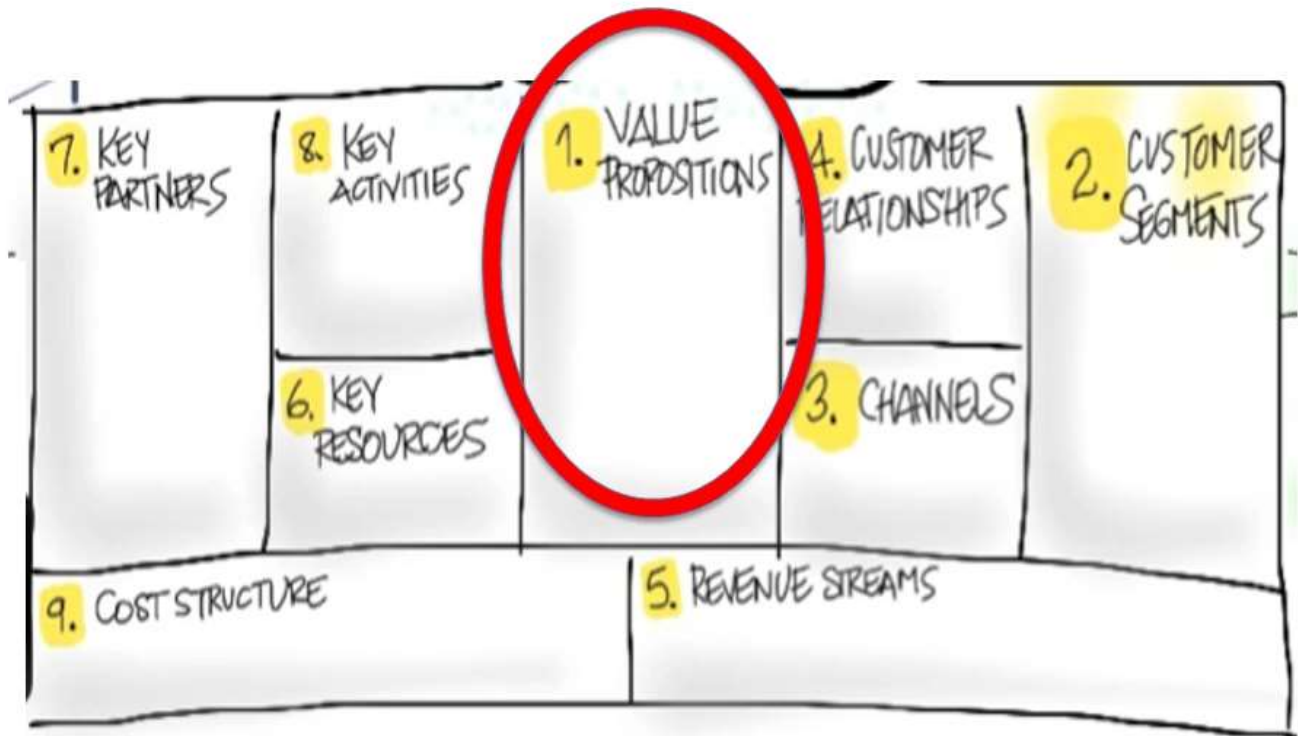


1 Business model canvass training methodology



Kickstart Your Business is based on the Business Model Canvass methodology.

Training is interactive sessions and runs over 8 weeks – theoretical, practical and feedback sessions.

The sad reality for budding entrepreneurs is that most often the SOHK (School Of Hard Knocks) e.g. the marketplace punishing you for mistakes is the only place to learn.

The BORN initiative aims to help our entrepreneurs avoid, deflect and minimize the blows from the SOHK.

Kickstart your business Course Outline

2 Course preparation

- 2.1 Class methodology
- 2.2 Highlights
- 2.3 Business Model Canvass introduction
- 2.4 Launchpad central
- 2.5 Reading and homework
- 2.6 Additional notes

3 Training examples

- 3.1 Eggs Business-In-A-Box
- 3.2 Amazon
- 3.3 EColi
- 3.4 JerseySquare

4 Current knowledge

- 4.1 What We Now Know
- 4.2 History of the Corporation
- 4.3 Startups Are Not Smaller Versions of Large Companies
- 4.4 Strategy
- 4.5 Process
- 4.6 Waterfall Development
- 4.7 Customer versus Product Development
- 4.8 Why Do Startups Fail
- 4.9 The solution to startup failure
- 4.10 Organization
- 4.11 Entrepreneurial Education
- 4.12 Startup Outcomes

5 Overview of the business model

- 5.1 What is a company?
- 5.2 Business Model
- 5.3 Business Model Canvass Overview
 - 5.3.1 Value proposition
 - 5.3.2 Customer segments
 - 5.3.3 Channels
 - 5.3.4 Customer relationships
 - 5.3.5 Revenue streams
 - 5.3.6 Key resources
 - 5.3.7 Key partners
 - 5.3.8 Key activities
 - 5.3.9 Cost Structure

