

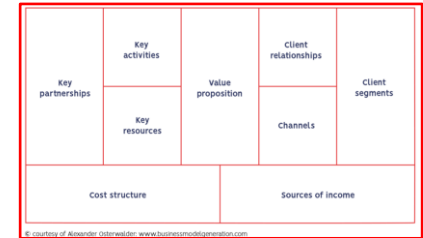
# Business Idea to Business Case

Anett Lommatzsch

**manus ordinans**  
UNTERNEHMENSBERATUNG

# Business Idea to a Model

⇒ From idea to concept

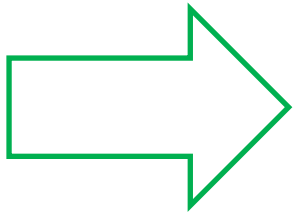


⇒ Description of the relations between all aspects of an organisation or project that are needed in order to create, deliver, and capture values.

⇒ Means: To generate a (surplus) value for clients/customers and a gain or a plus for the organisation, i.e. sales revenue.

# Business Idea to a Model

An idea will be **visualised** and **theoretically tested** if entrepreneurial action could be (long lasting) **successful**.



A well structured visualisation of the business model serves as basis for an **in-depth analysis!**

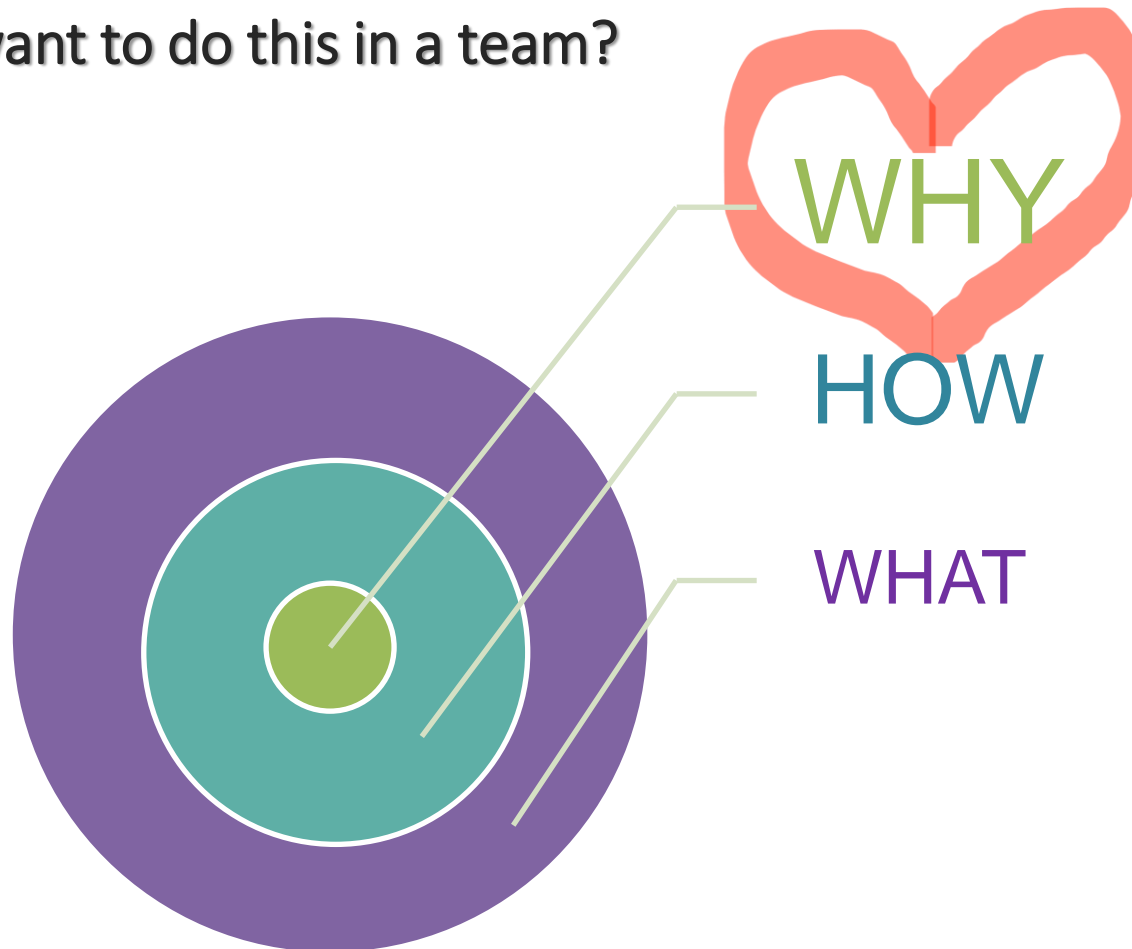
2 well-known options to **systematically** develop a business model: writing a **bankable business plan** or develop a **suitable canvas model**

