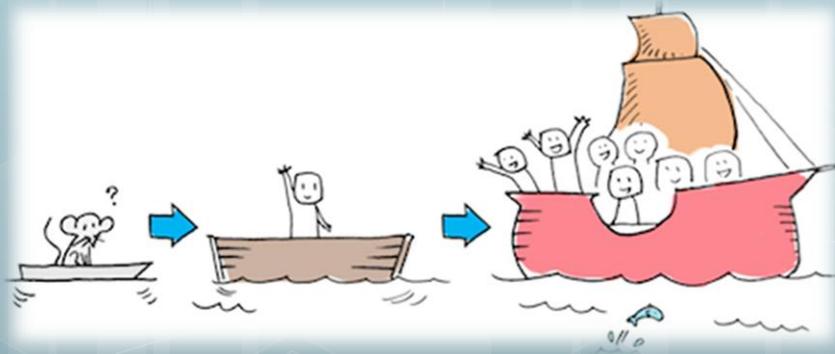


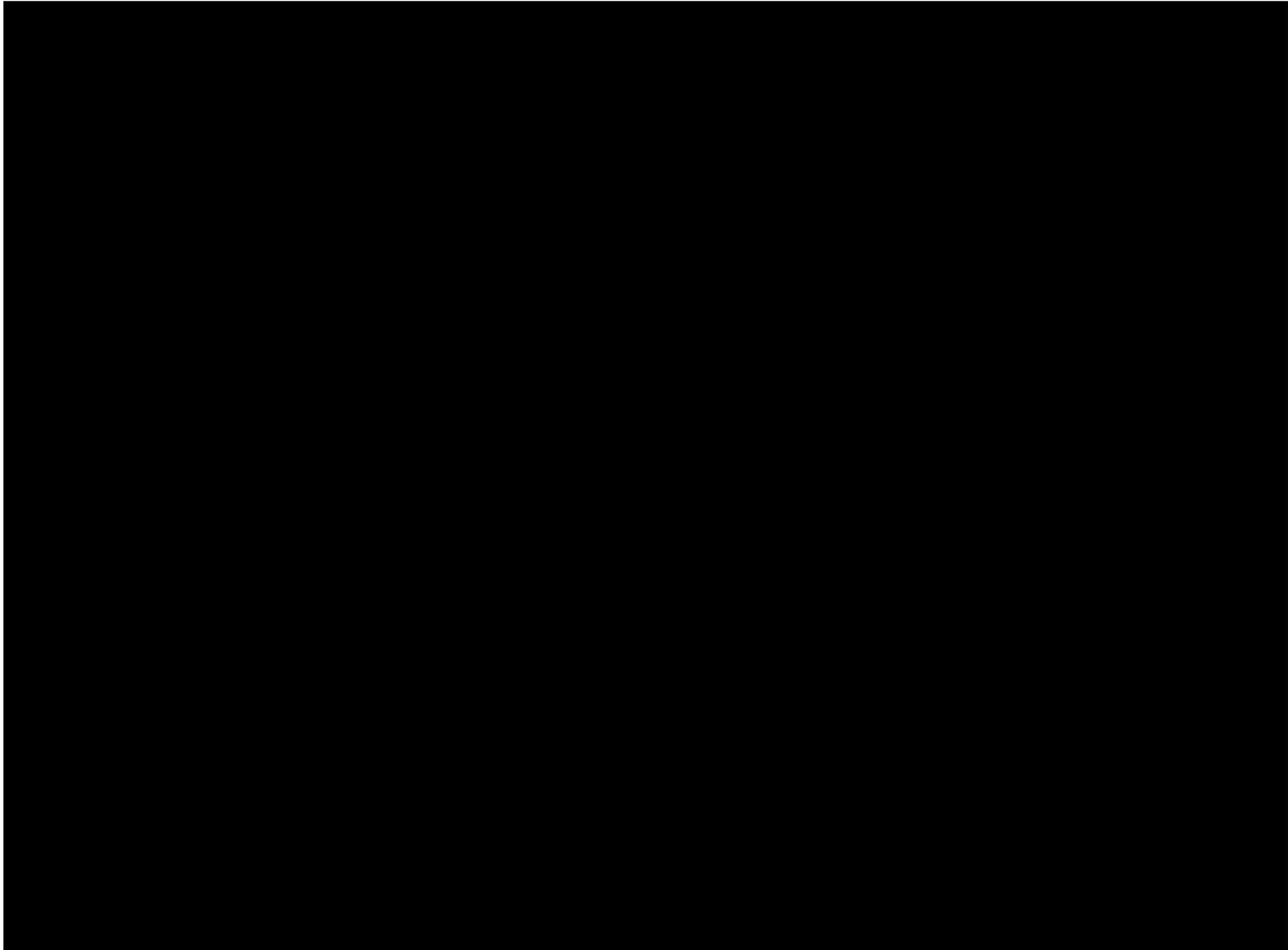
Business Plan (Workshop)



