



Welcome to

Transform your Idea into a Successful Business

To making your dreams happen
September 2022





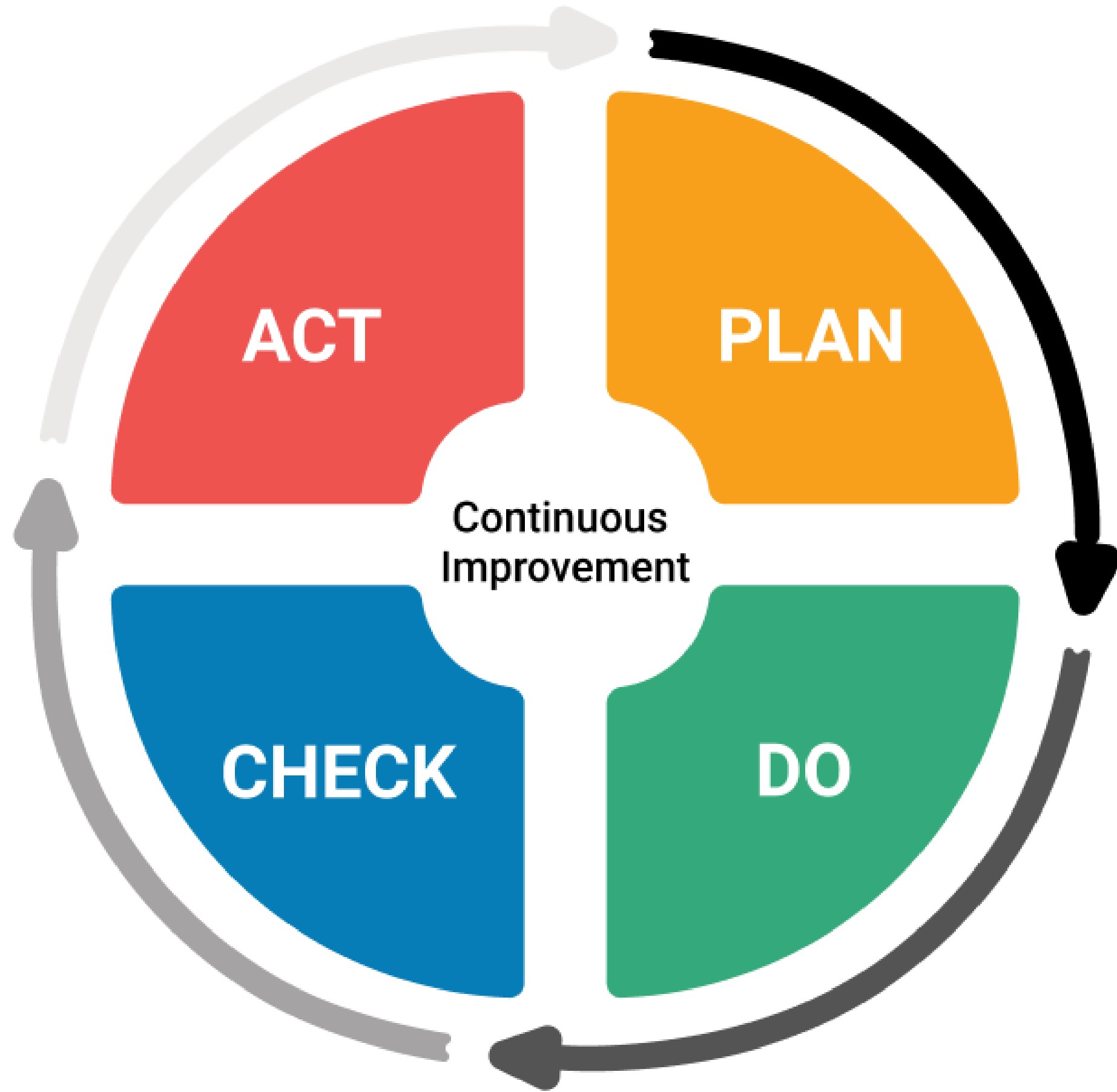


**Starting a business
is no easy task,
which is why it pays
to prepare.**

What if you make a mistake?

Life is not constant, it is evolving; so do your ideas and business







Question

- **Where are you today?**
- **Do you have a business idea and you don't know where to go?**
- **What would it mean for you to plan your business step by step and take the idea to where you want to be?**



Ideation and A Viable Idea



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Where our Business Ideas come from?

- A solution to a personal problem
- A solution to community wide problem
- Creative ways of making life easier
- Fun topics to engage and entertain people