Why can you imagine to run your own business?

Why do you want to found a business with exact the idea you have in mind?

Why do you want to do this in a team?

5 min



Referring to Simon Sinek „The Golden Circle“

# Business Plan

1. Business Proposition: summary
2. Value Proposition
3. Entrepreneur / Entrepreneurial Team
4. Market Analysis
5. Marketing Mix
6. Business System and Organisation
7. Milestones
8. Chances and Risks
9. Financing Plan (Appendices)

## Appendix

Investment Plan & Capital Requirements, Revenues and Viability Plan & Liquidity Plan, 3 Fiscal Yrs

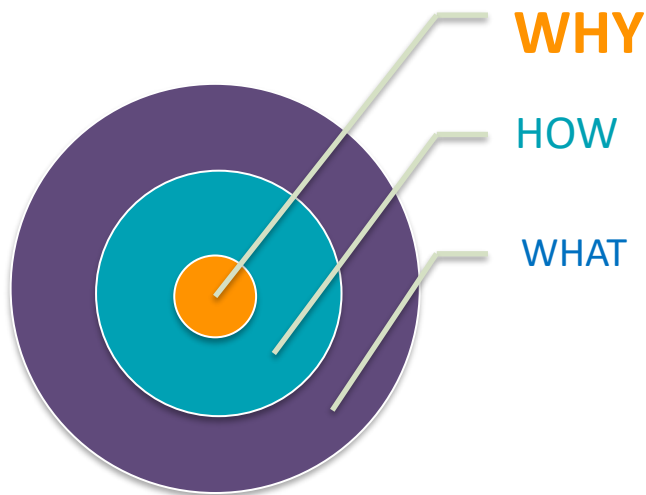
Curriculum Vitae, References, Qualification, Optional: (Pre-)Contracts like a Rental, Lease, or Purchase Contract

# Chapter 2: Products / Services

- Value Proposition
- Target Groups and Customer Values
- Unique Selling Point

## Inside-Out Perspective

Means your personal ambition to incorporate impact in an ecological, social, and/or economic sense. What is your (sustainable) purpose? WHY is it important for you to incorporate certain sustainable aspects in your business concept that are carried from the inside (motivation) to the outside (customers, society, the world)?



According to the golden circle by Simon Sinek

## Outside-In Perspective

Means your purpose, your mission derives from or is triggered by an existing system, certificate, law or global goals like 17 sdgs by UN



<https://sdgs.un.org/goals>

# Chapter 3: Entrepreneur (Team)

- Your Story / Your Career(s)
- Business Administration Knowledge
- Lack of Knowledge/Skills
- Motivation to Found a Business
- Support from Personal Socioenvironment



# Chapter 4: Market Analysis

- Range/Area of Influence
- Analysis of Markets' Developments
- Target Groups' Analysis
- Competitors' Analysis

# Chapter 5: Marketing Mix 4 Ps

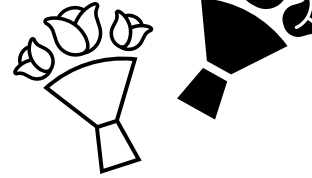
Product  
Policy

Price  
Policy

Promotion  
Strategy

Place  
Strategy

# Bankable Business Plan



1. Business Proposition: summary

2. Value Proposition

3. Entrepreneur / Entrepreneurial Team

4. Market Analysis

5. Marketing Mix



**Congratulations**

**You got your external business strategy.**



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6. Business System and Organisation

7. Milestones

8. Chances and Risks

9. Financing Plan (Appendices)

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# Chapter 6: Organisation

- Organisational & Operational Structure
- Calculation of Prices and Revenues
- Partners/Cooperations/Networks
- Employees

# Chapter 7: Milestones & Chapter 8: Chances & Risks

Milestones & chances/risks are usually pretty clear in one's mind when getting to these points in a business plan.

