



**INSPIRING REVOLUTIONARY
EDUCATIONAL CREDENTIALS**

Module 4 - Sweden





1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



ABOUT THE PROJECT

OBEC (2020-1-SE01-KA204-077803) is a KA2 Strategic Partnership co-funded by the Erasmus+ of the European Union. Led by Swideas in Sweden, the project gathers partners in Croatia (Regional Development Agency of Sisak-Moslavina County - SIMORA), Italy (LAI-MOMO Società Cooperativa Sociale & Università degli studi di Urbino Carlo Bo), Belgium (EURADA - Association Européenne Des Agences Développement).

OBEC is an innovative project that aims to explore the potentials of Blockchain technology to promote competency development and recognition of skills and qualifications by creating an innovative system to issue and validate learning credentials on a trial basis. Through this effort, the project's goal is to encourage the professional and academic integration of migrants, exchange students, and individuals with informal and non-formal learning backgrounds.

By contributing to the educational and economic integration of these targeted groups, OBEC envisions to benefit individuals with migrant background, students, teachers, education institutions, and employers. Focusing on the key issue of lack of uniformity and transparency in systems of validation of credentials, it is expected that this effort will result in positive effects in the working context, promoting employability, empowerment, and accessibility to the labour market.



Project Partners

Swide*s*



1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO

Lai-momo



SIMORA

RAZVOJNA AGENCIJA
SISAČKO MOSLAVAČKE ŽUPANIJE



HOW TO DEVELOP YOUR BUSINESS IDEA AND PLAN

About Swideas



Who are we?

Swideas is an entrepreneurial multi-cultural organization bridging and partner in collaboration with Small scale enterprises and NGO's within start-up, trade, international development, social development and advisory services.

What do we do?

- Community development projects
- implement training courses & mentorship programs
- development services.
- Develop project proposals
- Project management.

Our projects have explored: Migration & Mobility Matters ; Intercultural communication; Sociocultural aspects of integration ; Circular economy/Zero Waste ; Female leadership and economic participation; Youth leadership in social/environmental matters.

About the OBEC project



- The OBEC project is a KA2 Strategic Partnership co-founded by the Erasmus + programme of the European Union.
- OBEC is a transnational and European collaboration among partner organizations in Sweden, Italy, Croatia and Belgium.
- The overall goal of OBEC is to explore the potentials of Blockchain technology to promote competency development and recognition of skills and qualifications by creating an innovative system to issue and validate learning credentials.
- The project's goal is to encourage the professional and academic integration of migrants, exchange students, and individuals with informal and non-formal learning backgrounds.



Co-funded by the
Erasmus+ Programme
of the European Union

MODULE CONTENT

OBEC - One Block for Educational Credentials

SESSION 1

CREATING A BUSINESS PLAN

- How is a business plan structured - key elements
- How to make a business plan (description of the general characteristics and purpose of the document)

SESSION 2

PITCHING YOUR BUSINESS IDEA

- Communicating your business idea through pitching
- Why pitching is important?
- Pitching models

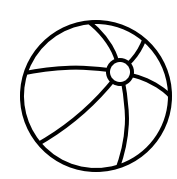
MODULE CONTENT

OBEC - One Block for Educational Credentials

SESSION 3

TESTING YOUR BUSINESS IDEA

- Testing card
- Hypothesis
- Learning card



Let's get to
know each other!

Get a small ball or something
that can perform like a ball!





The Virtual Ball! - Instructions

When it's your turn, stand up!

We are going to present ourselves by stating the following:

- **Name**
- **Where do you come from?**
- **Where do you live?**
- **Why did you decide to join this course?**

When you are done, pass your virtual ball to another person who has not spoken yet!



Some guidelines before we start...

- Make sure that your **mic** is muted when you are not talking to avoid noise and distractions
- Have your **camera** on so we can meet in a more humane way
- Use the **chat** wisely - we will use it as a tool to communicate, so please keep it as clean as possible
- If you want to speak during the session, use the chat and type **q** for question, **r** for reply and **t** for technical issue - ex. bad connection, can't hear etc
- As always, we expect your participation and contribution! Training is a learning experience focusing on **you**.
- We do not recommend attending the session from a mobile phone as it will affect your experience. Use your **laptop** or **computer** so that you can take part in all the activities.

CREATING A BUSINESS PLAN

01



Business plan is written document which in detail talks about your idea!

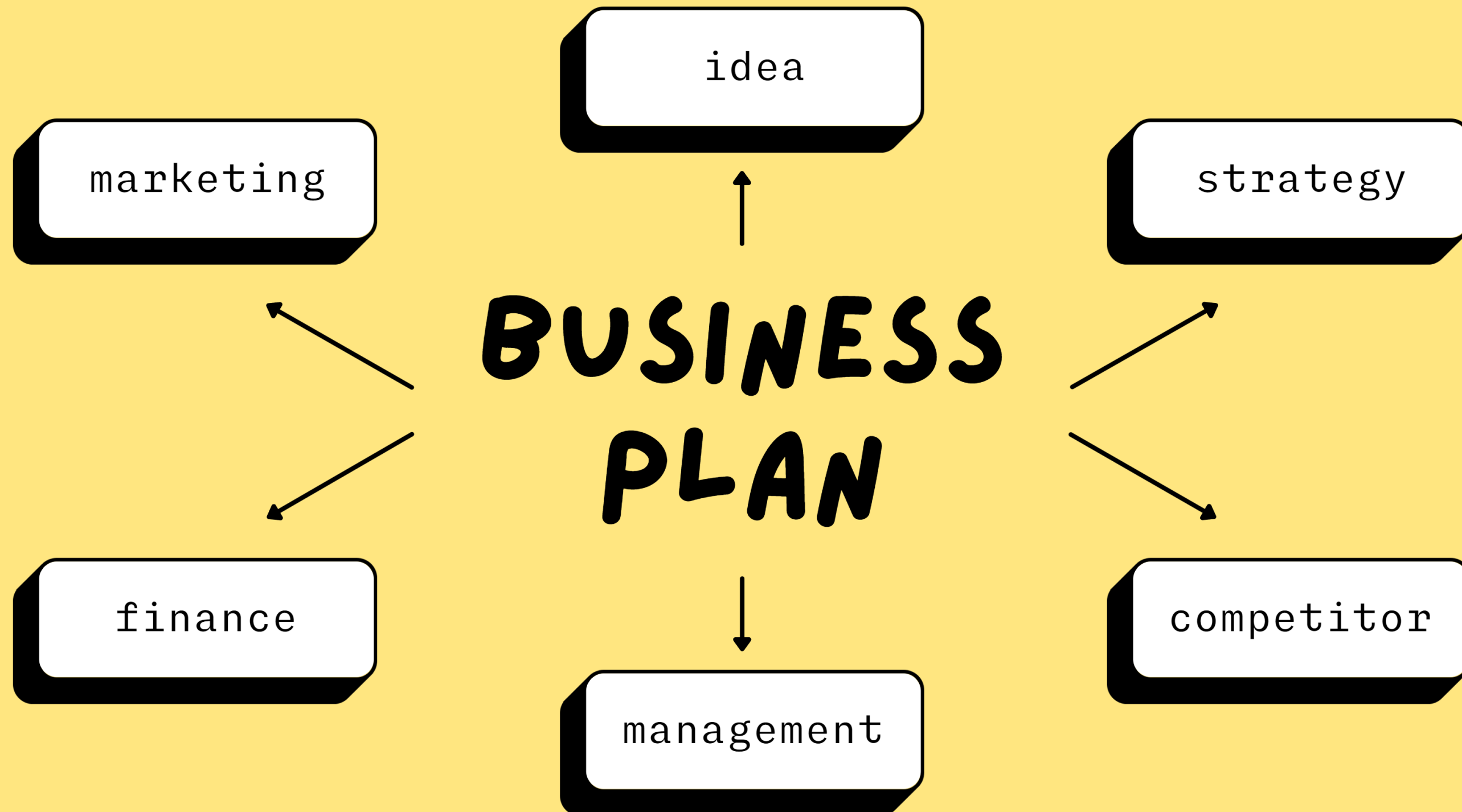


How to make a business plan

What is a Business Plan?

