

# Business Modeling: Γρήγορα και απλά εργαλεία

15<sup>ο</sup> Συνέδριο Infocom  
Change Makers: Startup & Innovation. Η άλλη Ελλάδα

30/10/2013

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Διευθυντής, ALBA Hub for Enterprise and Development

# Καλώς Ορίσατε!

Τι θα δούμε σε 30 λεπτά;

- Λίγα πράγματα για το business plan.
- Λίγο περισσότερα πράγματα για business modeling.
- Πολλή τροφή για σκέψη...

# Εργαλεία Business Planning

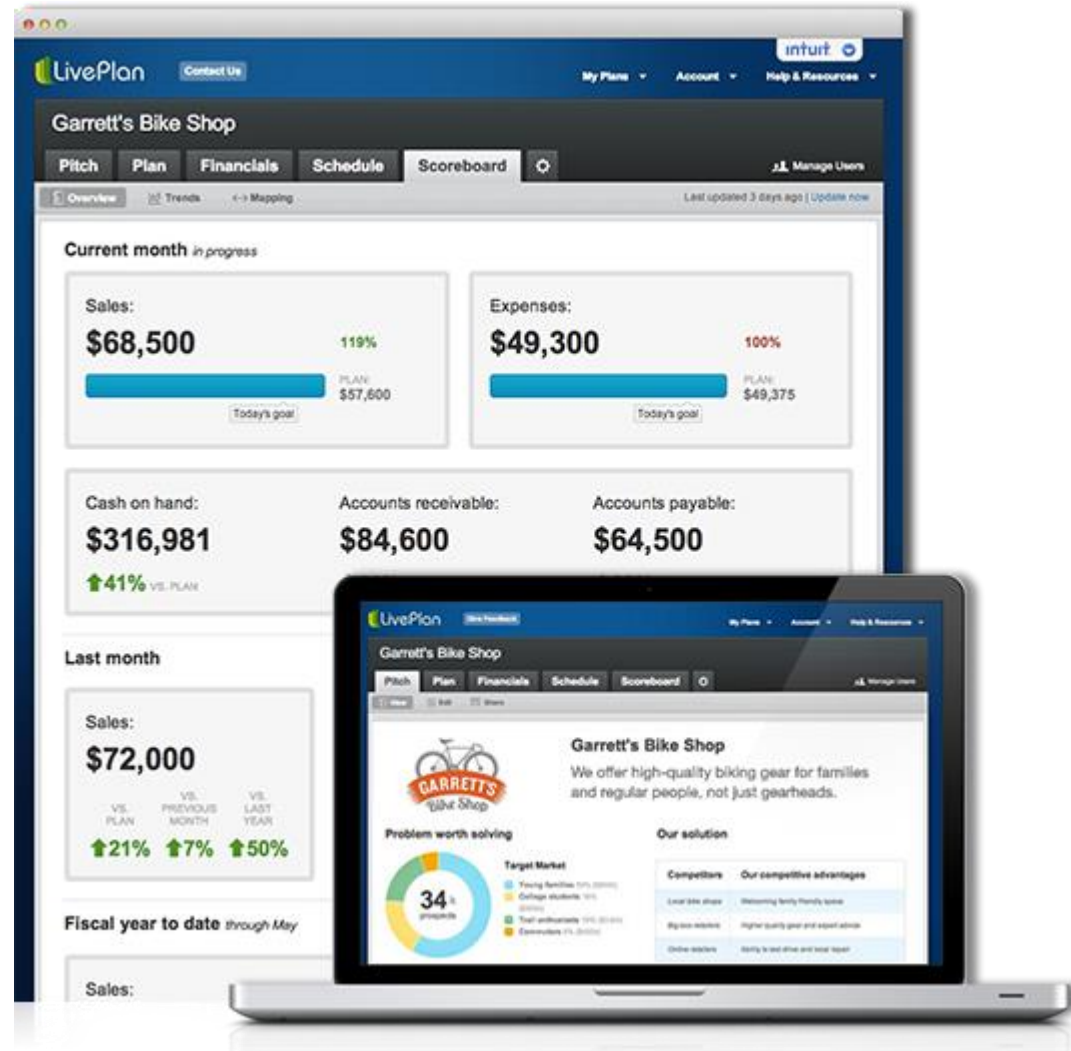
- [Liveplan.com](https://liveplan.com)
- [Plancruncher.com](https://plancruncher.com)
- [Planhq.com](https://planhq.com)
- [Bizplan.com](https://bizplan.com)
- [Enloop.com](https://enloop.com)