You may want to check on your milestones with regards to your vision, aims and motivation. (chapter 2 & 3)

# Bankable Business Plan

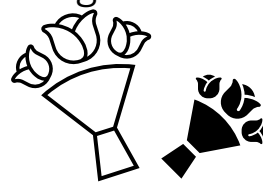
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6. Business System and Organisation

7. Milestones

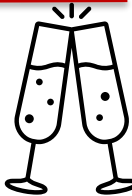
8. Chances and Risks



**Congratulations**

**You got your internal business strategy**

**and are capable of performing your external strategy**



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9. Financing Plan (Appendices)

Appendix

Investment Plan & Capital Requirements, Revenues and Viability Plan & Liquidity Plan, 3 Fiscal Yrs

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# Canvas Models

# Business Model Canvas

To canvas sth on a canvas: To consider sth on one page / on a screen

A **strategic management** method or  
for developing and documenting  
business models

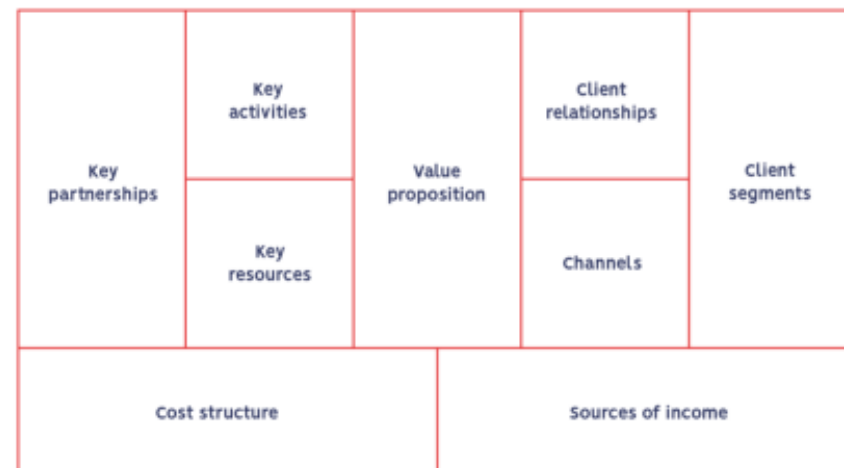
It may be used to check on existing  
concepts (**controlling instrument**)

**USP:** It is a complex **analysis** tool or

It can be used as **creative tool** to  
draw a business idea to a rough  
concept