A business plan is a written document that describes in detail what business goals are and summarizes the operational and financial objectives







Business Plan's elements

1. Context/business overview
2. Services and product description
3. Management summary
4. Market & competitor analysis
5. Marketing plan
6. Financial plan
7. Summary

1. Context/Business overview

Here you explain *why you're in business and what you're selling*.

If you sell products, describe your manufacturing process, availability of materials, how you handle inventory and fulfillment, and other operational details.

If you provide services, describe them and their value proposition to customers. Include other details such as strategic relationships, administrative issues, intellectual property you may own, expenses, and the legal structure of your company.

1. Context/Business overview

Example of a simple business plan starting from the business overview:

"The Nu Company"

- Value proposition: We are looking for levers to make healthy eating and a sustainable lifestyle easier for as many people as possible. Our goal is positive consumption and maximum environmental impact.
- Market problem & context: 25% of adults in Germany are obese because they consume too much sugar. Around 7 million people worldwide suffer from diabetes.
- Market solution & opportunity: We want to create sustainable and healthy, organic chocolate bars, where we replace sugar with coconut blossom sugar, which has been proven keep both blood sugar level and energy constant.

2. Services and product description

This section outlines your product or service, why it's needed by your market, and how it will compete with other businesses selling the same or similar products and services.

This includes a description of the products or services, pricing, comparison of the products or services your competitors offer, needs you to have in order to create or deliver your products, such as up-to-date computer equipment, intellectual property, such as trademarks, or legal issues you need to address.





2. Services and product description

The Nu Company sells "nucao bars" which are purely plant-based, organic, nutritious and contain less sugar than comparable products.

- When selecting the ingredients, we therefore also focus on the nutritional profile, the best taste and organic quality.
- Eat healthy without regrets. The nucao chocolate bars impress with their absolutely chocolaty taste. They are 100% vegan and organic. Plastic-free packaging and creamy delicious.
- Get your nu company favorites in a set. It doesn't matter whether it's a chocolate bar, protein bar or shake. Here you will find the right bundle with a price advantage.

World.

Eat healthy without regrets. The nucao chocolate bars impress with their absolutely chocolaty taste. They are 100% vegan and organic. Plastic-free packaging and creamy delicious.

Taste the difference.

categories

- chocolate bar
- protein bars
- shakes
- chocolate spread
- bundles and sets
- equipment
- nu outlet
- % Christmas goods



nucao—candy bar

★★★★★ (770)

Away: € 8.34 ~~€ 11.99~~



nucao – mix box of 6

★★★★★ (1366)

€ 11.99



nucao – like m!lk – mix box of 6

★★★★★ (190)

