

A Prototype Business Model

XXXXX COMPANY
[participants to add their business name]

Executive Summary [participants to fill out]



Problem



Solution



Market



Mission

Co-Creation Hub I

TOTAL time: 60 mins

STEP 1 - Personal Values for Your Business Plan

5 mins

Always important

Sometimes important

Rarely important

Never important

STEP 2 - Company Values

15 mins

		EXTERNAL FACTORS	
		OPPORTUNITIES	THREATS
OWN SPECIFIC FACTORS	STRENGTHS	Strategies to make use of Opportunities through our Strengths	Strategies to prevent Threats through our Strengths
	WEAKNESSES	Strategies to make use of Opportunities to minimize Weaknesses through our Strengths	Strategies to minimize the potential dangers lying in sectors where Weaknesses meet Threats

STEP 3 - Idea Generation/Evidence Modelling

10 mins

Enhance

Replace

Backlash

Retrieve

Business Idea:

STEP 4 - Customer Profiling/Who's Buying?

10 mins

Name of customer group				
What are their needs?		What are you offering them?		
_____		_____		
_____		_____		
_____		_____		
How many are there?	How many of those will you reach	How frequently?	How much will they pay?	Potential total income?
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

STEP 5 - Blueprint Modelling

20 mins

	PART C		PART B	
ENGAGEMENT	BACKSTAGE <i>e.g. things like customer and market research</i>	ONSTAGE <i>e.g. things like networking or exhibiting at trade-shows</i>	START HERE _____ _____ _____	
DEVELOPMENT	<i>e.g. things like developing briefs and ideas</i>	<i>e.g. things like showing customers early prototypes</i>	_____ _____ _____	
DELIVERY	<i>e.g. things like design reviews and making decisions</i>	<i>e.g. things like presenting to a customer or client</i>	_____ _____ _____	

Co-Creation Hub II: Branding & Marketing Reloaded

TOTAL time: 60 mins 

STEP 1 - Brand Purpose

15 mins

Contribution _____ _____ _____	Impact _____ _____ _____	Purpose Statement <i>To (your contribution goes here), so that (your impact goes here)</i> _____ _____ _____
01. What? _____ _____ _____	02. How? _____ _____ _____	03. Why? _____ _____ _____

STEP 2 - Brand Purpose

15 mins

Aspiration

Ideal

Vision Statement

A (your ideal future state goes here). To be (your aspiration goes here), of (industry sector goes here)

Now

Current state of your business

5 Years

What do you want to achieve in terms of growth?

STEP 3 - Brand Persona

XX mins

		OPTION 1	OPTION 2
PERSONALITY	If your brand was a person who would it be?		
	What is the core desire of your audience?		
	Define your brand personality		
VOICE	How does your business want to sound to your target audience?		
TAGLINE	What do you want your audience to remember you for?		

STEP 4 - Marketing Mix - 7 P's

XX mins


01 Product <i>features and benefits</i>	
02 Place <i>sales and distribution</i>	
03 Price <i>what you will charge</i>	
04 Promotion <i>keeping customers aware</i>	
05 People <i>staff or representatives</i>	
06 Process <i>to deliver your offer</i>	
07 Physical Environment <i>workplace, showroom retail</i>	

Co-Creation Hub III: Entering Demand-Supply & Value Chains

TOTAL time: 60 mins 

STEP 1 - Supply Chain Modelling

30 mins



01 Raw Materials	02 Manufacturer	03 Supplier/ Wholesaler	04 Distributor	05 Retailer	06 Customer

STEP 1 - Supply Chain Modelling

30 mins



06 Raw Materials	05 Manufacturer	04 Supplier/ Wholesaler	03 Distributor	02 Retailer	01 Customer

Co-Creation Hub IV: Digital Sales & E-commerce Growth

TOTAL time: 60 mins

STEP 1 - E-Commerce Modelling

15 mins

<p>1. Company Summary <i>(main points/requirements to start your e-business)</i></p> <hr/> <hr/> <hr/> <hr/>	<p>2. Your Products <i>(outline your products, inventory and packaging)</i></p> <hr/> <hr/> <hr/> <hr/>	<p>3. Market Analysis <i>(what is the market and competition like?)</i></p> <hr/> <hr/> <hr/> <hr/>
<p>4. Web Plan <i>(what are your web development requirements?)</i></p> <hr/> <hr/> <hr/> <hr/>	<p>5. Marketing Strategy <i>(outline mission, branding, customer communication)</i></p> <hr/> <hr/> <hr/> <hr/>	<p>6. Strategy & Implementation <i>(sales forecast and customer acquisition strategy)</i></p> <hr/> <hr/> <hr/> <hr/>
<p>7. Management Summary <i>(employee and operations requirements)</i></p> <hr/> <hr/> <hr/>		<p>8. Financial Plan <i>(budget, funding required)</i></p> <hr/> <hr/> <hr/>

