

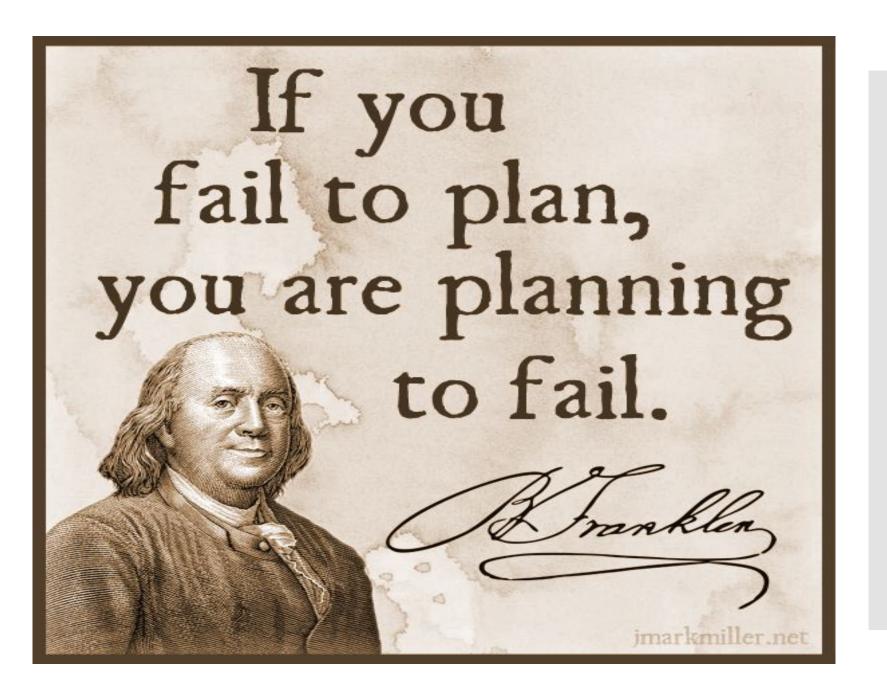
Business Plan Workshop

HETIC School of Digital Leadership Bengaluru, Karnataka





Importance of a PLAN



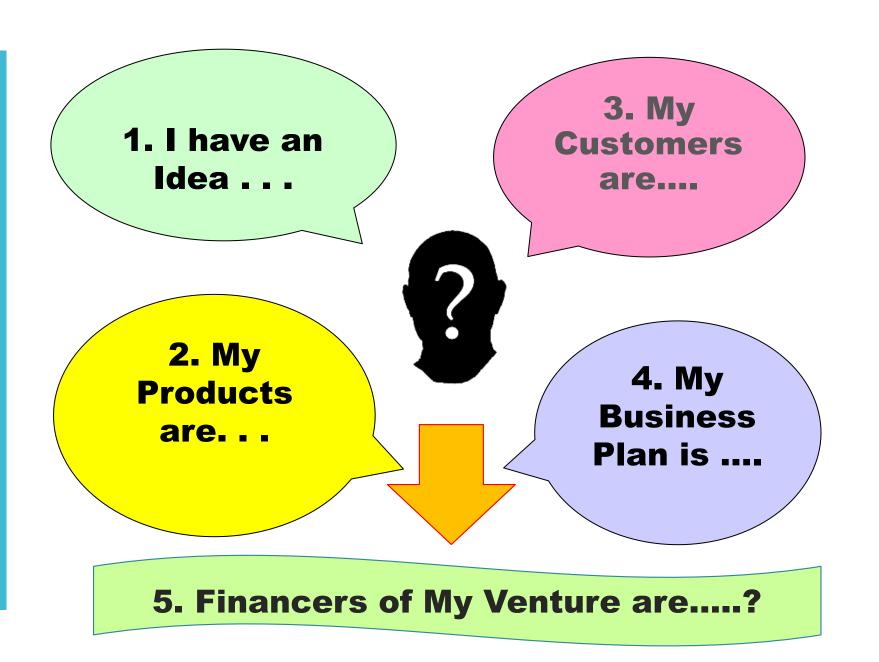
Business Plan

- A business plan is a written document that describes in detail how a business, usually a startup.
- Defines its objectives and how it is to go about achieving its goals. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints.