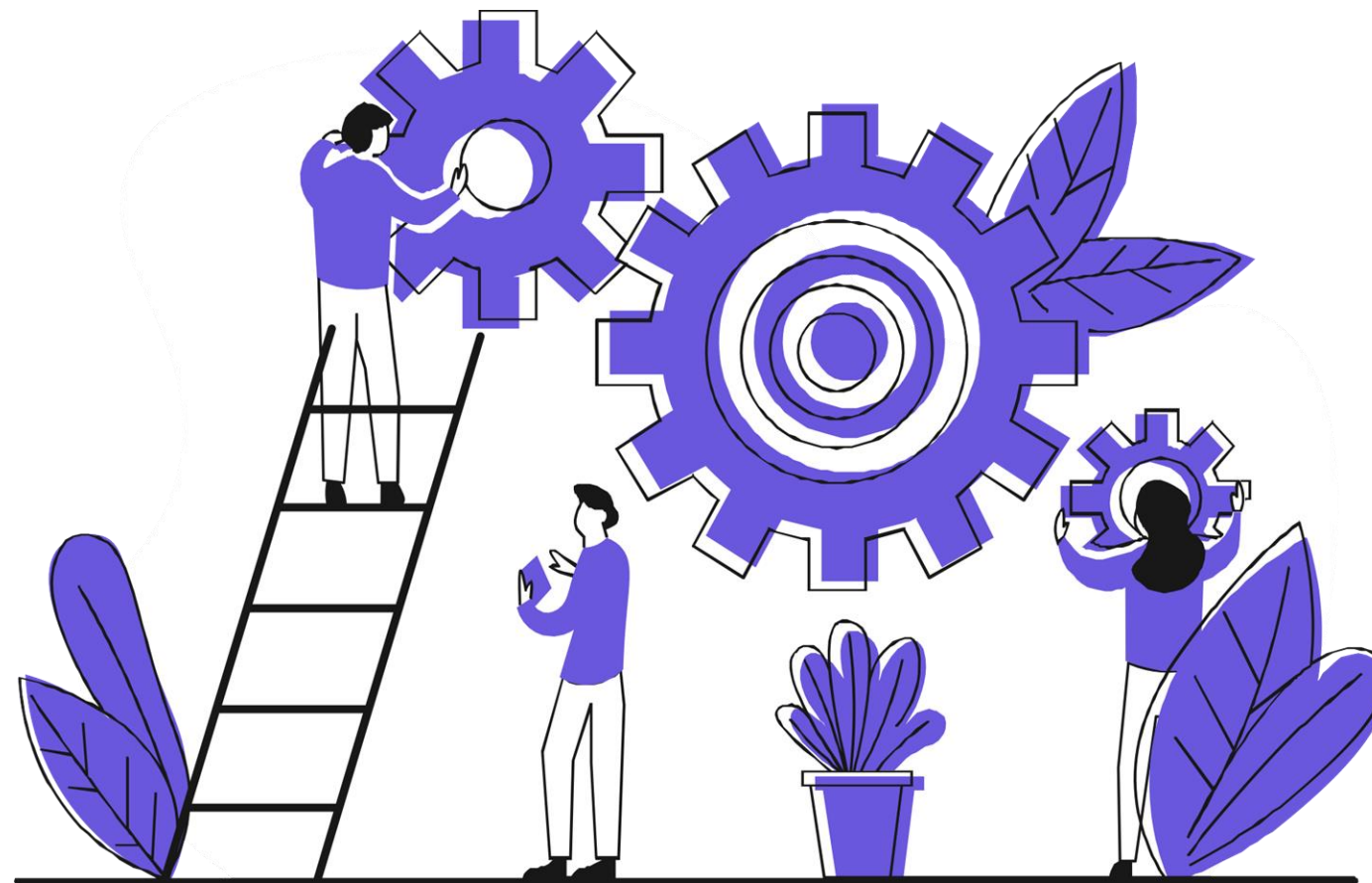
€ 11.99

Aiuto



3. Management Summary

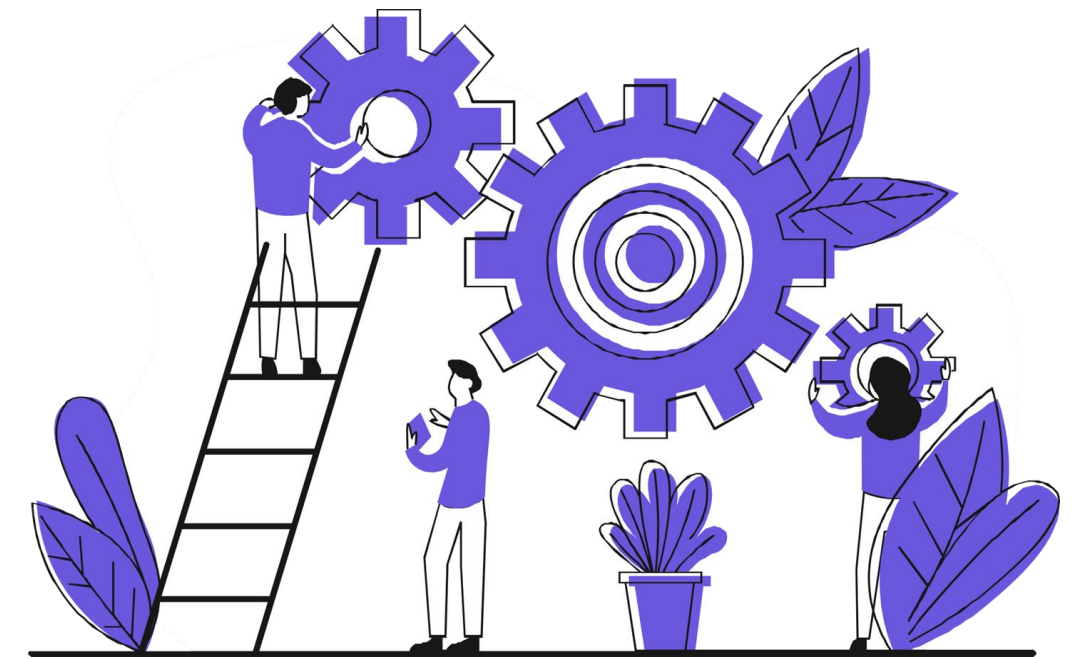
Provide bios of your company executives and managers and explain how their expertise will help you meet business goals. Investors need to evaluate risk, and often, a management team with lots of experience may lower perceived risk.



3. Management Summary

Mathias, Thomas and Christian are fully on course towards engineering careers. Until they want to counteract the sugar-coated and artificial snacks in the library with a chocolate do-it-yourself set in their shared kitchen...

- CVs and previous experiences of the founders & co-founders
- Skills and competencies
- Teamwork
- Good network
- Solid motivation (entrepreneurial skills)



4. Market & competitor analysis

Spell out your market analysis and describe your marketing strategy, including sales forecasts, deadlines and milestones, advertising, public relations, and how you stack up against your competitors.



4. Market & competitor analysis

Our competitors are:

- Big corporate food companies & industries
- Food chains
- Other companies selling organic chocolate bars & vegan products

So, how to we stand up against our competitors?

- Fresh, young image, Target the younger generation & adults
- We introduce innovative elements = for every chocolate bar you buy, we

Plant a tree in...

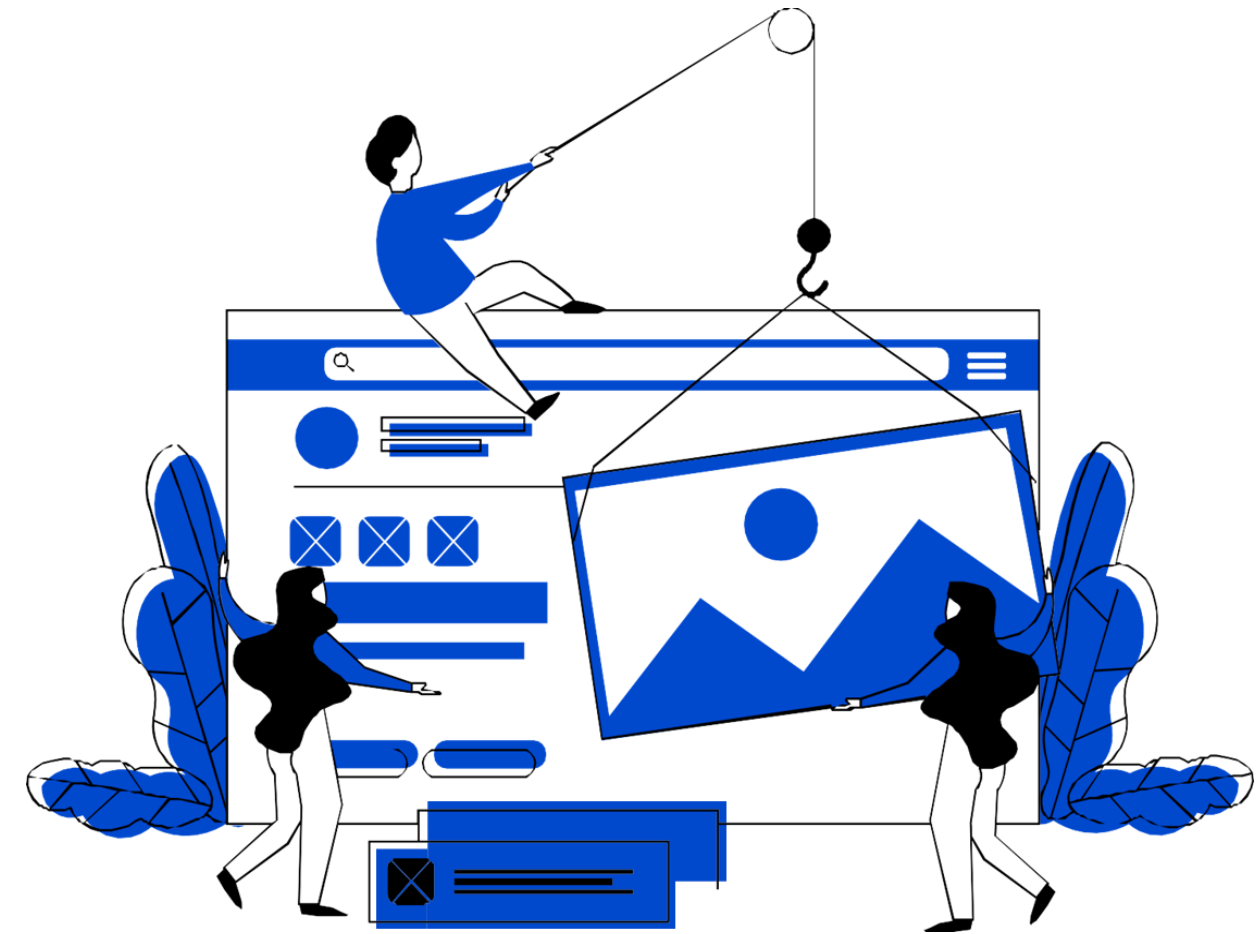
- Fair trade consumption = we import cacao from Peru
- Eco-friendly decomposable packaging = we contribute to reduce plastic production.