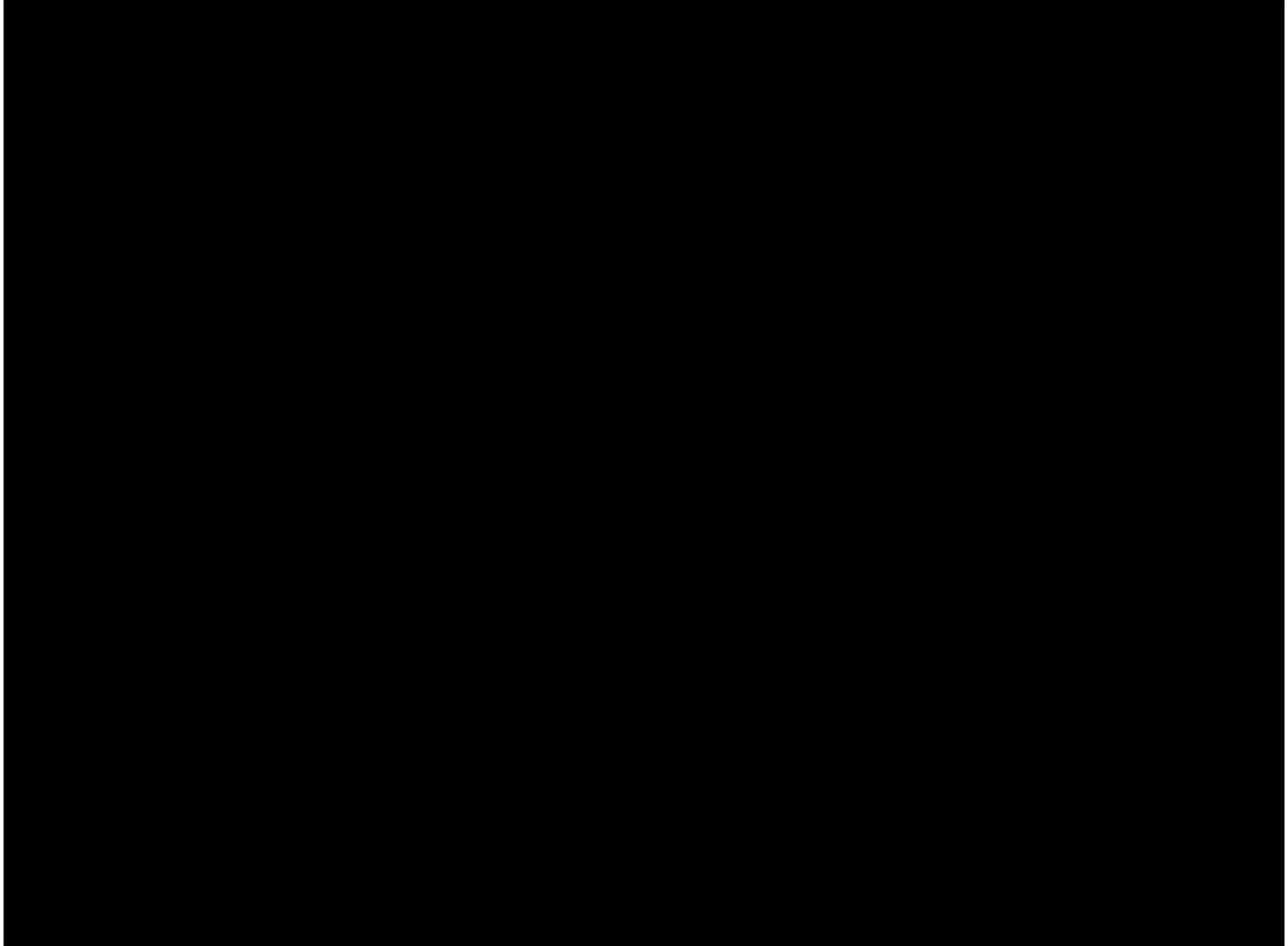
Javad Jassbi
Feb 2019

Slides left from the first day!

CASE II



CASE III



CASE IV



<p>KP </p> <p>Customers who build new LEGO designs and post them online become key partners generating content and value</p>	<p>KA </p> <p>LEGO has to provide and manage the platform/ logistics that allow packaging/ delivery of customer made sets</p>	<p>VP </p> <p>LEGO Factory substantially expands the scope of the off-the-shelf kit offering by giving LEGO fans the tools to build, showcase, and sell their own custom designed kits</p>	<p>CR </p> <p>LEGO Factory builds a Long Tail community around customers who are truly interested in niche content and want to go beyond off-the-shelf kits</p>	<p>CS </p> <p>Thousands of new, customer designed kits perfectly