# Γιατί Business Plan;




# Liveplan.com

- Εύκολα financials
- Εργαλείο pitching
- Πρόσβαση
- Ομάδα
  
- \$20/μήνα





# Plancruncher.com


- Εικόνες
- 1 σελίδα
- Μπούσουλας!
- Online/Offline
  
- Δωρεάν





**PC Sliced Bread 2.0**  
Lunatic Ventures contact-us@lunatic-ventures.com


**Idea**  
  
It is a high-risk idea. We have a new idea.  
This is going to be the best thing since sliced bread. Better, even, than Web 2.0. Sure, everyone says that, but this time it's really true.

**Team**  
  
We have a business network. We are not going to build it. We have an entrepreneur.  
We have years of experience in the Dutch 'breadovenagers' industry; our relentless CEO will leverage our existing network of contacts.

**Product**  
  
We have a working demo. We own the IP.  
We have samples of our new product. It's crunchy. We also own the rights to our revolutionary new recipe, which is fully patent-free.

**Revenue**  
  
We will monetize later. We have a revenue forecast. We will start by getting users.  
In the first phase we will create our market with a freebreakfast model, followed by direct retail sales and recipe licensing deals.

**Funding**  
  
We need 24 months. We are bootstrapping. We need seed funding.  
We need initial funding to develop our prototype into the product. Our projections show that we will be cash-flow positive in two years.

**Partnership**  
  
We offer 30 per cent. We offer a stakes deal.  
We are looking for a business partner who will take a significant stake, fully sign-up to our product vision, and help develop our strategy.

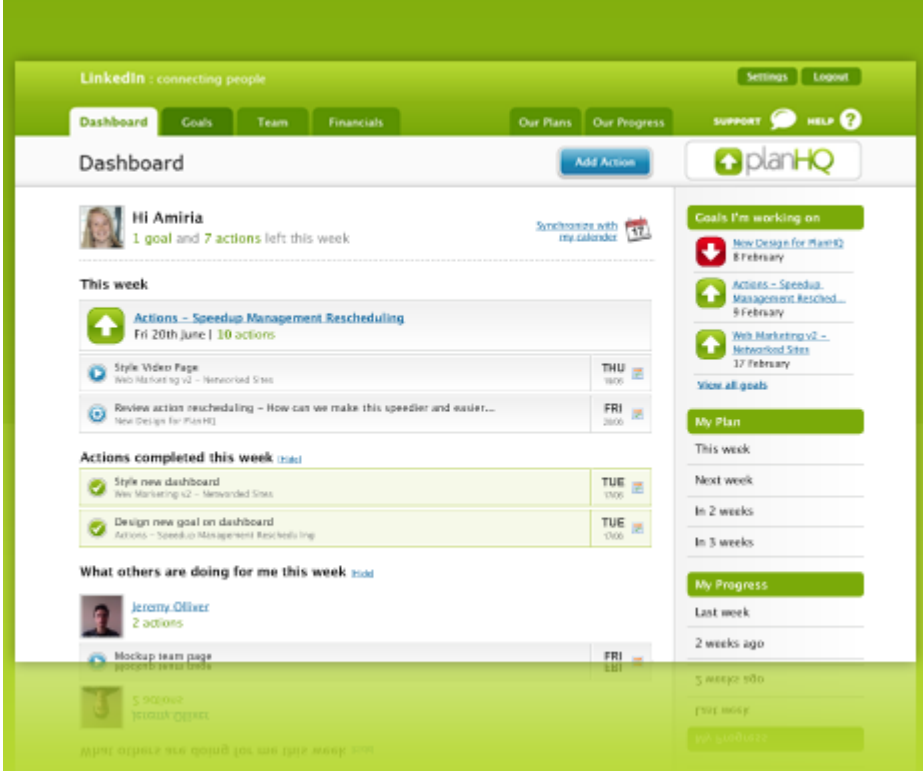
**Additional information**  
We are fully committed to creating a world where there are better things than sliced bread.  
Sliced Bread (Wikipedia) [https://wikipedia.org/wiki/Sliced\\_bread](https://wikipedia.org/wiki/Sliced_bread)

**1 Idea 2 Team 3 Product 4 Revenue 5 Funding 6 Partnership Generate plan**

Generated by Plan Cruncher - <http://plancruncher.com> - on 4 March 2016. Icons Copyright ©2016 Lunatic Ventures.