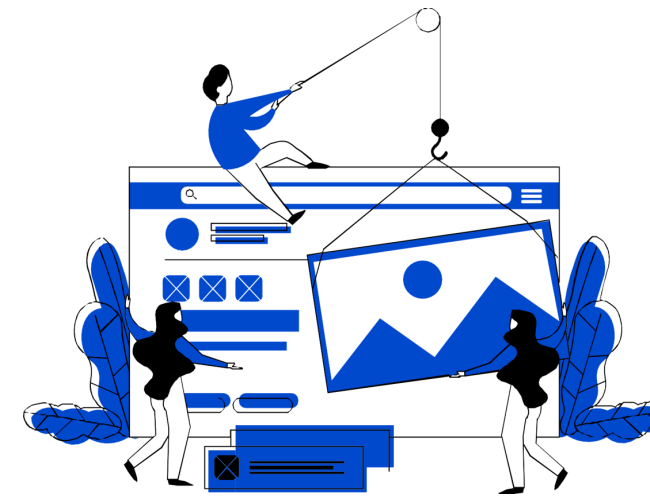
5. Marketing plan

The promotion strategy in its most basic form is the controlled distribution of communication designed to sell your product or service. To accomplish this, the promotion strategy encompasses every marketing tool utilized in the communication effort. This includes:

- Advertising
- public relations
- sales promotions
- personal sales



5. Marketing plan



- Advertising: we are going to develop a solid-based advertising and social media campaign using part of our start-up budget. The advertising will be online and aimed at customers of all age groups, focusing on young, conscious consumers who believe in sustainability.
- public relations: We are going to join several food incubators, start-up centers, organize public and online events to spread the word. We are going to use social media a lot as well as personal contacts.
- sales promotions: we are going to partner with small, local organic shops while at the same time upscaling by partnering with big food industries/chains by offering our products in their supermarkets. We are going to offer discounts and different "sets" of nucao bars to encourage consumers to try our products.
- personal sales: we are going to test the nucao bars at gyms, universities, and other public places, apart from our private network.

6. Financial plan

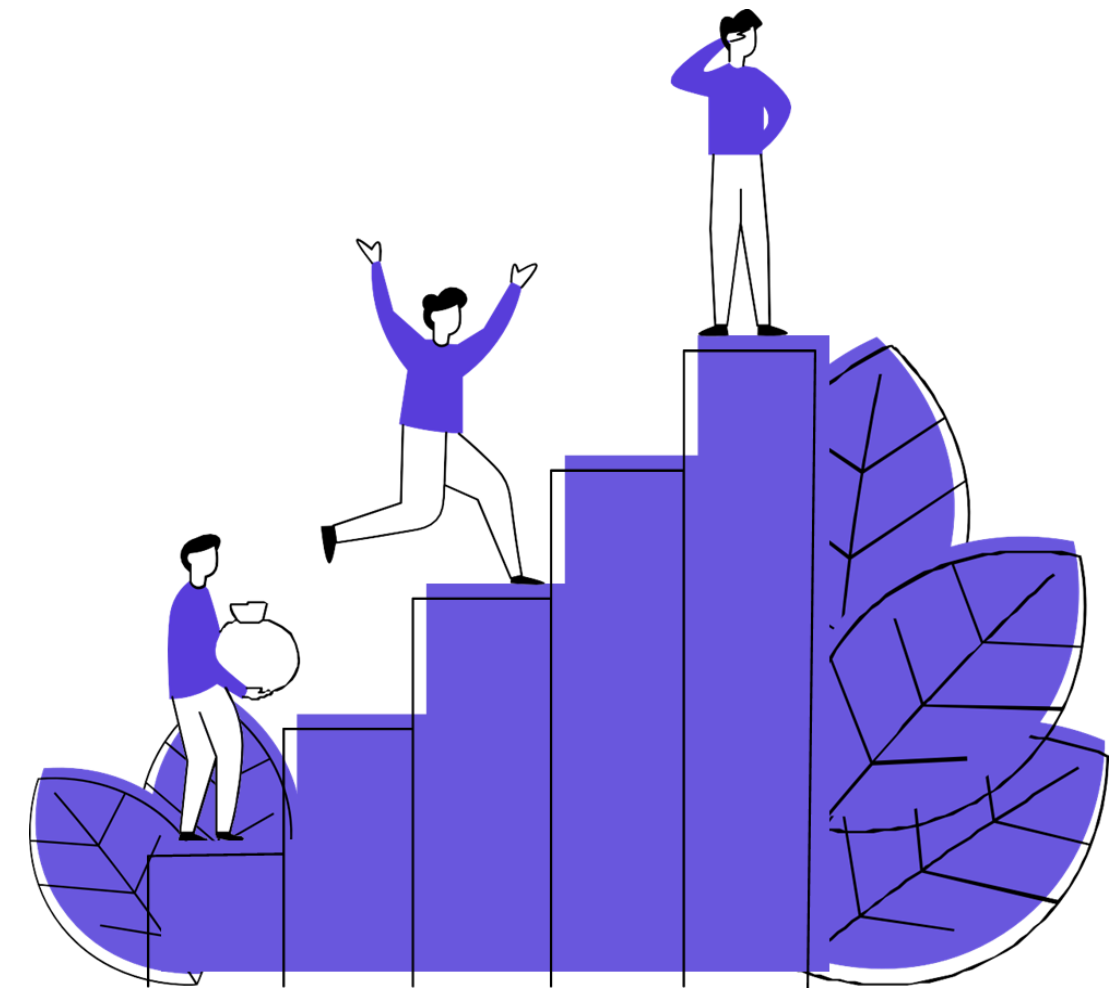
This is where you provide the numbers that back up everything you described in your organizational and marketing sections. Include conservative projections of your profit and loss statements, balance sheet, and cash flow statements for the next three years. These are forward-looking projections, not your current accounting outputs.



6. Financial plan

How we plan to fund our business:

- Start-up capital: 300,000sek
- Crowdfunding, loans and grants from incubators and foundations.
- Then we move to local kitchen cooperatives to test our product and upscale.
- We apply for loans and grants from organizations & pitch to investors our idea.
- We plan to grow and triplicate our profit in the next 3 years.



7. Summary

This is your five-minute elevator pitch. It may include a table of contents, company background, market opportunity, management overviews, competitive advantages, and financial highlights. It's probably easiest to write the detailed sections first and then extract the cream to create the executive summary. Try to keep it to just a couple of pages.



SWOT Analysis

Find Your Competitive Position
with a SWOT Analysis

A SWOT analysis maps out your company's path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Uncover your company's competitive position with these guiding questions. Use the blank framework on the next page to start filling out your own SWOT analysis.



