

# Co-Creation Hub I: Blueprint Modelling

## Let's Talk about Business Blueprint Modelling

Blueprinting modelling is making a visual representation of something, a depiction of reality such as a graph, picture, object or mathematical representation. Each template is designed to help you to develop a range of models to explore different aspects of your business to better understand, describe and predict how it could work. You'll use them to explore the activities involved in turning your ideas into products and services. They help you explore what you're offering, whom you're offering it to and how you can engage those people and earn money for your business.

Blueprint Modelling will have helped you develop a more detailed operational plan, and identify areas where you need external expertise and resources to deliver your product or service to your customers. Each part is designed to help you shape, define, explain, communicate and control your business. Going through this process helps you develop a clear business plan that you can use to guide your activities and make your idea work. In setting up your business, it helps to understand your motivations, what's unique about your offering, as well as your hopes and the impact you want to make. Besides all, each participant can visit and make comments on each other's model, it will give you a chance to create new networks and new ideas/perspectives online.

## Build Your Business Blueprint

Our exercise is split into **six fundamental steps**:

At the first time you will meet in your business group so during the first 10 minutes you will decide to your starting point (either it is a new business venture/start-up or a scaling-up).

After the meeting of the groups, please indicate **your business name** which can be changed as the 3-day discussions progress on the first slide.

On the second slide, please write down **the problem, solution, market and business mission** which will be reviewed/revised through the sessions.

### Step 1: Personal Values

In this part, you are going to capture and organize your personal and list 5 common values you have. You may think of them as the things that make you feel truly alive and committed to what you are doing in your business. This part takes approximately 5 minutes.

#### Relativistic Entrepreneurship:

- Entrepreneurship is seen as an incubator of economic growth. Entrepreneurship profile may show some similar features all over the world but the rest is under the influence of culture. It is crucial to identify the national culture that people perceive, to analyze entrepreneurial intention.

- Personal understandings, perceptions and practices define everything in the market and regional-based cultures build a basis for economic activities through many factors such as innovation. Besides all socio-cultural, economic and personal differences, gender plays a key role for our priorities in entrepreneurship.
- In this regard, personal values are essential for preferences of professional options, gender differences, cultural differences between people, and to explore the relationship between people's perceptions of national culture and entrepreneurial intention.

#### How to use it?

*Personal values consist of a table of four columns. You can write down all of the values that are important to you for the first four columns. You may write down lots of them – more than you might think are useful. Once you have plenty, place them in the relevant column according to their importance order.*

*At the final draft, you will decide your common 5 values as a group for each column.*

## Step 2: Company Values

In this part, you are going to look at the strategic positioning of your business and identify possible weaknesses and threats to address as well as strengths and opportunities to exploit. You may also consider the impact of COVID-19 and/or other crises on your business and future positioning. This part takes approximately 10 minutes.

### SWOT analysis

- **Strengths:** What do you do better than others? What is unique about your offering? What do customers say is good? Why do customers prefer your product or services? What evidence do you have for this?
- **Weaknesses:** What does the venture do less well? What do others do better? What stops people buying from you? What needs to be improved?
- **Opportunities:** Where might the venture develop and why? What changes are happening which will be helpful?
- **Threats:** What might happen to make life difficult for the venture? What are the competitors doing? What are the factors threatening the venture?

### SWOT Analysis Benefits

- Ensure you continue to bring benefit to customers.
- Plan what you need to secure your success.
- Help you prepare for any risks you might face.
- Think about what you'd do if the worst were to happen.
- It will help to keep a record from the outset of the progress and impact you've made.
- This will allow you to demonstrate how people benefit from your venture.
- It can also help you improve your product or service and attract new investment, customers or staff.

### How to use it?

Strengths and weaknesses which are positioned horizontally in the table are both internal factors that are controllable for your company. On the other hand, opportunities and threats that are vertical are generally affected by external factors that you can't control. Write onto columns and place them by considering these factors. The squares in the middle are the intersection points of these four factors that aim to determine the following points:

- Strategies to make use of opportunities through our strengths,
- Strategies to make use of opportunities to minimize weaknesses,
- Strategies to prevent threats through our strengths,
- Strategies to minimize the potential dangers lying in sectors where weaknesses meet threats.