# Planhq.com

- Από το πλάνο στους στόχους
- Ομάδα
- Παραγωγικότητα
- \$20/μήνα



The screenshot displays the PlanHQ dashboard for a user named Hi Amiria. The interface is green and white, with a navigation bar at the top containing 'Dashboard', 'Goals', 'Team', 'Financials', 'Our Plans', 'Our Progress', 'SUPPORT', and 'HELP'. The main content area is divided into several sections:

- Hi Amiria**: 1 goal and 7 actions left this week. Includes a 'Synchronize with my calendar' button.
- This week**: A list of actions with dates and counts. For example, 'Actions - Speedup Management Rescheduling' on Fri 20th June with 10 actions.
- Actions completed this week**: A list of completed actions with dates. For example, 'Style new dashboard' on Tue 17th.
- What others are doing for me this week**: A list of actions from other users, such as 'Mockup team page' on Fri 13th.
- Goals I'm working on**: A list of active goals with dates. For example, 'New Design for PlanHQ' on 8 February.
- My Plan**: A section with a 'This week' header and a list of tasks for the current week.
- My Progress**: A section with a 'Last week' header and a list of tasks from the previous week.

# Bizplan.com

- Παραδοσιακό
- Ομάδα
- Σύνδεση με επενδυτές
- \$80/lifetime

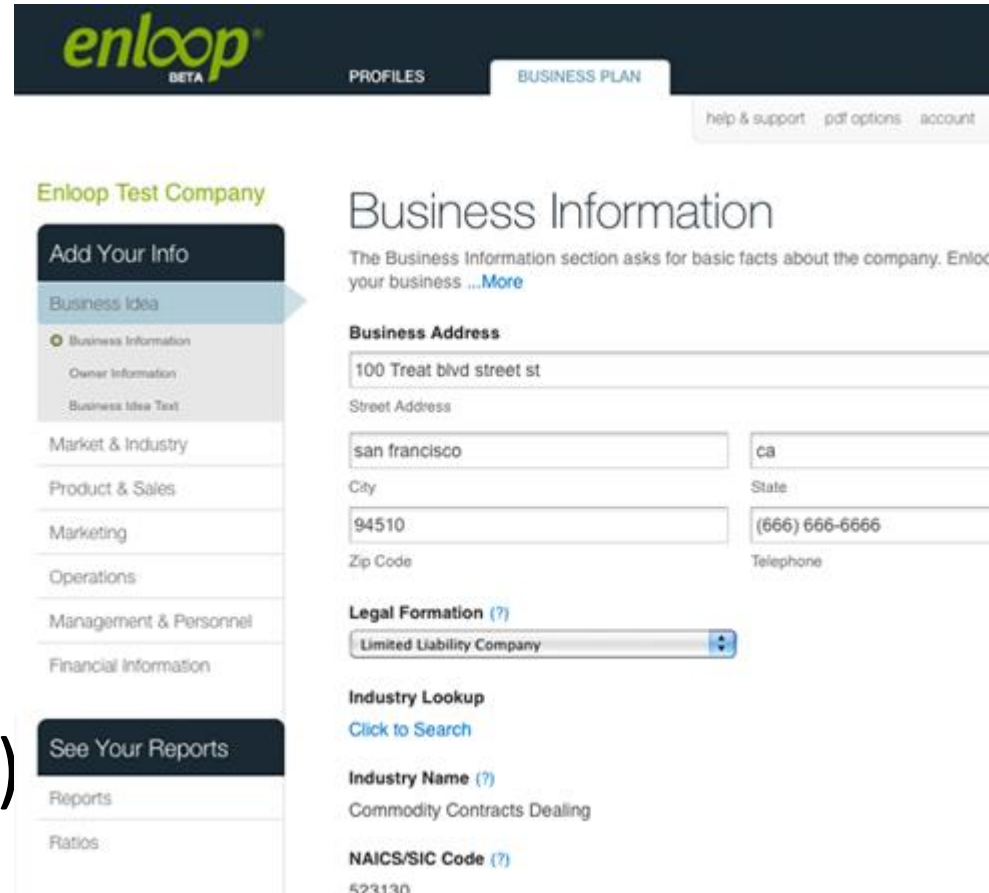


\* You will be able to Print /Make PDF or Share your plan through email



# enloop.com

- AutoWrite
- Χρηματοοικονομικά
- Ομάδα
- Γραφήματα
- Benchmarking
- Freemium (\$11/μήνα)