→ Strengths

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

→ Opportunities

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

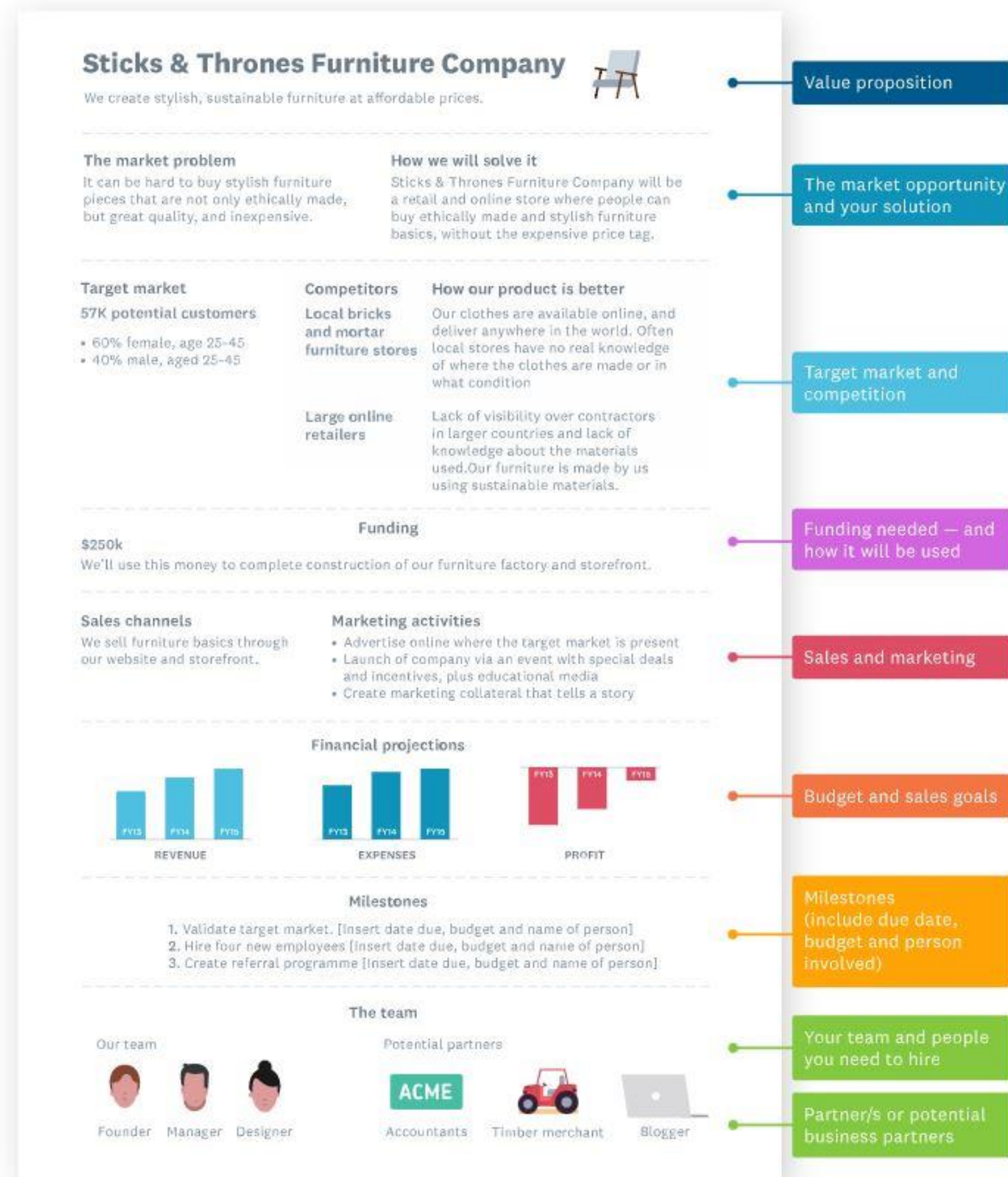
→ Weaknesses

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

→ Threats

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?

A comprehensive business plan



**INTERACTIVE
EXERCISE:**

**WORKING ON YOUR
IMAGINARY
BUSINESS PLAN STEP
BY STEP**





BURGER QUEEN

- *Imagine we are creating the business plan for this company's latest outlet.*
- *With the business model the same as every other outlet, focus on one component of the business plan.*
- *You have 5 minutes to brainstorm with your partner and 10 minutes to prepare the component*
- *Share with the larger group and clarify if your peers have any questions.*

Breakout rooms: 15 minutes



fee
Break

Short break
(10 minutes)

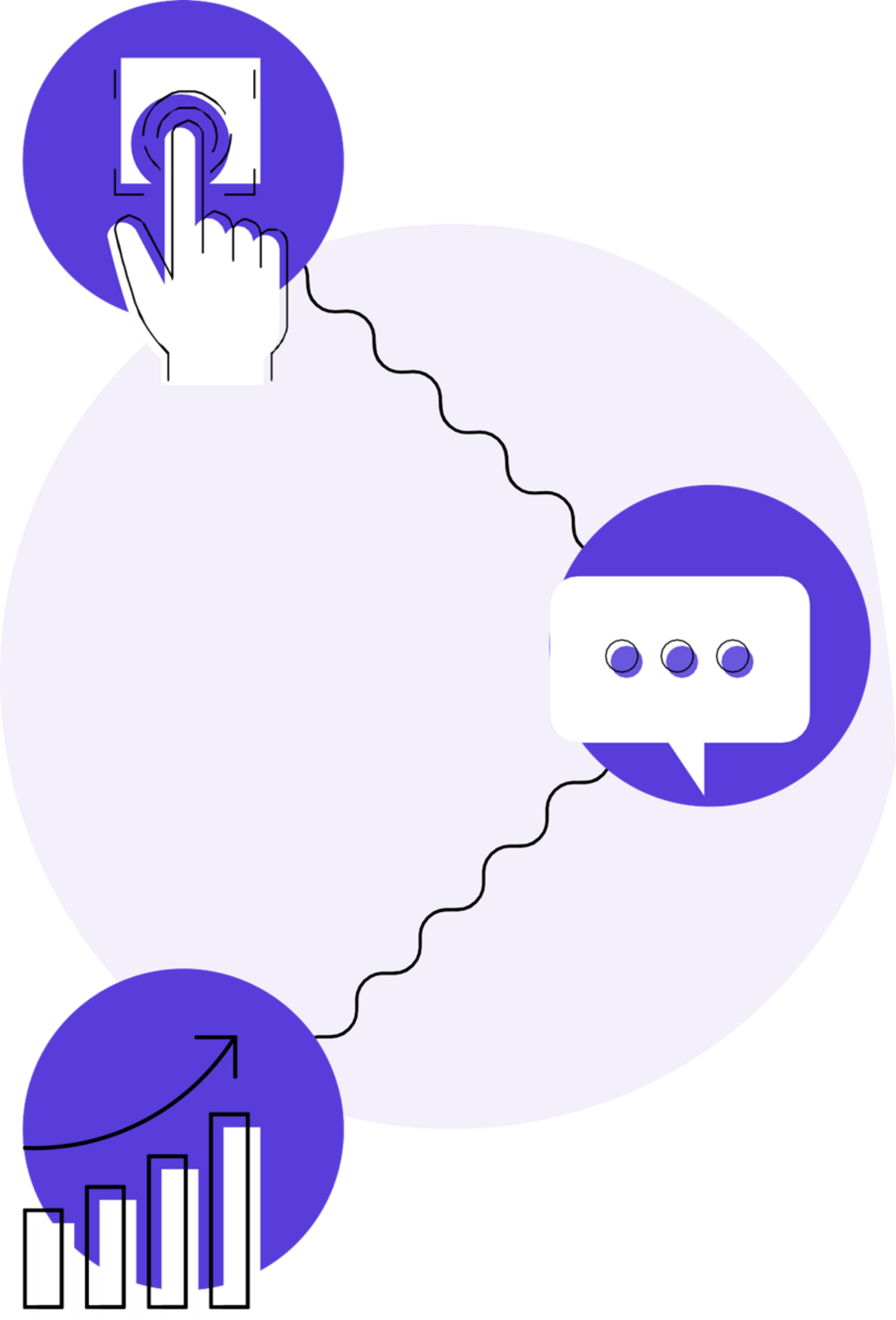


PITCHING YOUR BUSINESS IDEA

SESSION 2



02



**Who should listen to
your business idea?
And why?**

Pitching Your Idea

- [Startups: How to Use Storytelling in Your Pitch to Investors - YouTube](#)
- [How to Write an Elevator Pitch with Examples \(Airbnb, WeWork, Slack\) - YouTube](#)
- [the nu company - Pitch Video - YouTube](#)



Why it is important to communicate your business idea by pitching:

- Presenting your business idea to another party
- Communicating your idea to potential investors
- Communicating your idea to potential customers
- Networking events
- Banking institutions
- Funders and grant applications

The Model

NEED

What is the problem that YOUR product is solving?