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5 Essentials to Be An Entrepreneur?



The Components







The business plan

The business plan admits the entrepreneur to the investment process. Without a plan furnished in advance, many investor groups won't even grant an interview. And the plan must be outstanding if it is to win investment funds.

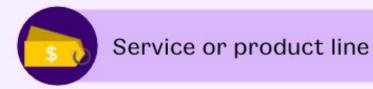
Marketers want to see evidence of customer interest and a viable market. Investors want to know when they can cash out and how good the financial projections are. Drawing on their own experiences and those of the Massachusetts Institute of Technology Enterprise Forum, the authors show entrepreneurs how to write convincing and winning business plans.



The Sequence

BUSINESS PLAN OUTLINE



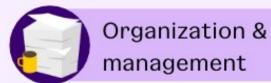


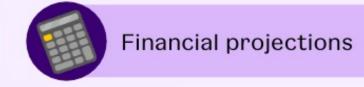


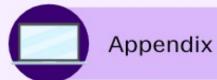
















WHY - The Business Plan?

- A comprehensive, carefully thought-out business plan is essential to the success of entrepreneurs and corporate managers. Whenever you are starting up a new business, you will never face a more challenging writing assignment than the preparation of a business plan.
- Only a well-conceived and well-packaged plan can win the necessary investment and support for your idea. It must describe the company or proposed project accurately and attractively. The plan must detail the company's or the project's present status, current needs, and expected future. You must present and justify ongoing and changing resource requirements, marketing decisions, financial projections, production demands, and personnel needs in logical and convincing fashion.

Key Contents

Business Plan

- 1 Executive Summary
- 2 Company Summary
- 3 Market Analysis
- 4 Industry Analysis
- 5 Product or Service Description
- 6 Strategies & Implementation
- 7 Financial Plan
- 8 Sales Forecast

Executive Summary

1 Executive Summary

- Introduction
- The Purpose
- The Company
- Products & Services To Be Offered
- Broad Target Market
- The Industry
- Techniques, Plans & Strategies
- Financial Projections
- Funding Request
 - How much capital have you invested?
 - How much capital do you still need?
 - How will you spend any capital raised?

Company & Market

2 Company Summary

- Company Structure & Ownership
- Mission or Vision Statement
- Products & Services
- Pricing Information
- Goals
- Keys to Success
- SWOT Analysis

3 Market Analysis

- How are you going to identify your customer?
- How are you going to find your customer?
- How big is your market?
- How will your customer fine

The SWOT Analysis



Characteristics of your business that show your advantages over competitors Characteristics of your business that make it less favorable relative to competitors

Elements in the external environment that allow your business to develop and implement strategies to increase profitability

Elements in the
external
environment that
could endanger the
integrity and
profitability of your
business

Industry & Product

4 Industry Analysis

Research your industry's current market trends and provide a brief description of your findings.

- Online Sales
- Brick & Mortar Sales
- Year-Over-Year Trends
- Median Cost vs. Price

5 Product or Service Description

Describe product/service in detail.

- Manufacturing
- · Chemicals or Materials Used
- Product/Service Benefits
- Product/Service Features
- · Technology Used
- Product/Service Functionality
- Patents

Strategies & Finance

6 Strategies & Implementation

- Advertising Strategy
- Target Market Strategy
- Website Strategy
- Milestone Strategy
- Exit Strategy

7 Financial Plan

- Short-Term Financial Plan
- Intermediate-Term Financial Plan
- Financial Risk Management
- Cash Adequacy Protection Plan
- Management Succession Plan
- Long-Term Financial Plan
- Startup Summary
- General Assumptions

The Money...