The screenshot displays the enloop.com interface for a user named 'Enloop Test Company'. The navigation bar includes 'enloop BETA', 'PROFILES', and 'BUSINESS PLAN'. A sidebar on the left lists various sections: 'Add Your Info', 'Business Idea', 'Business Information', 'Owner Information', 'Business Idea Text', 'Market & Industry', 'Product & Sales', 'Marketing', 'Operations', 'Management & Personnel', 'Financial Information', and 'See Your Reports'. The main content area is titled 'Business Information' and contains a form for entering company details. The form includes fields for 'Business Address' (100 Treat blvd street st), 'Street Address', 'City' (san francisco), 'State' (ca), 'Zip Code' (94510), and 'Telephone' ((666) 666-6666). Below the form, there are sections for 'Legal Formation' (Limited Liability Company), 'Industry Lookup' (Click to Search), 'Industry Name' (Commodity Contracts Dealing), and 'NAICS/SIC Code' (523130).

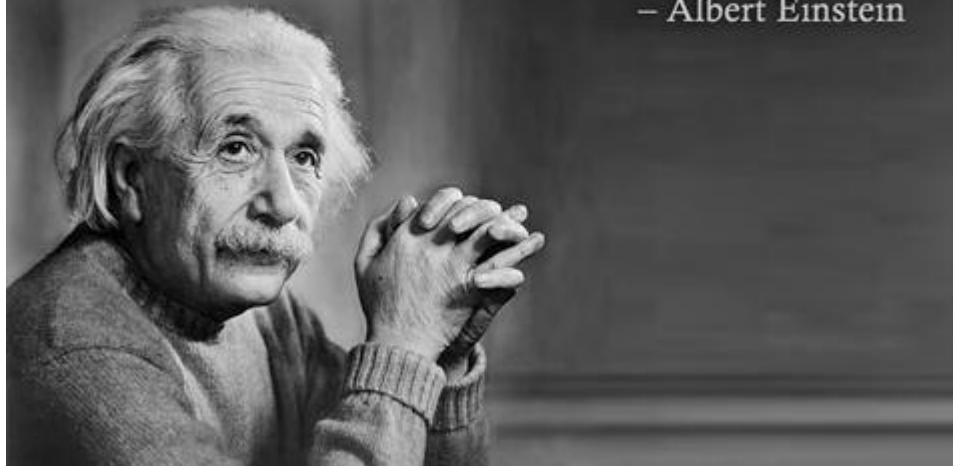
# Εργαλεία Business Modeling

- Business Model Canvas
  - Strategyzer.com
  - Business Model Toolbox (iPad)
  - Canvanizer.com
  - Leanstack.com
- Boardofinnovation.com
  - 10 building blocks

# Γιατί Business Model;

If you can't explain it **simply**, you  
don't understand it well enough.