on one single page

Potentials and risks can easily be **recognized**





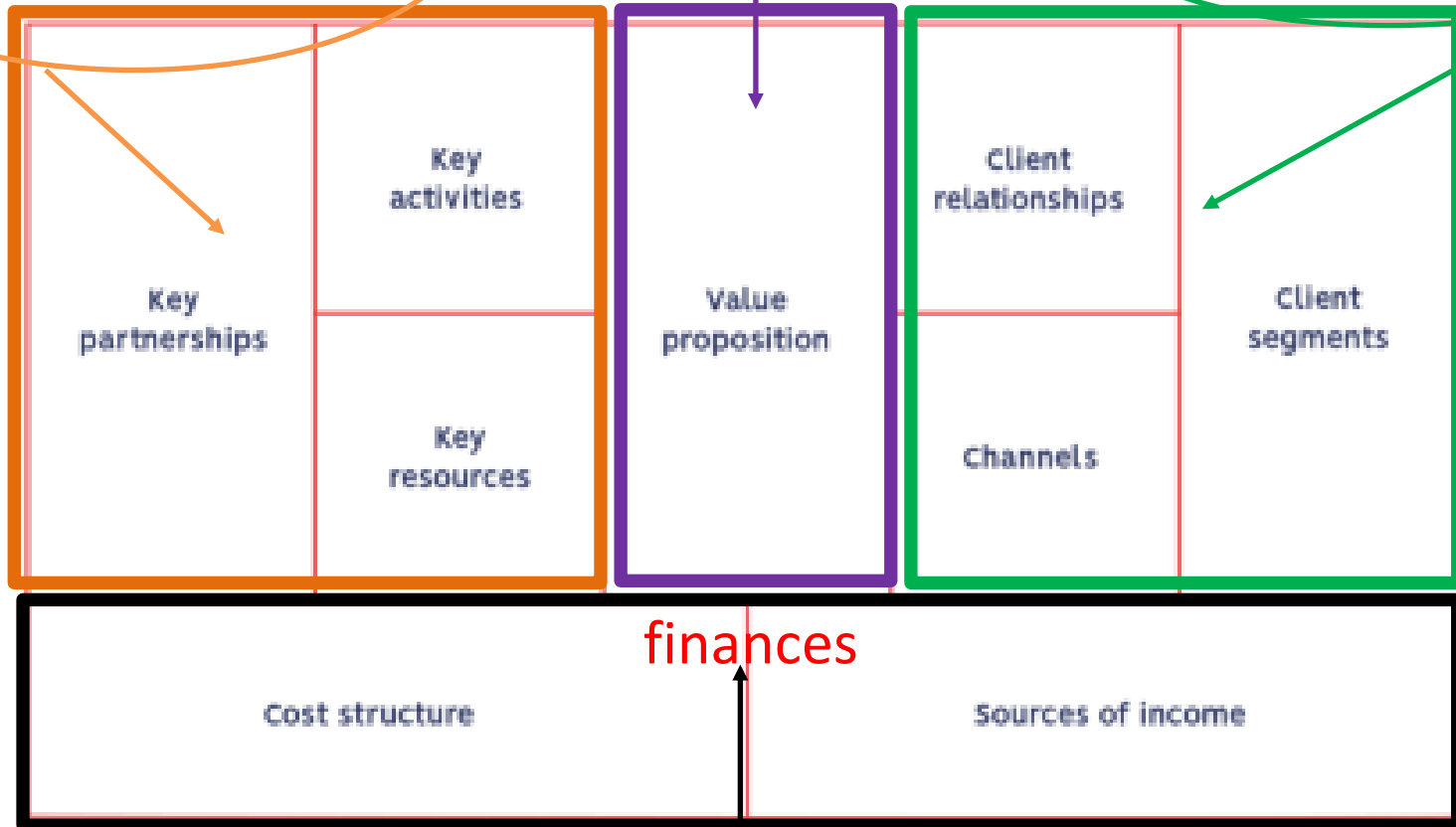
internal strategy

external strategy

3 How? - infrastructure

1 What? - products & services

2 Who? - clients



© courtesy of Alexander Osterwalder: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

4 How much? - finances

Business Model Canvas

# Go To Market Strategy Canvas

3 components:

1st your business model and the value you create for your market

2nd your go-to-market strategy, position, outcomes, and how you'll measure success

3rd framework for understanding and planning your customer journey at each stage of the marketing funnel.

Business Overview					
Market Need	Customer Segments				
Value Propositions	Competitive Landscape	Customer Relationship	Customer Pains	Channels	
	Pricing		Customer Gains		
Go-to-Market Strategy					
Go-to-Market Overview	Goals		KPIs		
Primary Digital Channels	Key Messages	Creative Direction		Martech	
AAARRR Journey					
Awareness	Acquisition	Activation	Referral	Retention	Revenue

# Go To Market Strategy Canvas

Your canvas should be:

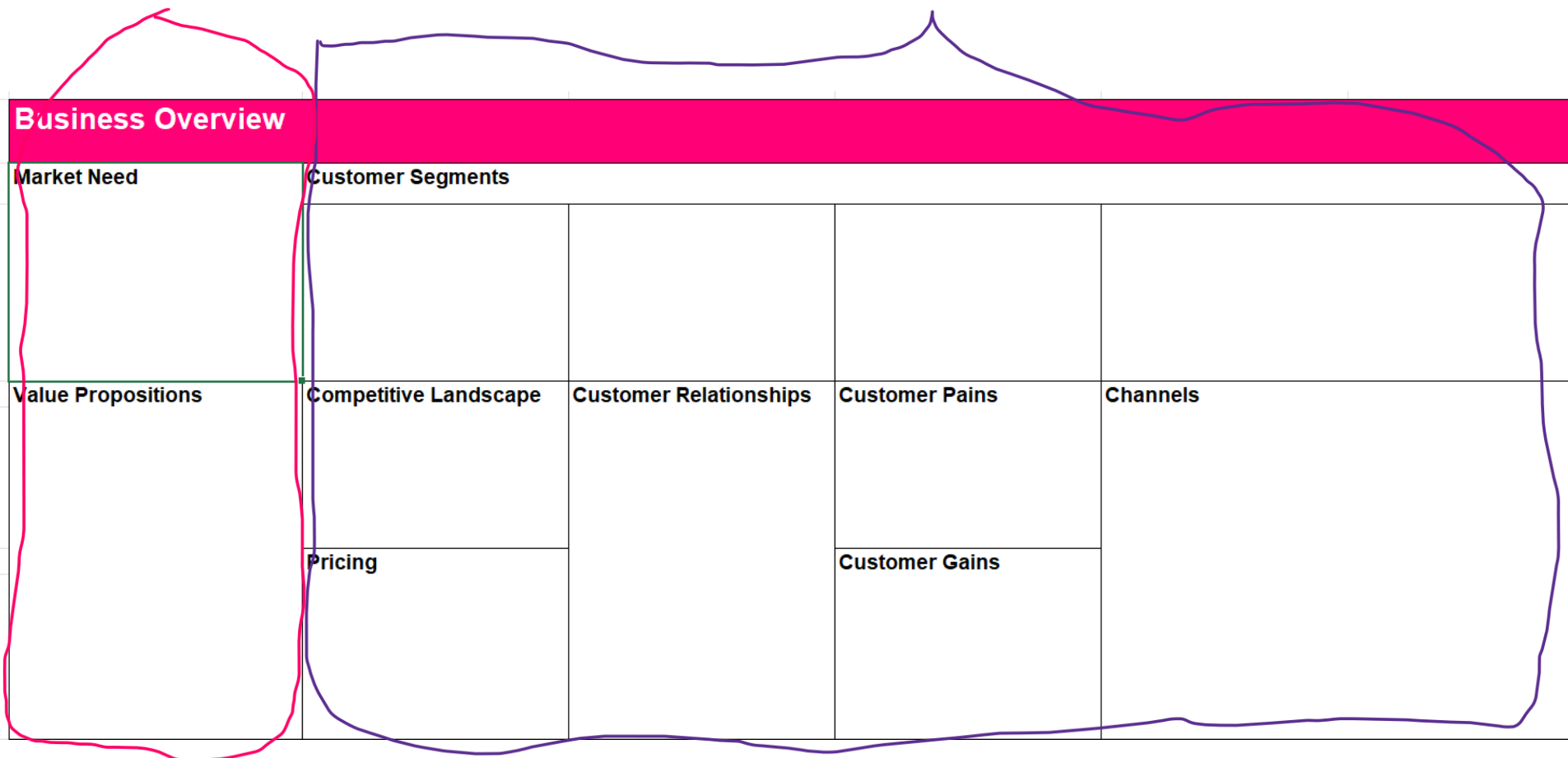
- Easy to understand
- Focused — think phrases, not paragraphs
- Flexible — can you quickly pivot as you learn?
- Customer-focused and informed by both qualitative and quantitative data
- Connected — show how the pieces of the model work together