8 Sales Forecast

- Sales Forecast
- Personnel Plan
- Projected Profit & Loss
- Projected Cash Flow
- Projected Balance Sheet
- Break-Even Analysis
- Business Ratio Analysis

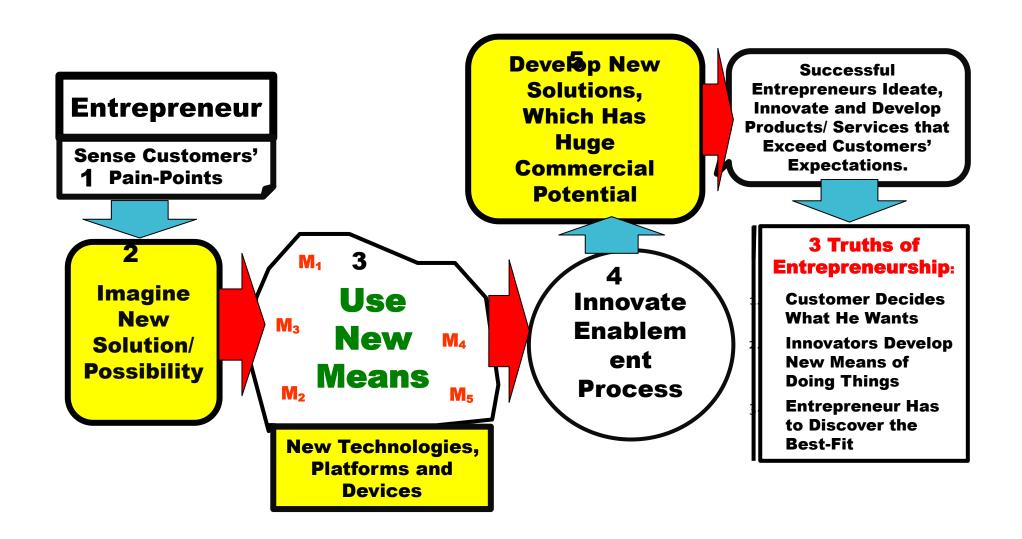


Designing the Business

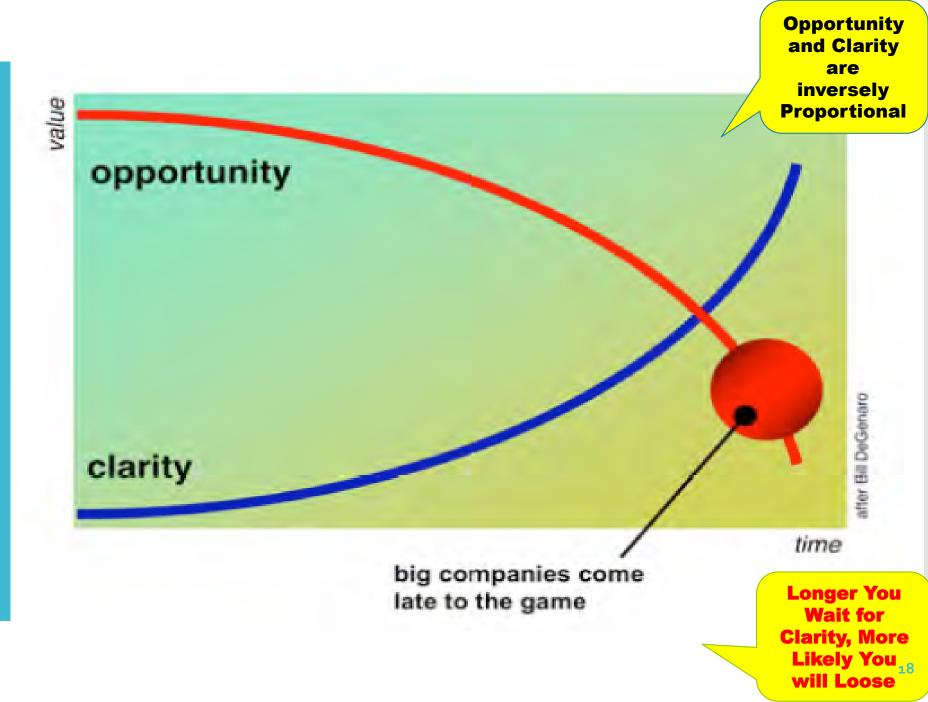
Business Model Canvas					
Description			Revenue streams		
Basic introduction to your business model			The goals and how you measure them		
Customer targets	Customer challenges	Our solution		Our value	Our pricing
The top three customer challenges	Pain points of your customers	Primary way that you solve your customer's challenges		Core elements of your solution that make it unique and differentiated	How you package your solution and what it will cost
Our messaging			Go-to-Market		
Clear and compelling message that explains why your solution is worth buying			Channels used to market and sell to your customers		
Investment required			Growth opportunity		
Costs required to make the solution a success			Ways that you will grow the business		
					iiNurture Galil e