APPROACH

How does YOUR product solve the problem?

BENEFITS

What values will users get by using YOUR solution?

COMPETITION

Why should they use YOUR solution compared to others?

The Model PLUS (Only with investors)

Developed by Neal Greenspan, CCO of Perfect Your Pitch Company

FINANCIAL

What is the potential economic impact of YOUR solution?

TEAM

Why is YOUR team the right one to make this success?

6 tips for a great pitch:

1. Curiosity is the key
2. Know your audience
3. Start with the goal in mind
4. Pitch as if you are sitting with the audience
5. Just do it!
6. Ask for feedback

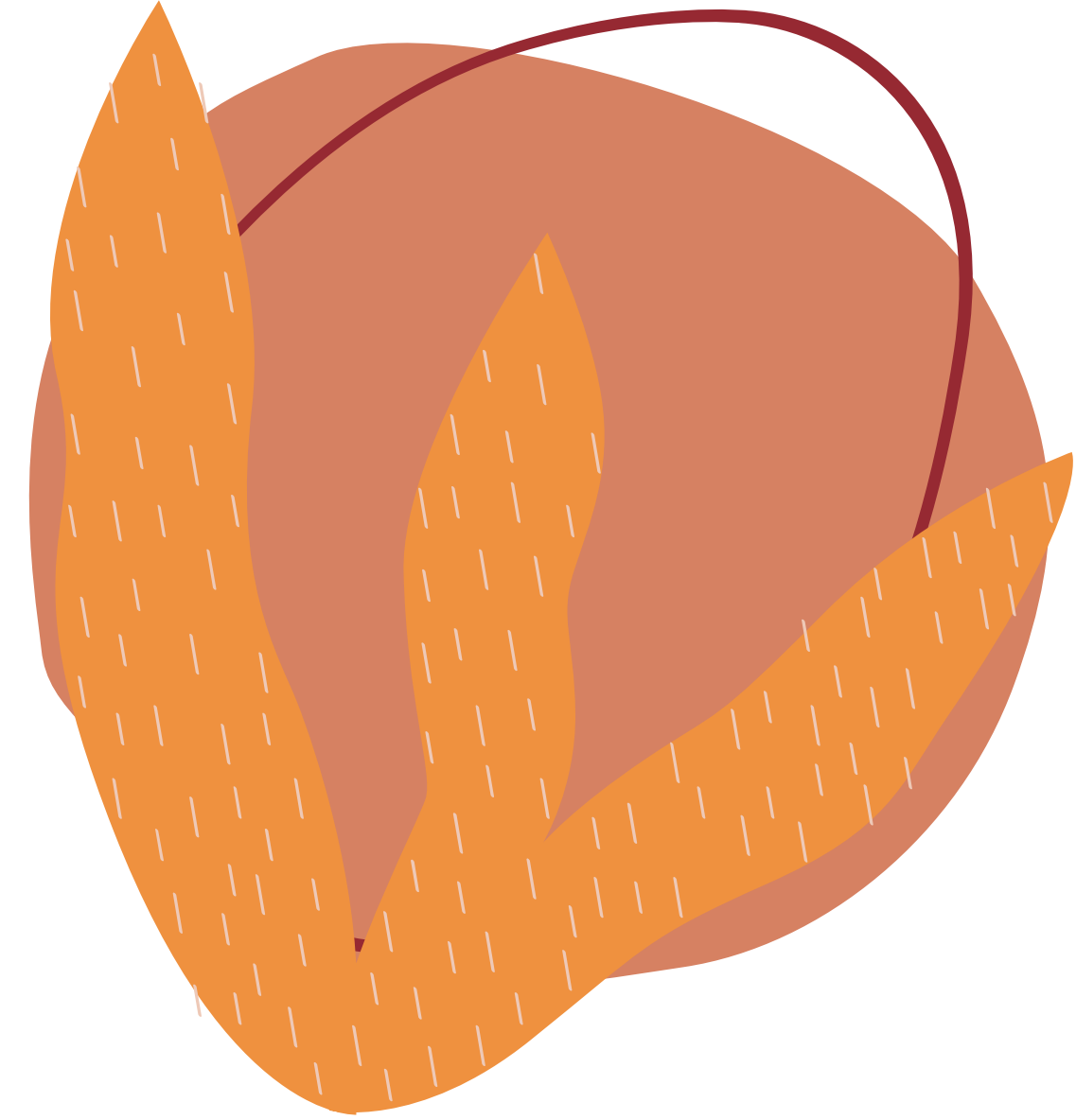
The Hook

“Plastic is bad and we have a solution“



“1 billion microplastic in the sea ends up to us
through fish”





Pitching Your Idea

Time to practice now!



YOUR TURN!

(10 minutes to prepare and 1 minute to present)

- Write down 3-4 elements for each section of the NABC model
- Create your pitch based on those elements
- Don't forget to hook us and give us a clear call to action
- You can use your own business idea or use the Burger queen example.

