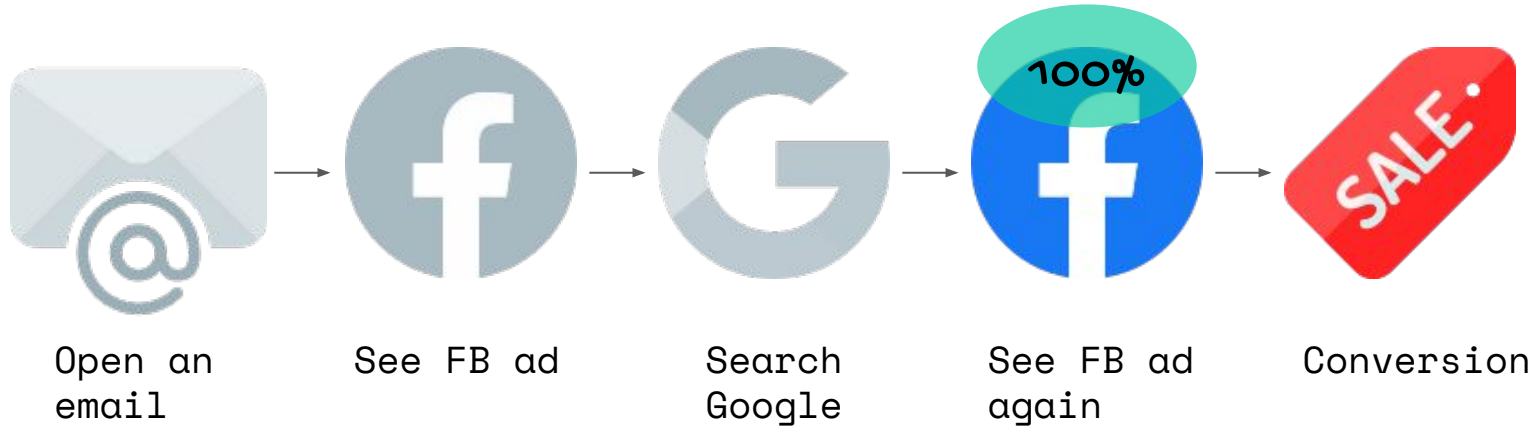




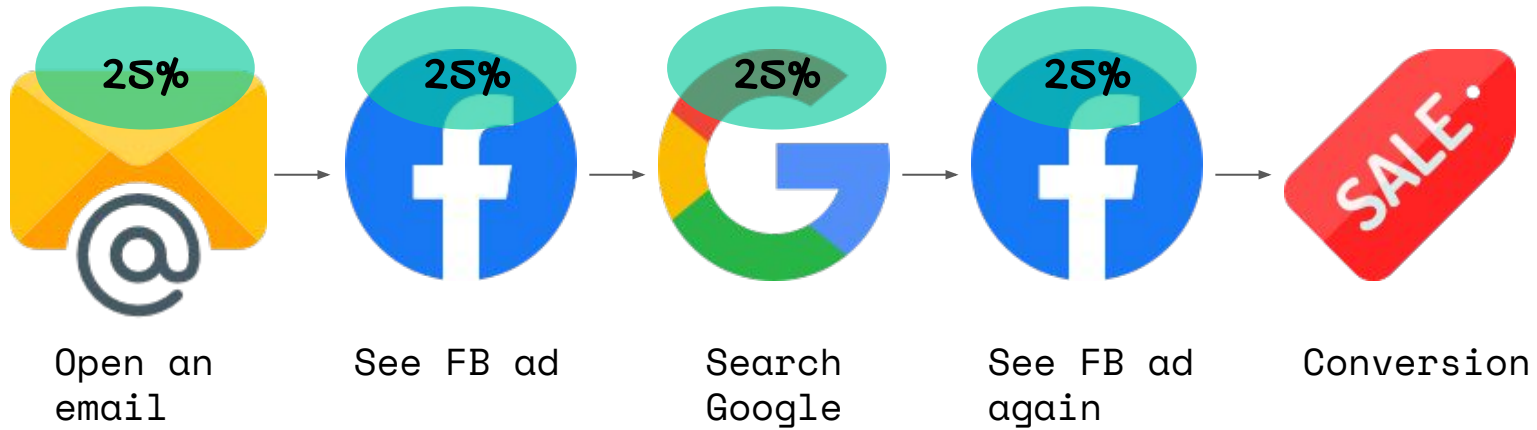
# First Click Attribution



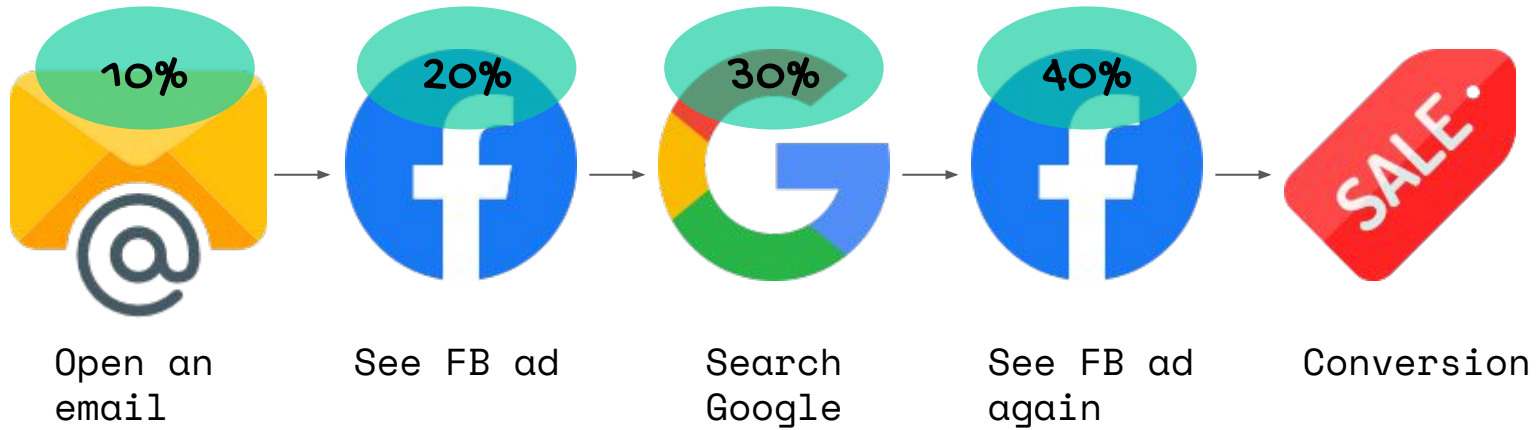
# Last Click Attribution



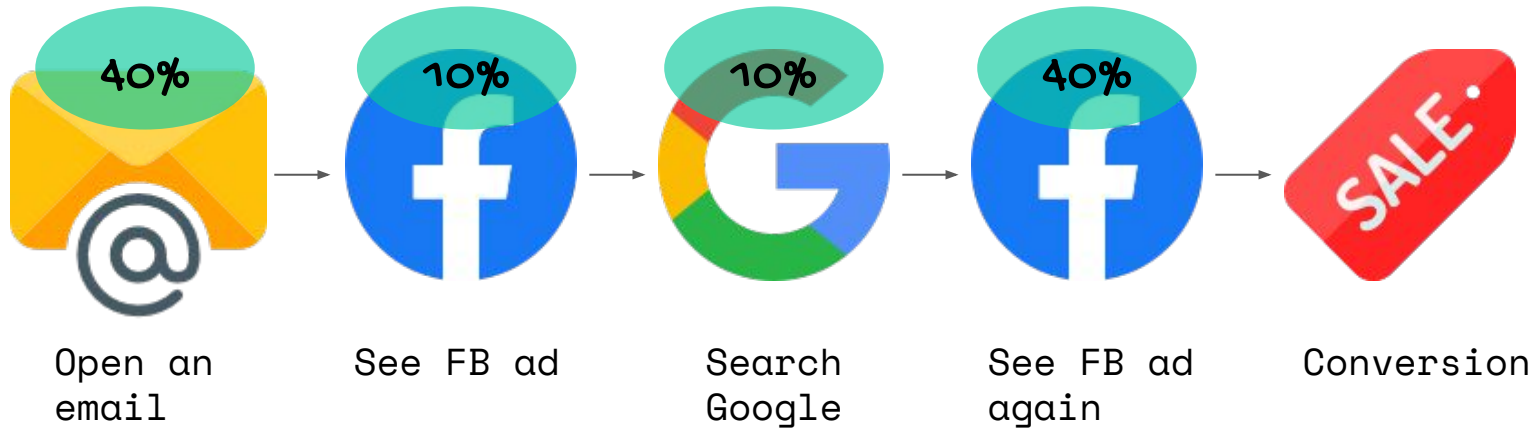
# Linear Attribution



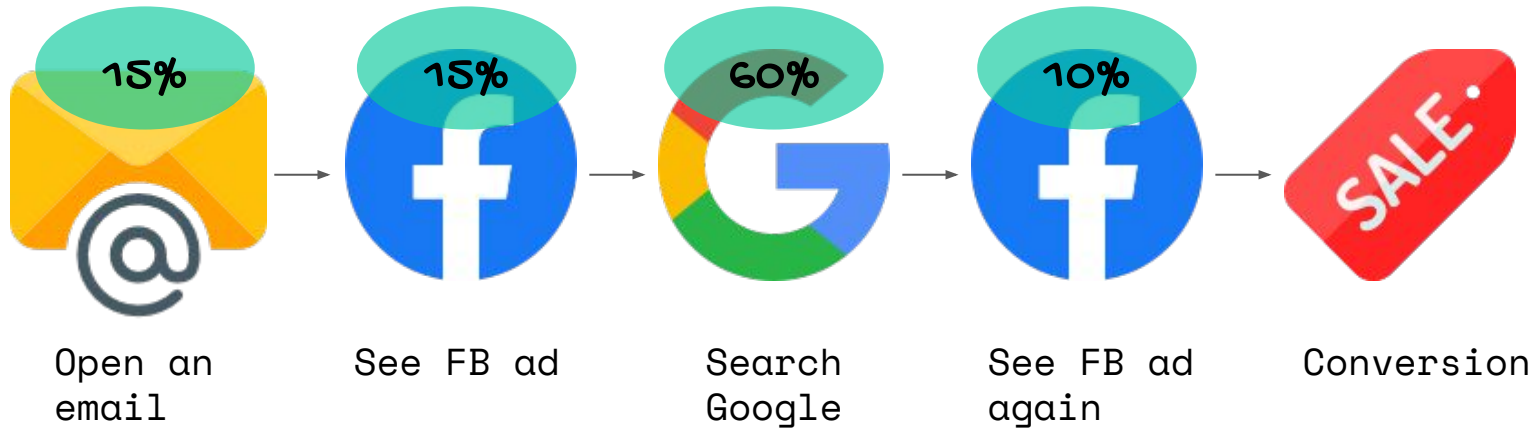
# Time Decay Attribution



# Position Based Attribution



# Data Driven Attribution



Assigned credits based on real data



# True till Today

Half of the money I spend on  
advertising is wasted. The trouble is I  
don't know which half.

John Wanamaker (1838-1922)





# Course Recap





# Key Takeaways

- Business Made Simple
  - Business really works like an airplane
- Marketing Funnel
  - We move potential customers from awareness to loyalty
- Customer Journey
  - Path to purchase & conversion measured with data
- Digital Marketing
  - Cost effective, data-driven approach of model marketing





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