5 Steps of Entrepreneurial Innovation Process



Opportunity Vs. Clarity

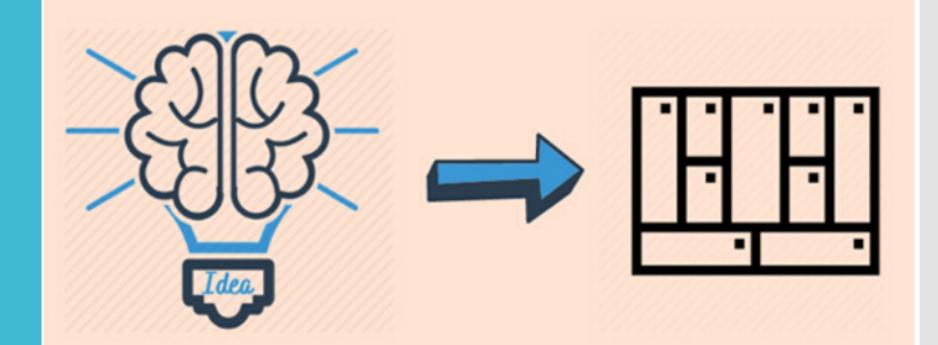




Presentable Logic...

The Business
Model Canvas is a strategic management template used for developing new business models and documenting existing ones.

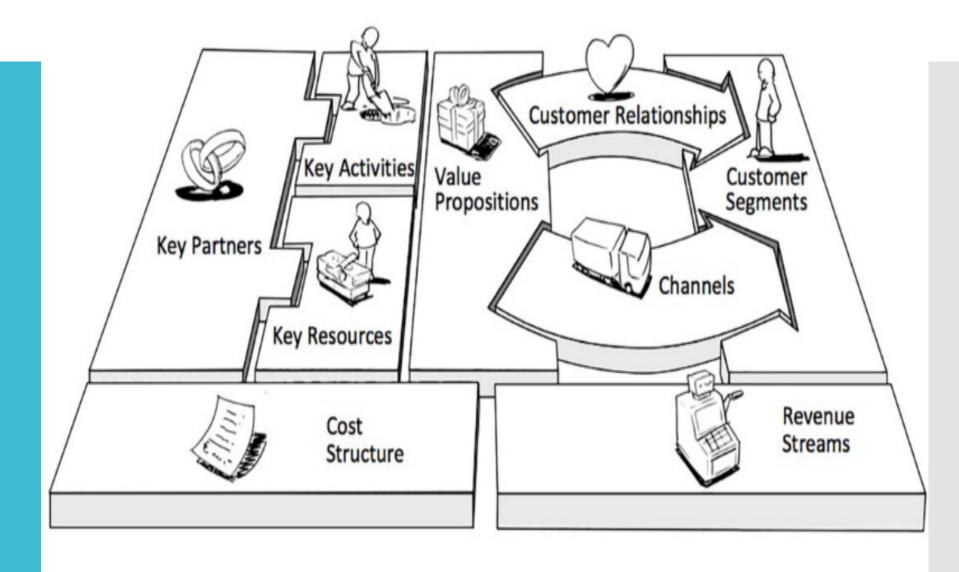
BUSINESS MODEL CANVAS







Business Model Canvas









BUSINESS MODEL CANVAS (TESLA)



KEY PARTNERS T

- OEM Alliances
- Governments
- Leasing companies
- Panasonic (battery development)
- Manufacturing and purchasing
- Insurance companies
- Charge point partners

KEY ACTIVITIES 08

- Reseach and development
- Design
- Electic power technologies
- Car manufacturing
- Charge point infrastructure

KEY RESOURCES 898

- Electic vehicle technology
- Battery production
- · Employees/skills/ knowledge
- · Engineering and design
- Elon Musk/Brand

VALUE PROPOSITIONS

- · Long-range recharging flexibility
- High-performance and modern design
- Energy efficiency and cost of ownership
- · Autonomous driving capabilities
- Charge anywhere

CUSTOMER RELATIONSHIPS **

- Cutomer service
- Customer intimacy
- Direct to customer
- Customer relationship management
- · Personal assistance

CUSTOMER SEGMENTS Ø

- · High-net worth individuals
- Green buyers
- · Commercial fleet buyers
- · Sports car enthusiasts
- · Elon Musk fans
- Corporate executives
- · Mid-tier management

CHANNELS

- · Retail stores
- Website
- Conferences and events

- · PR/Media

COST STRUCTURE &

- Manufacturing infrastructure Employees
- General admin/sales
- R&D costs

- Distribution
- Cost of materials

REVENUE STREAMS Int.