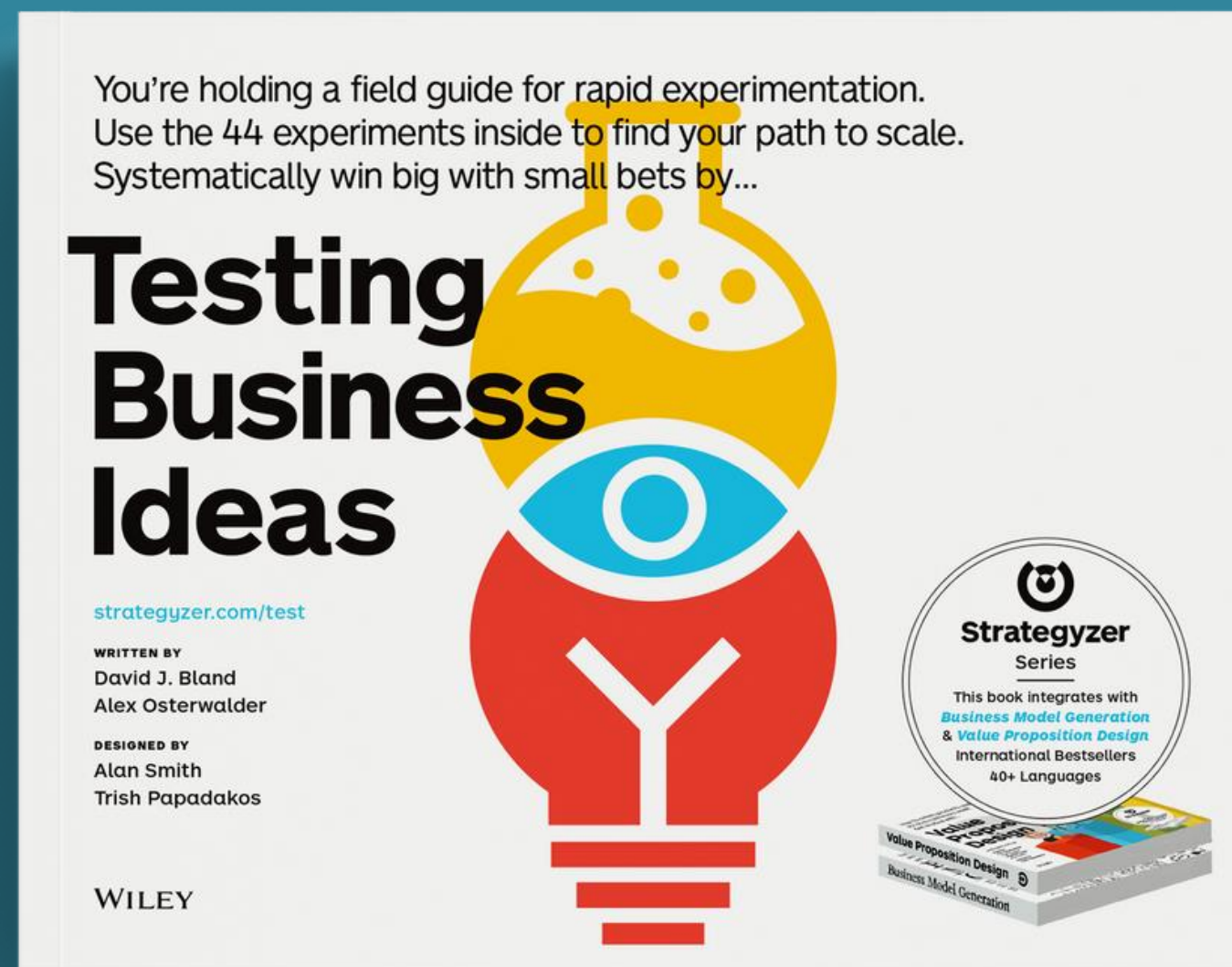


free
Break



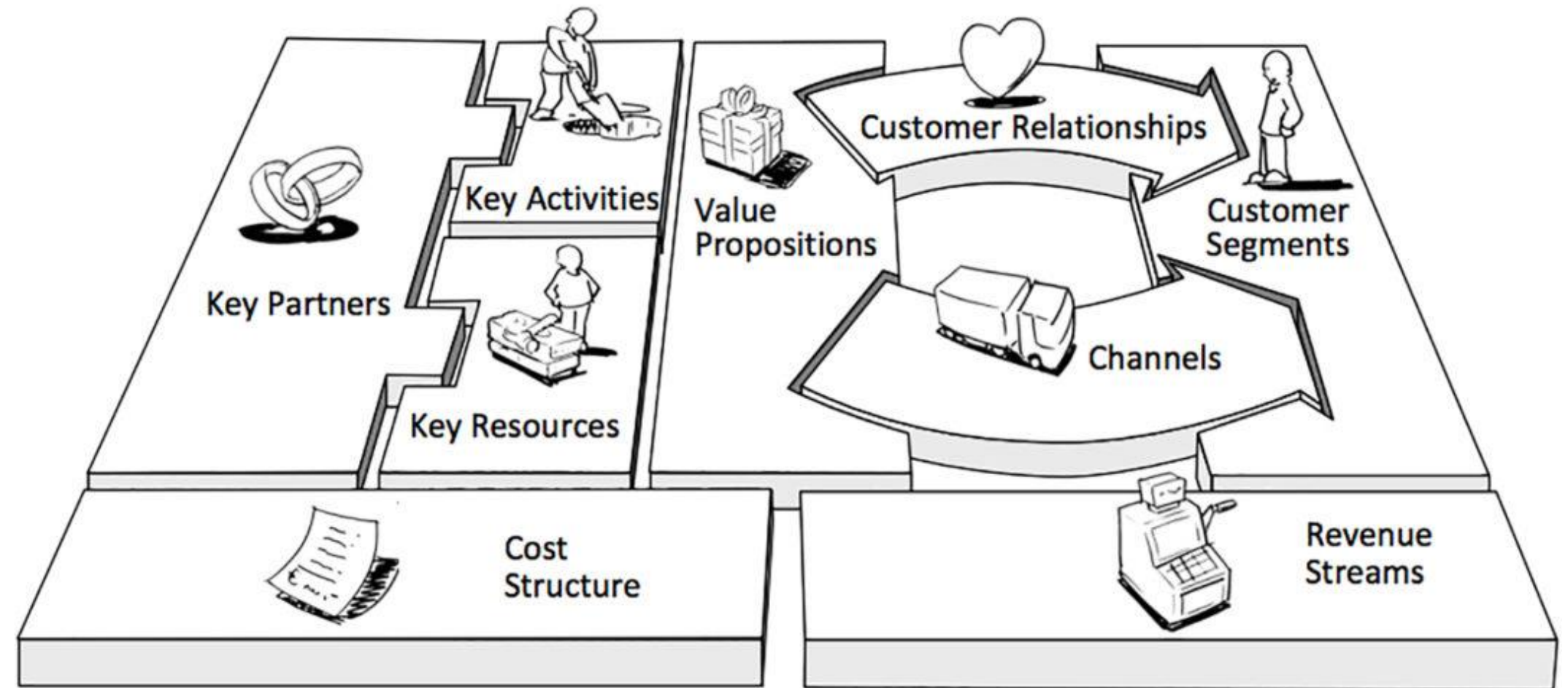
Short break
(10 minutes)

TESTING YOUR BUSINESS IDEA!



03

Business Model Canvas



Adapted from "Business Model Generation", Alexander Osterwalder, Wiley 2012.
www.businessmodelgeneration.com
Licensed under a Creative Commons Attribution-ShareAlike 3.0 Unported License.

Key Partners

Who are our key partners?
Who are our key suppliers?
Which key resources are we acquiring from them?

Types of partnerships

- Strategic alliance
- Coopetition
- Joint ventures
- Buyer-supplier relationships

Key Activities

What key activities do our value propositions require?
Our distribution channels? Customer relationships? Revenue streams?

Categories

- Production
- Problem-solving
- Platform/ Network

Key Resources

What key resources do our value propositions require?

Types of resources

- Human
- Physical
- Intellectual
- Financial

Value Propositions

What values do we deliver to the customer?
Which one of our customer's problems are we trying to solve?
What products and services are we offering to our customer segments?
Which customer needs are we satisfying?

Customer Relationships

What type of relationships do our customers expect us to establish and maintain with them? Which ones have we established? How costly are they?

- Personal assistance
- Dedicated personal assistance
- Self-service
- Automated services
- Communities
- Co-creation

Distribution Channels

Through which channels do our customers want to be reached? How are we reaching them now? Which ones work best and are cost-efficient?

Types of channels

- Owned channels
- Partner channels

Customer Segments

For whom are we creating value?
Who are our most important customers?

Customer segment types

- Mass market
- Niche market
- Segmented
- Diversified
- Multi-sided platform

Cost Structure

What are the most important costs inherent in our business model? Which key resources and activities are most expensive? Is our business more cost-driven or value-driven?