complement LEGO's standard sets of blocks. LEGO Factory connects customers who create customised designs with other customers, thus becoming a customer match-making platform and increasing sales</p>
<p>C\$ </p> <p>The Factory leverages production and logistics costs already incurred by its traditional retail mode</p>	<p>R\$ </p> <p>LEGO Factory aims to generate small revenues from a large number of customer designed items. This represents a valuable addition to traditional high-volume retail revenues.</p>			

LEFT FROM FIRST DAY

WRAP UP 4 FIRST DAY



Let's start the second day!

Good business plan is not a guarantee but the first step and you have to also have a successful presentation to raise attentions!

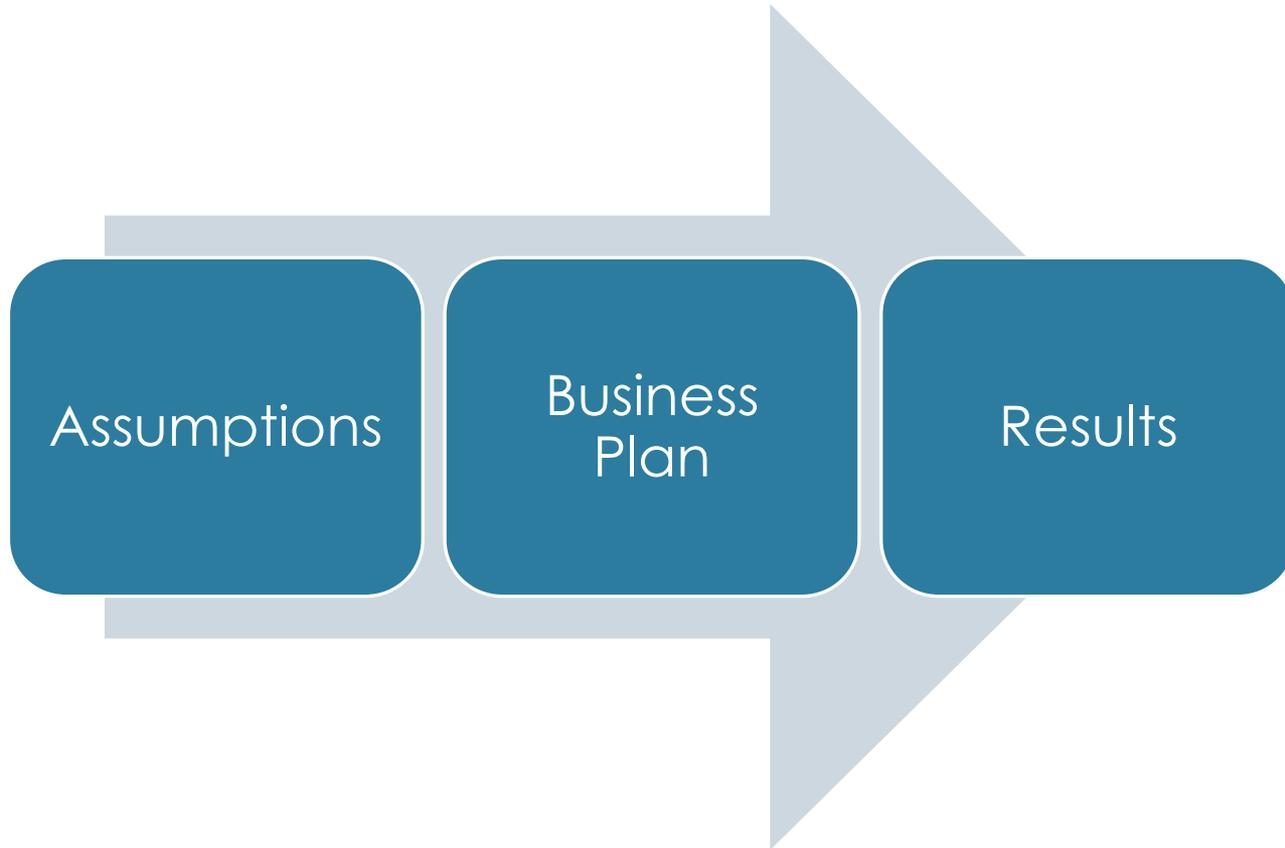
It's important to remember:

Evaluating “Business plan” as a document is different from evaluating Business plan as a plan4Business.

For Evaluation you need:

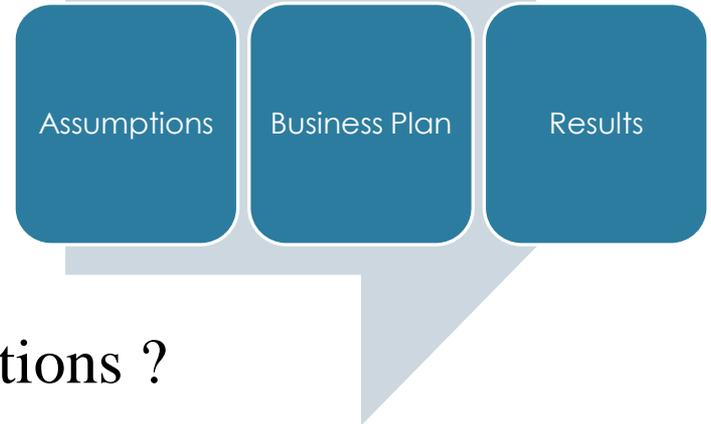
- 1) Approach,
- 2) Criteria,
- 3) Scoring System,
- 4) Aggregating Method,

Content vs Context



Typologies:

- Based on Components
- Covering of Must Answer Questions ?
- Output analysis (Business oriented)
- Quality Criteria
- Hybrid Process



- ✓ Viability
- ✓ Reasonability
- ✓ Scope
- ✓ Profitability
- ✓ Accuracy of Information
- ✓ Alignment
- ✓ Reliability
- ✓ Realistic
- ✓ Applicability
- ✓ Well written and presented
- ✓ Flexibility (Alternatives and exit plan)
- ✓

Tips:

1 Read the executive summary. This should be a concise "elevator pitch," not a summary of the business plan.

In one or two pages, it should convey the market opportunity and the uniquely compelling features of the business that will help it meet that opportunity.

The executive summary should excite you and make you want to turn to the next page.

If it doesn't, the entrepreneur might lack marketing or writing skills.

2 Evaluate the market opportunity.

It should be growing at least 10 percent per year and have a substantial potential relative to the size of the business and investment.

For example, a small company seeking an investment of \$50,000 should see a potential market of \$5 million. The larger the potential market and the faster it is growing, the better.

Look to the exhibits and appendices to ensure that the business actually has done the necessary market research and can back up any claims.

3 Examine the company strategy for capturing its market. The plan must clearly describe the problem the company is solving or need it is meeting for customers, and then propose a solution.