Business Overview					
Market Need	Customer Segments				
Value Propositions	Competitive Landscape	Customer Relationships	Customer Pains	Channels	
	Pricing		Customer Gains		
Go-to-Market Strategy					
Go-to-Market Overview	Goals		KPIs		
Primary Digital Channels	Key Messages	Creative Direction		Martech	
AARRRR Journey					
Awareness	Acquisition	Activation	Referral	Retention	Revenue

# Business Model Overview

Focus on product

Focus on customer



# Business Model Overview

## Business Overview

### Market Need

**The problem you solve**

**Why** does this problem exist?

**Why** is it happening?

**Who** is the market you are serving?

### Value Propositions

**The value of the product or service you deliver**

**How unique** is it in the market based on the particular need you satisfy. It's **why** they buy or will buy from you.

# Business Model Overview

Focus on customer

Customer Segments			
<p><b>The users or customers you serve (ideal &amp; actual).</b></p>			
<p><b>Competitive Landscape</b> Your company's position relative to its competitors. Gaps in the market Market share available</p>	<p><b>Customer Relationships</b> Buyer journey with the company. How do they find out about us? Make their initial purchase decision How do we keep them? How do we manage them?</p>	<p><b>Customer Pains</b> What user pains does your product solve?</p>	<p><b>Channels</b> How do you communicate with your customer? Communication strategy</p>
<p><b>Pricing</b> Your product's price relative to the market &amp; competitive landscape. Tied to customer segments</p>		<p><b>Customer Gains</b> What does a user gain by using our product? Benefits that delight your customer</p>	<p>How do you deliver the value proposition? Place/distribution</p>

# Go To Market Strategy

**Align your team for going to market.**

What do you intend to learn?

How will we go about learning it?

Why did you select the channels you did?

What is our timeline for learning?

Go-to-Market Strategy			
<b>Go-to-Market Overview</b> <b>The users or customers you serve (ideal &amp; actual).</b>	<b>Goals</b> <b>What should your go-to-market strategy accomplish?</b>	<b>KPIs</b> <b>High-level metrics to measure your go-to-market strategy.</b>	
<b>Primary Digital Channels</b> <b>Channels we use for experiments given certain types of accounts, industries, etc.</b>	<b>Key Messages</b> <b>What are the key messages you'll use to move users through the various stages of the funnel?</b>	<b>Creative Direction</b> <b>What emotion should your creative evoke?</b> <b>Should your creative inspire action?</b>	<b>Martech</b> <b>= tools for digitalization and automization</b> <b>What strengths do you have?</b> <b>Where are your gaps?</b> <b>How is data orchestrated across tools?</b>

# Aaaarrrrr journey – marketing experiment

Details about how you plan to move customers and users through  
**Awareness >> Acquisition >> Activation >> Revenue >> Referral >> Retention** funnel.

AAARRR Journey					
Awareness	Acquisition	Activation	Referral	Retention	Revenue
Interrupt potential customers in market for a solution your product provides	Educate and acquire new users	Optimize funnel for users to meet your definition of activation. That 'a'ha' moment where consumers understand your value.	Get users to share their experience, refer friends and become brand advocates.	Create brand loyalty for repeat usage of our product.	Ensure users are converting on purchases or paid services.



# Learning Agenda

## Knowns

Ex. Customers order on average 2 times.

Ex. Supply chain has challenges at delivery.

## Unknowns

We haven't found the right advertising channels yet.

What are the characteristics of our best customer?

What do customers think about the order process?

Why do some customers choose our competitors?

## Learning Agenda

Who are the right types of customers for us to focus on?

What channels drive the highest engagement with our best customers?

What features would convince customers to buy from us instead of our competitors?

## Learning Objectives

Design your marketing experiments to answer these questions during each phase=> awareness to revenue.

Examples of learning objectives in Awareness Stage:

*Effective articulation of value proposition and key benefits.*

*Refine targeting and enhance segmentation based on user data*

I appreciate your feedback via

<https://www.umfrageonline.com/c/tn7adt nr>

Thank you!



Good Luck & Enjoy The Ride!

Best regards,

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