Revenue Streams

For what value our customers are willing to pay? For what do they currently pay? How are they currently paying? How much does each revenue stream contribute to our overall revenues?

Types of revenue stream

- Asset sales
- Usage fee
- Subscription fee
- Lending/ leasing/ renting
- Licensing
- Brokerage fees
- Advertising

Let's take an example

An application for restaurants where customers can pay and make orders from, instead of waiting for the waitress to take their orders.












The Business Model Canvas

Designed for:

Designed by:

Date:

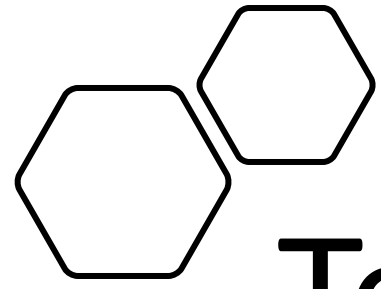
Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

 This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com



Testing the Business idea

Once your idea's business model canvas is developed

Step 1: Identify the hypotheses related to your idea (What needs to be true for your idea to work?)

The hypothesis should be:

- Testable
- Precise
- Discrete

For example: If the restaurant owners aren't interested in partnering with us then the idea won't work



Testable

- "We believe that restaurant owners or restaurant visitors will be more interested in our service"
- "We believe that restaurant visitors will be more interested in our services than restaurant owners"





Precise

- "We believe that restaurant owners will pay some money for our service"
- "We believe that restaurant owners will pay 15 EUR a month for our analysis subscription service"





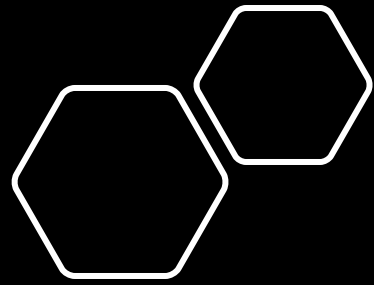
Discrete

"We believe that restaurant owners and restaurant visitors will be interested to buy the subscription and download our app"



"We believe that restaurant owners will be interested in buying our subscription"

"We believe that restaurant visitors will be interested to download our app"



Testing card

- Always start with cheap and fast ways of testing the hypothesis
- The more you test the hypothesis, the less risk you will have for your idea
- The hypothesis testing has to have a specific run time

Test Card

Strategyzer

Test Name	Subscription Pricing	Deadline
Assigned to	Lin	Duration

STEP 1: HYPOTHESIS

We believe that Customers will pay \$20 per month for our subscription

Critical:

STEP 2: TEST

To verify that, we will Offer free trials for 14 days, then ask for a purchase

Test Cost: Data Reliability:

STEP 3: METRIC

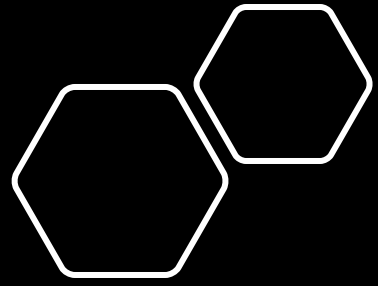
And measure The percentage of customers who sign up for an ongoing subscription

Time Required:

STEP 4: CRITERIA

We are right if At least 30% of free trial users stay on as customers (for more than 3 months)

Copyright Business Model Foundry AG The makers of Business Model Generation and Strategyzer



Learning card

Put the learnings into future action

Learning Card

Strategyzer

Insight Name Date of Learning

Person Responsible

STEP 1: HYPOTHESIS

We believed that

STEP 2: OBSERVATION

We observed

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

Action Required:

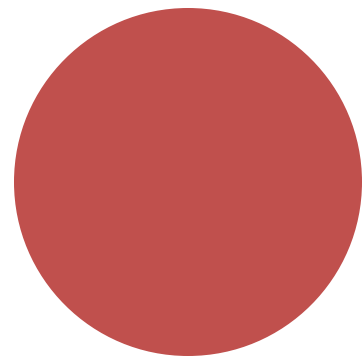
STEP 4: DECISIONS AND ACTIONS

Therefore, we will

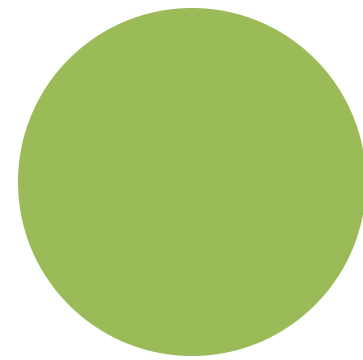
Copyright Business Model Foundry AG The makers of Business Model Generation and Strategyzer



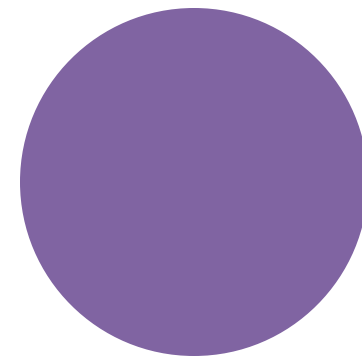
Summing up



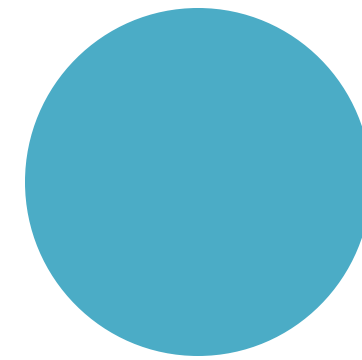
1) DEVELOPING YOUR
BUSINESS MODEL CANVAS



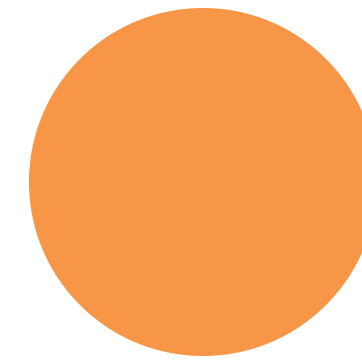
2) IDENTIFY THE HYPOTHESES
RELATED TO YOUR IDEA



3) PRIORITIZE THE MOST
IMPORTANT HYPOTHESES



4) TESTING CARD



4) LEARNING CARD

Your Turn!

- Develop one hypothesis about your business
- Make sure that the hypothesis is Testable, precise, discrete
- Share your hypothesis with others in your breakout room (5-10minutes)
- Give each other feedback



Assessment questions:
What have you learnt in this module?
(10 minutes)

Give us your feedback!



Link to the feedback form: <https://forms.gle/3ipyycC3heiahxHz6>



Next steps:

- **1. We will collect and evaluated your assessment questions.**
- **2. We will issue certificates of participation in the training course**
 - **(as well as only in specific training sessions).**
- **3. These certificates will also describe the general skills that you acquired**
 - **By attending this training session, or the entire course.**
- **4. We will get back to you with more details soon :)**



Next training sessions:

3. "Working in a Circular Economy Context – Upskilling your business and CV!"

- February 8th at 10am-1pm: Why is there a need for a Circular Economy?
- February 9th at 10am-1pm: What is the Circular Economy and how can we achieve it?
- February 15th at 10am-1pm: Upskilling your CV ?
- February 16th at 10am-1pm: Upskilling your Business ?

THANK YOU!

Social media

<https://www.facebook.com/swideasab>

Website

www.swideas.se

Email Address

Info@swideas.se