Closely examine the alignment between problem and solution.

Will the company actually address that need?

This evaluation must take into account the product or service being offered, the operational capacity and efficiency with which the business actually can produce its product, and the quality of the proposed marketing efforts.

4 Understand the business environment. The business plan should describe the competitive landscape in which the company operates, preferably by referencing Porter's 5 Forces or another well-established tool.

Look for detailed breakdowns and analyses of each of its competitors, and of how the company is different and better than the competition in a particular niche.

This section should include the regulatory environment and mention any costs or necessary delays associated with regulations.

5 Look for experience, integrity and passion in the executive team.

Bios and brief highlights of each executive's strengths and expertise should accompany standard business information such as headquarters and corporate structure.

The company should have experienced advisers, either formally or informally. It is paramount that the principals involved in the business convey their passion and drive toward success with this project.

If the founders haven't invested their own capital into the business, or plan on keeping their "day jobs" while running the business, they might lack faith in the project.

6 Ensure that the financial projections are both promising and realistic.

Most entrepreneurs vastly overstate their company's potential, starting with the market size and market share. Financial figures should be based on historical data if available, or very conservative projections if the company is not yet profitable.

Entrepreneurs that project capturing 20 percent market share in the first two years probably have unrealistic expectations.

7 Investigate the returns provided by the investment.

Good business plans include exit strategies for pulling the initial investment back out of the company, and have a realistic valuation of their shares.

8 Evaluate the business plan as a whole document, and as a reflection of a real-world company.

Determine whether the market need is adequate, the company's offerings are compelling, the management team experienced and committed, and the financial statements realistic.

Does this company as a whole have a chance of success?

Are you ready for Successful Pitch?



"I'm looking for an angel investor."

SUCCESSFUL PITCH



Learn from **SHARK TANK**

Lesson 1: Not all good businesses are good investments from the investors' point of view

Lesson 2: Forget small businesses, think about market size!

Lesson 3: Don't sweat meaningless numbers

Lesson 4: What next? How to scale up?

Lesson 5: Protect your business with the secret sauce

Lesson 6: Be careful! Rapid growth costs money

Lesson 7: Make it simple and clear!

Lesson 8: Be aware of Industry Bias

10 SECRETS TO THE PERFECT SHARK TANK PITCH

1 CREDIBILITY

Get Your Numbers Right -- 64% of "no" deals had some kind of math problem.



2 AGREEABLENESS

Smile & Nod -- 45% of successful entrepreneurs smiled while walking in, only 21% of unsuccessful entrepreneur did.

3 INTERACTIVE

Involve People in Your Pitch -- 81% of successful deals had some kind of interaction.



4 CAPTIVATING

Share Your Story -- 58% of successful deals had a story.

5 RELEVANT

Make You and Your Pitch Relevant -- 9% of "yes" deals had a shark who said they "saw themselves" in the entrepreneur.

6 ENTERTAINING

Pique Technique -- 63% of successful pitches used the Pique Technique.

7 CONFIDENT

Stand Strong, Stand Calm -- Successful entrepreneurs had an average 3.98/5 rating for their power stance.



8 POWERFUL

Speak Slow, Speak Low -- Successful entrepreneurs had an average 4.23/5 rating for their vocal power.