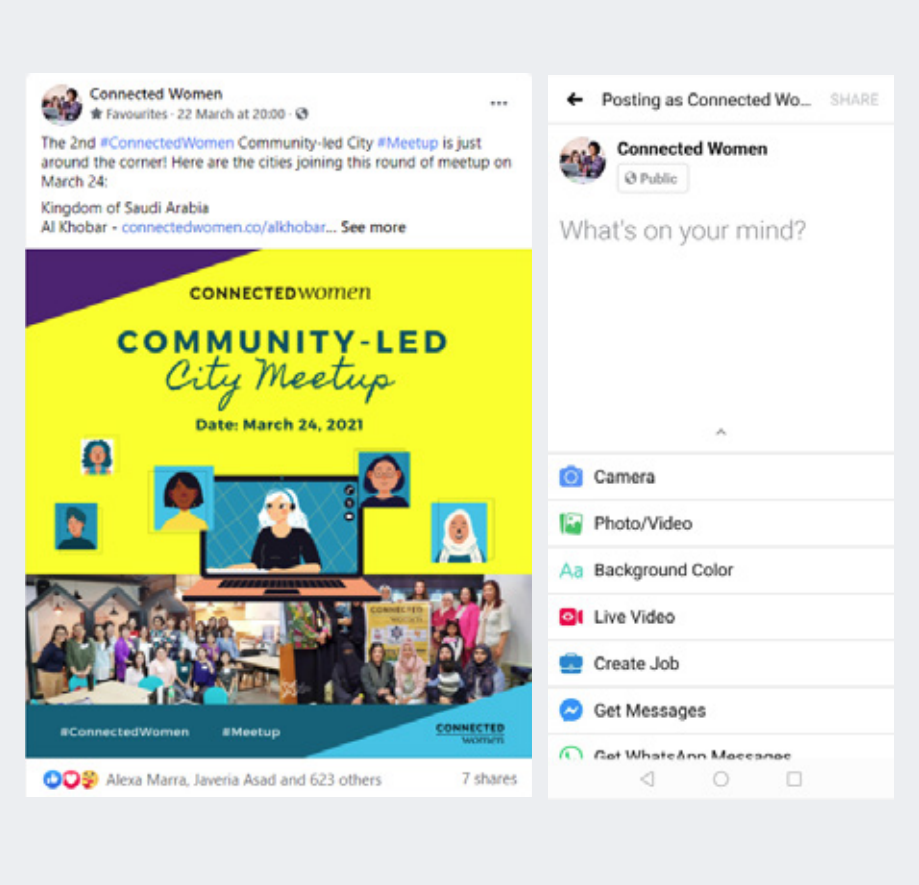
STEP 2 - Content Planning

15 mins

01. DATE xx/xx/xx	04. Visual 2 customers sitting together next to your top 3 desserts, followed by a sale "Buy one, get one"	06. Caption Bring a friend and celebrate the first day of the month with a buy one get one free #dessert - we hope you have a sweet month! #specialoffer #storename
02. THEME promo or new item?		
03. FORMAT Story	05. Visual Type video	

STEP 3 - Create an Online Post

15 mins



The image shows a Facebook post and the mobile interface for creating a post. On the left, a post from 'Connected Women' is visible, featuring a yellow and blue graphic for a 'COMMUNITY-LED City Meetup' on March 24, 2021. The post text mentions the 2nd #ConnectedWomen Community-led City #Meetup and lists the Kingdom of Saudi Arabia and Al Khobar as participating cities. On the right, the mobile posting interface is shown, with the text 'What's on your mind?' and a list of options: Camera, Photo/Video, Background Color, Live Video, Create Job, Get Messages, and Get WhatsApp Message.