- Automotive sales
- Automotive leasing
- · Energy generation and storage
- Services



BUSINESS MODEL CANVAS





Key Partners



- Restaurants and shops
- Groceries
- Delivery providers

Key Activities



- Partnerships with eateries and retail shops
- Hiring delivery providers and suppliers
- Managing delivery and payment process

Key Resources



- local restaurant and shops
- delivery providers
- Technology

Value Propositions



- Food delivery with no-restriction order policy
- efficient online payment system
- no minimum order requirement
- different payment methods

Customer Relationships



- 24/7 active customer support
- Customer Support
 Chat
- social media pages

Channels



- mobile app
- websites
- digital marketing

Customer Segments



- People who do not wish to go out to restaurants
- People who want to order food online and want to get it delivered
- people who want to buy and get other products delivered from nearby shops and stores

Cost Structure

- Payroll expenses for its employees and delivery partners.
- Costs of application and website development
- Running costs and maintenance charges
- Administrative, advertising, and marketing costs



Revenue Streams

- Delivery charges
- Commissions
- Advertising
- Affiliate Income, Swiggy Access/Super





Business Model - Zomato



Key Partners

- Uber Taxi
- London & Partners - could launch Zomato in UK within expected timeline

Key Activities

- Provide local restaurant & hotel search services
- Collect data on food menus, contacts and provide relevant information to users

Key Resources

- Large Database of restaurants across cities
- Presence across 7 countries

Value Propositions

- One-stop shop for diners and offers a way for restaurants to differentiate themselves
- Bridges the gap between the consumers and restaurants through efficient technology applications which reduces the delivery time.
- Rating based pricing model for the food delivery service.
- Online ordering in new markets like London and African countries.

Customer Relationships

*Online service build with mandatory rating mechanism.

Channels

- Mobile Applications
- Internet

Customer Segments

- Users who try to find local restaurant of various cuisines
- Restaurants who want their names to reach the target audience
- Customer preferring home delivery
- Database
 Companies
- Market Research Companies

Cost Structure

Revenue Streams

- *Advertising: The ads which are placed on their website generate the majority of the revenue for the company
- Ticket Sales: Zomato also sells tickets for various events and earns a commission through these sales
- Consulting: Owing to the huge database of restaurants, users and their preferences, Zomato also provides business consulting and data analytics services to their clients

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BMC Smart Doors



KEY PARTNERS

- University
- Microprocessor's company
- Cloud computing service provider
- Current partners



10th – IT INFRASTRUCTURE

- 3G/4G networks
- Wi-fi connection
- NFC
- Android and IoS platform
- Cloud: SaaS
- MQTT protocol



- Development of IoT hardware
- Development of embedded software, app and cloud
- Software maintenance
- Product distribution in points of sales or online
- Product assembling, testing and packaging



KEY RESOURCES

- SW/HW development teams
- Consulting services for patents and marketing
- Financial resources



VALUE PROPOSITION

B2C market

- -Managing home access by third parties
- -No cost to generate extra keys
- -Managing remote keys
- -Increasing home's
 safety (e.g.: built-in
 alarms)

B2B market

- Managing corporate access by third parties
- Managing remote keys to clients anytime, anywhere
- No cost to generate extra keys
- Increasing corporate safety



CUSTOMER RELATIONSHIPS



- Social networks
- Product app
- Phone
- Business trade fairs



CUSTOMER

B2C market

Domestic users familiar with IT and resident in big cities

B2B market

Corporate users, mainly hotels and real state agencies



CHANNELS

- Marketplaces
- Partners' channels



COST STRUCTURE

- Labor
- Cloud services (monthly fee)
- Freight, storage, distribution
- Advertising



REVENUE STREAMS

- Fee from additional services, such as extra keys or detailed information
- Equipment rental
- OEM sales