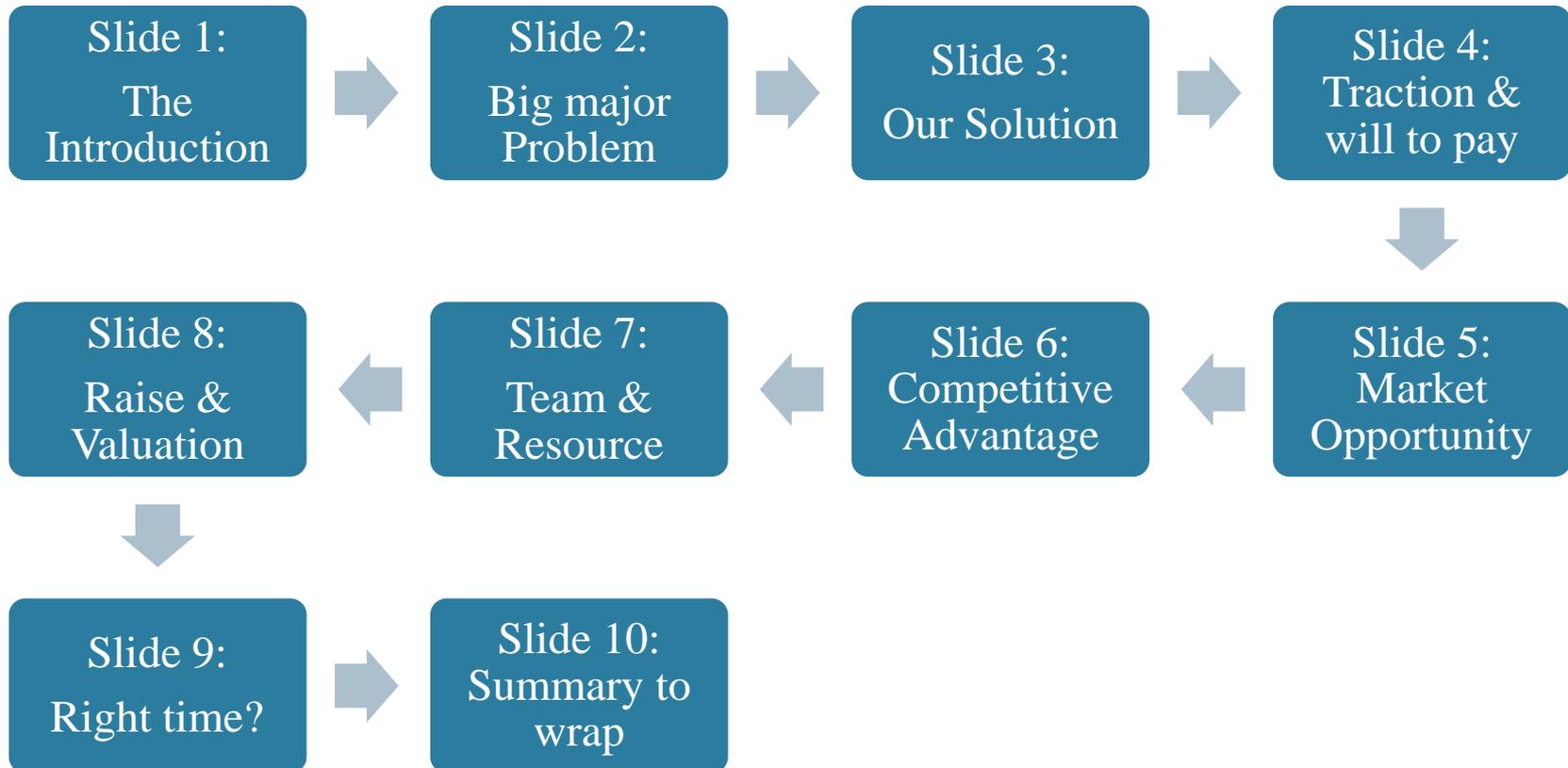
9 FUNNY

Humor Moments -- Successful pitches had an average of 2.15 humor moments.

10 INSPIRATIONAL

Hero's Journey -- 21% of successful entrepreneurs told a hero's journey tale in their pitch.

Proposal 4 Pitch Presentation outline



SUCCESSFUL PITCH



BP Canvas for UNINOVA/ CTS

1. Develop a Canvas Model
2. Present in 3 Min
3. Send final version for me please (including the names and student numbers)!

UNINOVA/ CTS

<p>Key Partners</p> 	<p>Key Activities</p> 	<p>Value Propositions</p>  <p>Write directly to the canvas...</p> <p>Or use the post-it™ note</p>	<p>Customer Relationships</p> 	<p>Customer Segments</p> 
	<p>Key Resources</p> 		<p>...or both</p>	<p>Channels</p> 
	<p>Cost Structure</p> 	<p>Revenue Streams</p> 		

Thanks for your attention!

Reminder:
Please send the projects by 15 March!

Any question:
j.jassbi@uninova.pt