Objective

Audience

Caption

Photo

Co-Creation Hub V: Financial Goals & Resilience Building

TOTAL time: 60 mins 

STEP 1 - Traditional Financing

15 mins

	SHORT-TERM FINANCE	MID-TERM FINANCE
FINANCE METHOD	BUSINESS LOANS	RETAIL LOAN
BOTTLENECKS		
SOLUTIONS		

WHICH METHOD(S) WOULD YOU USE – AT WHAT STAGE & WHY?

STEP 2 - Innovative Financing

10 mins

FINANCE METHOD	CROWDFUNDING <i>public invests, lends or contributes through a website to your funding goal</i>
PROS	
CONS	

WOULD YOU USE CROWDFUNDING – AT WHAT STAGE & WHY?

STEP 3 - Financial Modelling

15 mins

COMPANY - EXPENSES	<i>Local Currency (LC)</i>	Revenues (gross sale)	LC	Item	LC
1 Wages	6,500			1 Revenues	
2 Promotional materials	150	Cost of goods sold:	LC	2 Cost of services sold	
3 Input costs	4500			3 Gross profit (1-2)	
4 Water	300			4 Other expenses	
5 Electricity	1,000			5 Earnings before taxes (3-4)	
6 Telephone	250	Sub-total	LC	6 Corporate income tax (10%)	
7 Owner's salary	3,000	Other Expenses:		7 Net income (5-6)	
8 Depreciation costs	200				
Corporate income tax	10%	Sub-total			

STEP 4 - Monetize Your Business

10 mins


		Balance Sheet (LC)	
1	Cash	450	Company Name: _____ Date Prepared: _____
2	Accounts Receivable	2,000	ASSETS
3	Inventories	6,500	LIABILITIES
4	Land	1,050	<i>Current assets:</i>
5	Building & Improvement (net)	950	
6	Machinery (net)	1,000	<i>Fixed assets:</i>
7	Delivery Equipment (net)	500	
8	Accounts Payable	450	<i>Current liabilities:</i>
9	Notes Payable	5,000	
10	Capital	6,000	<i>Owner's Equity:</i>
11	Retained Earnings	1,000	
		<i>Total:</i>	<i>Total:</i>

STEP 5 - Enterprise Risk Modelling

15 mins

IMPACT	MANAGEMENT		
SIGNIFICANT			
MODERATE			
MINOR			
	LOW	MEDIUM	HIGH
		LIKELIHOOD	

Co-Creation Hub VI: Pitching Perfectly

TOTAL time: 60 mins 

STEP 1 - Know the Investor's Mindset

15 mins

01. GROWTH	02. RISKS		03. MARKET	04. OUTLOOK
<i>Is the business going to grow fast and become huge?</i>	<i>What are the specific risks for this business idea/pitch?</i>	<i>How will those risks be addressed?</i>	<i>Why is this the team/ pitch that will win the market?</i>	<i>What will happen to this business AFTER it is funded?</i>

STEP 2 - Start Your Deck - 5Ws to Pitch

15 mins

01 WHO are you? Who are you pitching to?	
02 WHAT are you pitching? What problems does your pitch solve?	
03 WHERE to pitch? Where is your pitch target market?	
04 WHEN would your audience benefit?	
05 WHY should the investors/audience pick your solution/pitch?	

STEP 3 - Tell Your Story

15 mins

THE PAST <i>The Origin Story and Learnings</i> _____ _____ _____ _____	THE PRESENT <i>The Users/Customers and Traction</i> _____ _____ _____ _____	THE FUTURE <i>The Next Milestones and THE ASK</i> _____ _____ _____ _____
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STEP 4 - Create the Ideal Deck - 13 Slides

15 mins

1. HOW YOUR BUSINESS STARTED:		
2. THE VALUE PROPOSITION	3. KEY MILESTONES ACHIEVED	4. DETAILS ABOUT CUSTOMERS
5. WHAT YOU'VE LEARNED	6. HOW YOU'VE ITERATED & IMPROVED	7. WHAT THE PRODUCT DOES
8. PRODUCT COSTS	9. MARKET OPPORTUNITY	10. FUTURE MILESTONES
11. WHY YOUR TEAM IS RIGHT	12. FORECASTS & FINANCIALS	13. YOUR FUNDRAISING ASK