6 Customer development

- 6.1 Hypotheses or Guesses
- 6.2 Customer Development Process
- 6.3 Four Phases of Customer Development
- 6.4 Customer Development Done By Founders
- 6.5 Hypothesis Testing
- 6.6 Minimum Viable Product (MVP)
- 6.7 Pivot
- 6.8 Customer Discovery
- 6.9 Phases of Customer Discovery
- 6.10 Customer Validation
- 6.11 Market Opportunity Analysis
- 6.12 Total Available Market
- 6.13 Market Size Summary
- 6.14 Estimate SAM
- 6.15 Examples

7 Value proposition

- 7.1 What is "Value Proposition"
- 7.2 Where Do Product And Market Go?
- 7.3 Relationship between Value Proposition and Customer Segments
- 7.4 Value Proposition and the Minimum Viable Product
- 7.5 Initial Planning
- 7.6 Customer Archetype
- 7.7 Talk to Customers
- 7.8 Value Proposition Product
- 7.9 Value Proposition Services
- 7.10 Product examples
- 7.11 Pain Killers
- 7.12 Gain Creators
- 7.13 Minimum Viable Product (MVP)
 - 7.13.1 MVP Physical
 - 7.13.2 MVP Web and mobile prescience
 - 7.13.3 Purpose of MVP
 - 7.13.4 The Art of the MVP
- 7.14 Common Mistakes with Value Proposition
- 7.15 Value Proposition Questions
- 7.16 Technology and Market Insight
- 7.17 Types of Value Proposition
- 7.18 Value Proposition Examples

8 Customer segments

- 8.1 Product Market Fit
- 8.2 Jobs to Be Done
- 8.3 Rank and Day in the Life
- 8.4 Customer Gains
- 8.5 Customer Pains
- 8.6 Customer Archetype
- 8.7 Customer Archetype Examples
- 8.8 Customer in context
- 8.9 Types of customers

- 8.10 Signals and Experiments
- 8.11 Sided Market
- 8.12 Market Matching
- 8.13 Multiple Customer Segments
- 8.14 Market Types Introduction
 - 8.14.1 Existing Market
 - 8.14.2 Re-segmented Market
 - 8.14.3 New Market
 - 8.14.4 Clone Market
 - 8.14.5 Time to Profitability
- 8.15 Market types in more detail
 - 8.15.1 Re-segmented Market extended
 - 8.15.2 New Market extended
 - 8.15.2.1 *Consequences of Not Understanding a New Market*
 - 8.15.3 Clone Market extended
- 8.16 Market examples

9 Channels

- 9.1 Introduction
- 9.2 Distribution Channels Overview
- 9.3 Your product
- 9.4 Web Distribution
- 9.5 Physical Distribution
- 9.6 Distribution Complexities
- 9.7 Product Channel Fit
- 9.8 Direct Channel Fit
- 9.9 Indirect Channel Economics
- 9.10 OEM Channel Economics
- 9.11 Indirect Channel Economics
- 9.12 Profit Channel Fit
 - 9.12.1 Profit Channel Fit Solutions
- 9.13 Channel examples

10 Customer relationships

10.1 Introduction

10.2 Three components

10.3 Customer Archetypes

10.4 Paid Demand Creation

10.5 Earned Demand Creation

10.6 Get Keep Grow

10.6.1 Get: Customer Acquisition

10.6.1.1 Physical channels

10.6.1.2 Viral loops

10.6.1.3 Alternatives

10.6.1.4 Web

10.6.2 Keep: Customer retention

10.6.2.1 Physical channel customer retention

10.6.3 Grow: Customer expansion

10.6.3.1 Physical channel customer expansion

10.6.3.2 Web channel customer expansion

10.7 Cost of Customer

10.8 Customer Lifetime Value

10.9 Examples

11 Revenue model

- 11.1 How do you make money
- 11.2 Common mistakes
- 11.3 Revenue Streams and Price
- 11.4 Direct and Ancillary Models
- 11.5 Revenue Streams
- 11.6 Pricing
 - 11.6.1 Fixed and Dynamic Pricing Tactics
- 11.7 Common Startup Mistakes
- 11.8 Market Types effect on pricing
 - 11.8.1 Single and Multiple Side Markets
 - 11.8.2 Revenue First Companies
 - 11.8.3 Market Type and Revenue
- 11.9 Diagramming Key Revenue Model Questions
- 11.10 Examples

12 Partners

- 12.1 Partnership introduction
- 12.2 Why Partnerships
- 12.3 Types of Partners
 - 12.3.1 Strategic Alliances
 - 12.3.2 Joint Business Development
 - 12.3.3 Joint Partnerships and Startups
 - 12.3.4 Coopetition
- 12.4 Key Suppliers
- 12.5 Virtual Channels
- 12.6 Partner Risks
 - 12.6.1 Managing Partners Risks
 - 12.6.2 Investments
- 12.7 Startup Partner Strategies Summary

13 Resources, Activities and Costs

13.1 Resources Activities Costs Introduction

13.2 Four Critical Resources

13.2.1 Financial Resources

13.2.2 Human Resources

13.2.3 Physical Resources

13.2.4 Intellectual Resources

13.3 Qualified Employees and Culture

13.4 Intellectual Property Overview

13.4.1 Intellectual Property Detailed Part 1

13.4.2 Intellectual Property Detailed Part 2

13.4.3 Intellectual Property solutions

13.5 Costs

13.6 Measurements that matter

13.7 Next Steps