## Step 3: Idea Generation

This part is intended to help you consider what impact your business will have on the world if it is successful. You may think of this as a creative, divergent thinking activity. So, as well as considering changes your business might make within its sector, look more broadly at the effects on society, other areas of activity, public and private organizations.

- A business plan is critical to the success of any new venture since it acts as a benchmark and the evaluation criteria to see if the organization is moving towards its set goals.
- A business idea is therefore a short and precise description of the basic operations of an intended business. A good business starts with a good business idea. Before you can start a good business, you need to have a clear idea of the sort of business you want to run.
- Business ideas are built on the expected business opportunity, founders perspective on product market fit. It gives people what they need or want.

### Idea generation helps you to identify:

- Which needs your business will fulfil for its customers.
- What product or service your business will sell.
- Who your business will sell to.
- How your business is going to sell its products or services.

Answer the following questions according to what the existing solutions are out there in the market. This part takes approximately 10 minutes.

### How to use it?

Write on the column in the center with a short succinct description of your business idea. Write as many ideas you need to answer the four questions:

- What does it bring new value to? (Enhance)
- What does it make less desirable? (Replace)
- What does it re-use or build upon? (Revive)
- What could be the negative or limiting effect when pushed to extremes? (Backlash)

## Step 4: Customer Profiles

In this part, you are going to build a picture of your potential customers and customer groups. You are going to think about who your customers might be. Ideally, you should be talking to your potential customers who will buy your product or service. Think about how you can engage them in a meaningful way to help shape your offering.

A market segment or targeted group of customers is a grouping of people sharing one or more characteristics that cause them to have similar product needs. Market segmentation or target marketing is the process of dividing a market into distinct segments that behave the same way or have similar needs. Because each segment is somewhat similar in their needs and attitudes, they will likely respond similarly to a specific marketing strategy. This is an important point and we will discuss marketing to targeted groups later on in this course. However, it is critical that you understand the value of defining your market. Market segmentation is important to define the market entry strategy: the first initial market segment that is planned to be captured. This part takes approximately 10 minutes.

### How to use it?

Write all the elements aiming the follow questions under 5 table:

- Name of customer group: identify your customers, determine who is buying your product.
- What are their needs: answer what your customers really need and why.
- What are you offering: detail how your business will meet their needs, write different associations to recognize and develop to ensure your product or service reaches your customers.
- How many are there, how many will you reach, how frequently: detail how your business will work to deliver your products or services - different elements that make up your business.
- How much will they pay, what is the total income: try to finance all options to help you get started with your business.

### How to use it?

#### PART A: Operational Stages

In this part, all the activities take place either in front of the customer 'Onstage' or in 'Backstage' that is out of sight of the customer. This part takes approximately 10 minutes.

Write on columns for your business activities and place them in the relevant boxes in backstage to explain following:

- things like customer and market research,
- things like developing briefs and ideas,
- things like design reviews and making decisions.

For the onstage, you are going to give examples that are very visible for customers:

- things like networking or exhibiting at trade-shows,
- things like showing customers early prototypes,
- things like presenting to a customer or client.

#### PART B: Blueprinting Modelling

In this part, you are going to map out all the steps you will need to take to deliver your product or service, in a linear flow diagram. To map the entire process in very small steps, write down all ideas that explain each step in order. This part takes approximately 10 minutes. Write down the process step by step, starting from the point you began and ending with the point you want to reach.

From this process you can see where the critical stages are, where bottlenecks may occur and where the process might break down because you don't have the necessary expertise or resources. This will allow you to see how much of the business you need to develop and manage.

## Step 5: Blueprint Modelling

This exercise will help you visualise how your business will function and describe how business will be done. Every business has 3 stages and you are going to consider these steps to define your business broadly:

- Engagement Stage: the time that it takes to plan who your prospective customers are and how to persuade them to buy from you.
- Development Stage: the time that it takes to design and create your offer.
- Delivery stage: The time it takes to get your product or service to your customer.

## Know More - Additional Resources

### Resources:

For more detailed information about creative enterprise toolkit and blueprinting modelling, you can read:

<https://www.nesta.org.uk/toolkit/creative-enterprise-toolkit/>