– Albert Einstein



# Strategyzer.com

- Ομάδα
- Αξιολόγηση
- Testing
- \$15/μήνα



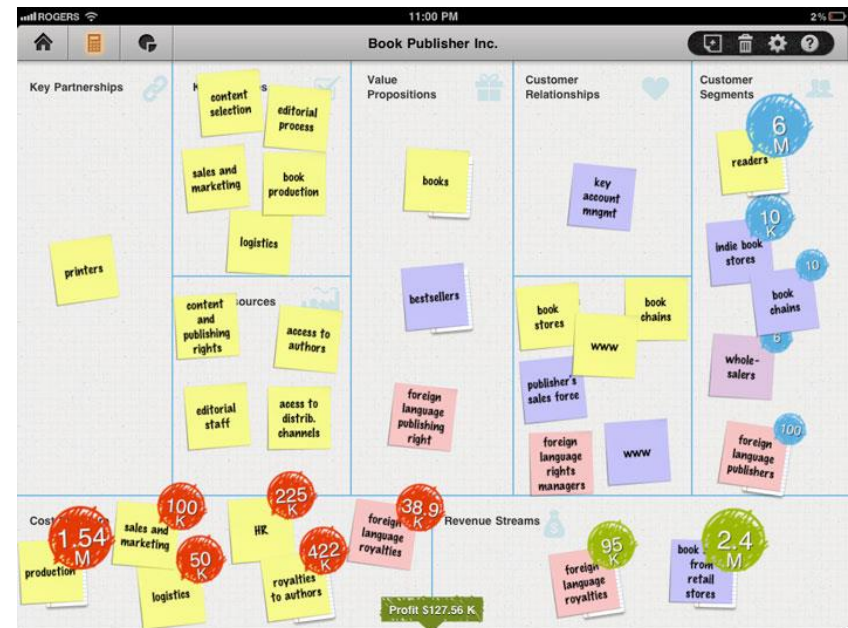
The image shows a screenshot of the Strategyzer.com interface. On the left, a sidebar menu for 'Acme T-Shirt Subscription' includes options for Design, Estimate, Test, View, Business Model, and Value Proposition. The main area displays a Business Model Canvas with various components like 'Trendy brand image', 'Store Location', 'online collection', 'WWW', 'Google Adwords', 'High St. Stores', 'Fashion stores for kids', and 'Young couples'. A large overlay window is positioned in the center, titled 'Revenue Stream Estimate: T-shirt club' with a total estimate of '\$1,050,000'. This window shows a 'Subscription' revenue model for 'Fresh Fashion' purchased by 'Fashion Conscience Parents'. A table below the model provides detailed metrics:

	Market Size	Market Share	Average Purchases	Average Price	Time Period	Subtotal
Fashion Conscience Parents	# 50,000	% 5	# 1	\$ 35	Month	\$1M
Grandparents	25K Customers		25K purchases	475K Dollars		
Fashionistas				87.5K Dollars		

At the bottom of the overlay, there are 'CANCEL' and 'SAVE' buttons. A large red 'X' and the word 'FAIL' are overlaid on the top part of the interface, while a large green checkmark and the word 'PASS' are overlaid on the bottom part, indicating a successful test result.

# Business Model Toolbox

- Α.Ο. εργαλείο για iPad
  - Σχεδιασμός/Σημειώσεις/Υπολογισμός
  - Οικονομικά εργαλεία
- 
- \$30



# Canvanizer.com

- Εύκολη ανάπτυξη/Templates
- Ομάδα
- Lean Canvas
- Απλό
- Δωρεάν

Choose your canvas:

Business Model Canvas

Lean Canvas

Lean Change Canvas

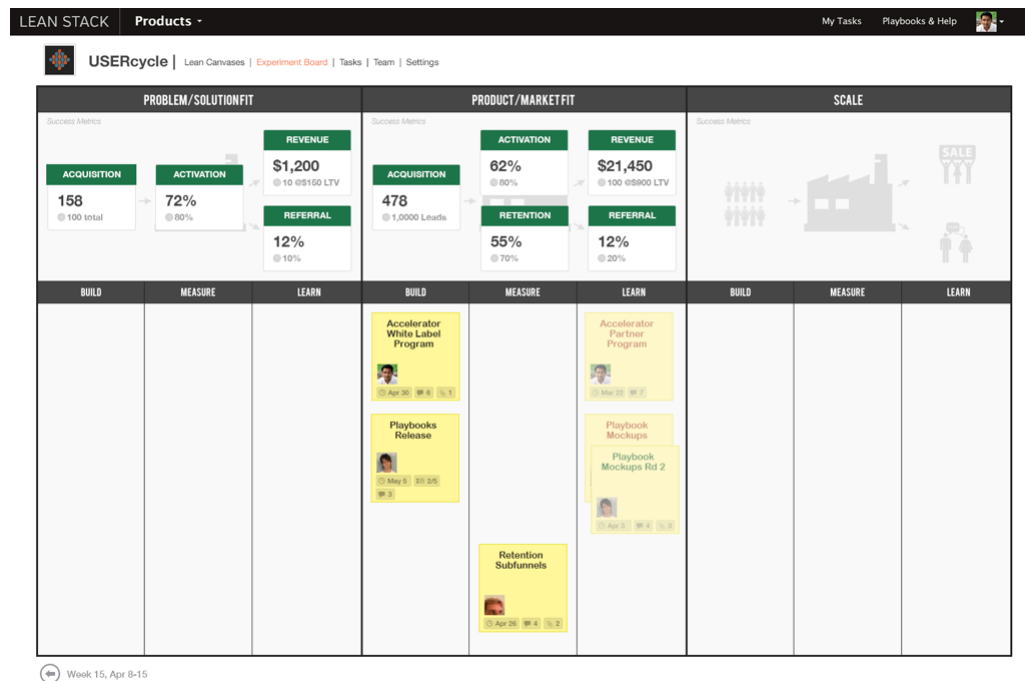
Feedback Canvas

SWOT analysis

Open Innovation Canvas

# Leanstack.com

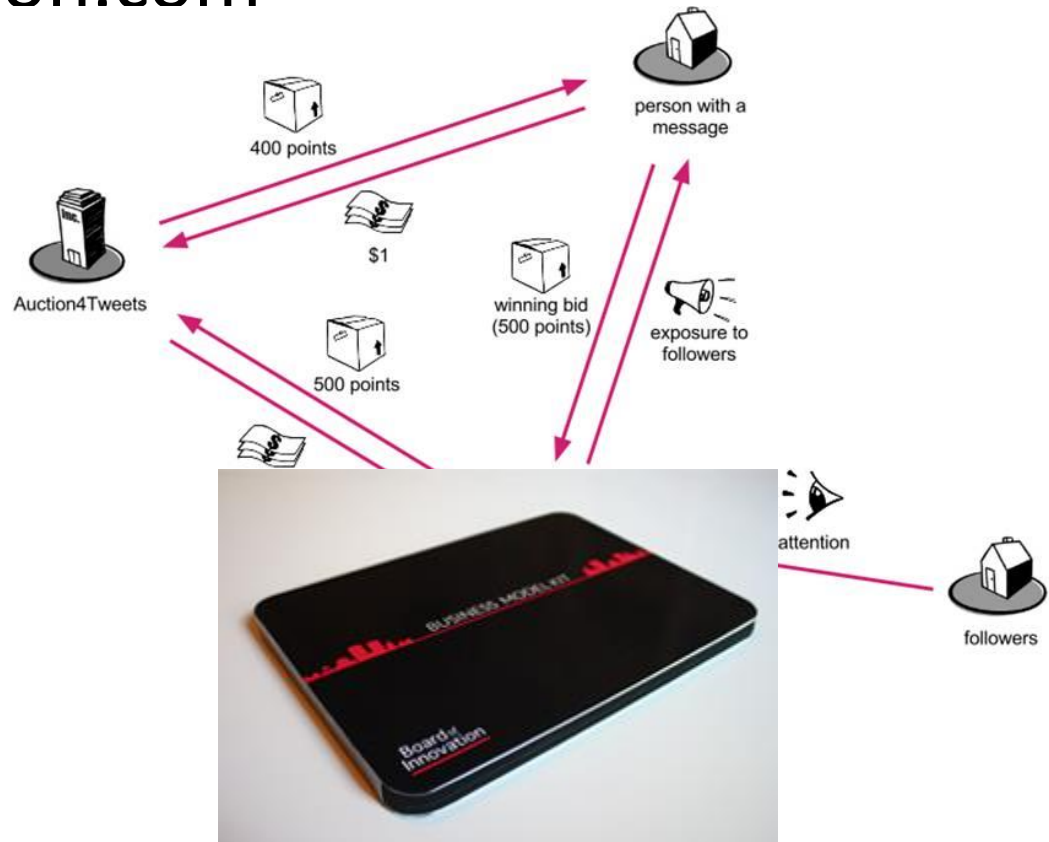
- Γρήγορο
- Περιεκτικό
- Lean Startup
- Ομάδα
- Freemium  
(\$19/μήνα)





# 10 Building Blocks

- Boardofinnovation.com
- Print out/  
Παραγγελία
- Εργαλείο  
Brainstorming
- Δωρεάν/\$95 kit





# Καλή επιτυχία!



## Ευχαριστώ πολύ!

## Ερωτήσεις;