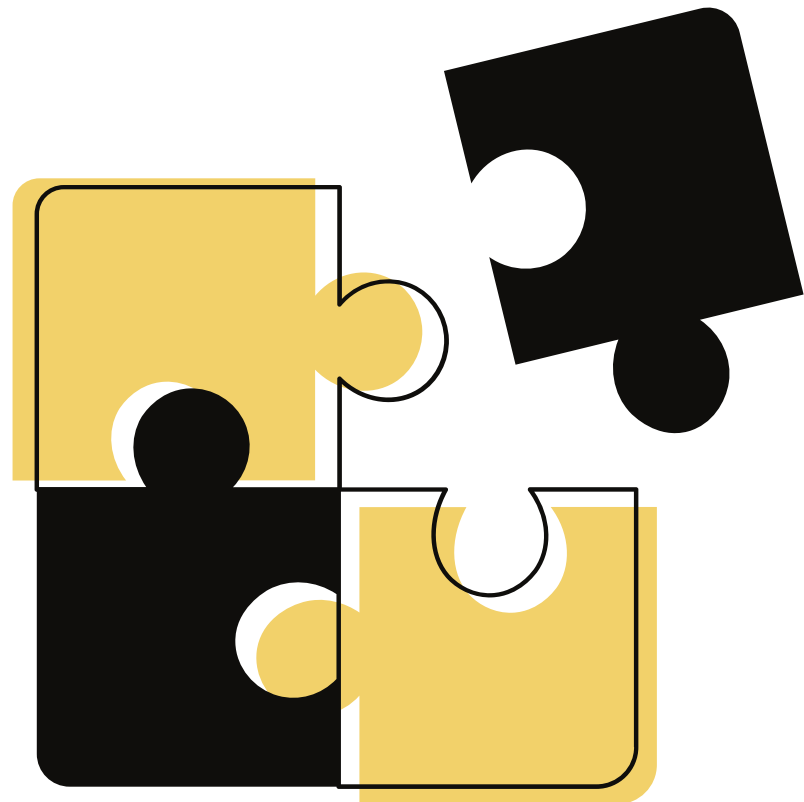
Be Curious

Be Observant

**Strengthen your problem
solving skills**

**Have an open mind and
constantly say :**

What If





**Can all Ideas become
a successful
business?**



Quick solution for
breakfast egg skippers

Toaster Eggs™

Or how to get your kids to eat eggs
without fuss and mess.

New **DOWNYFLAKE** Toaster Eggs™ are a fluffy, moist, frozen, fresh egg product that cooks right in your toaster. Not scrambled, not an omelet, but a new interesting half way in between...different than any way you've ever had eggs before.

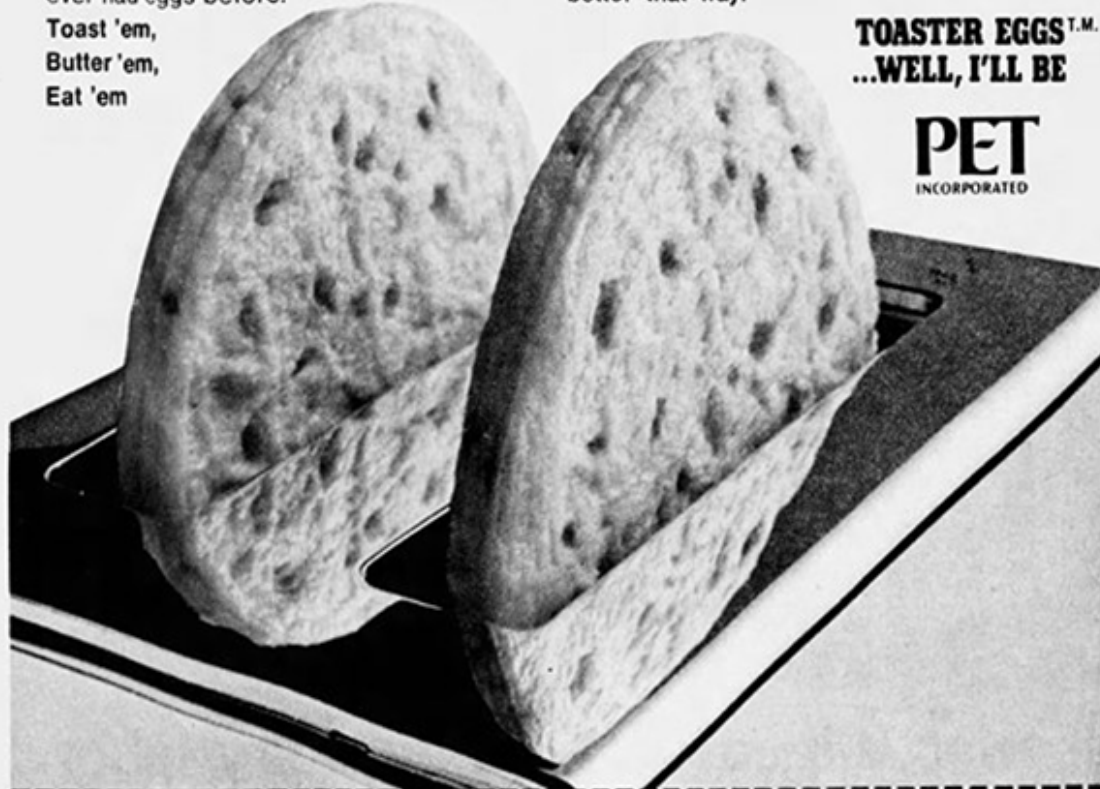
Toast 'em,
Butter 'em,
Eat 'em

Toaster Eggs™ come in four flavors:

Plain Cheddar Cheese (real cheddar)
Country Style Western (Shallots, Peppers
and Chives) So easy your children can
do it themselves. They seem to like things
better that way.

TOASTER EGGS™
...WELL, I'LL BE

PET
INCORPORATED





Put it into Practice

Module I



- Write down your idea in the middle of the page
- Is that a solution to a pain or something fun to try
- Now think about the problems you are trying to solve and write them down

Solution

Product/Services



My Idea is:....

Pain to heal

**Problems to
solve**



Design Your Valuable Offer



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**Avoid wasting time
& money with ideas
that don't work**

**Understand your customer
segment and how you can create
value for them**

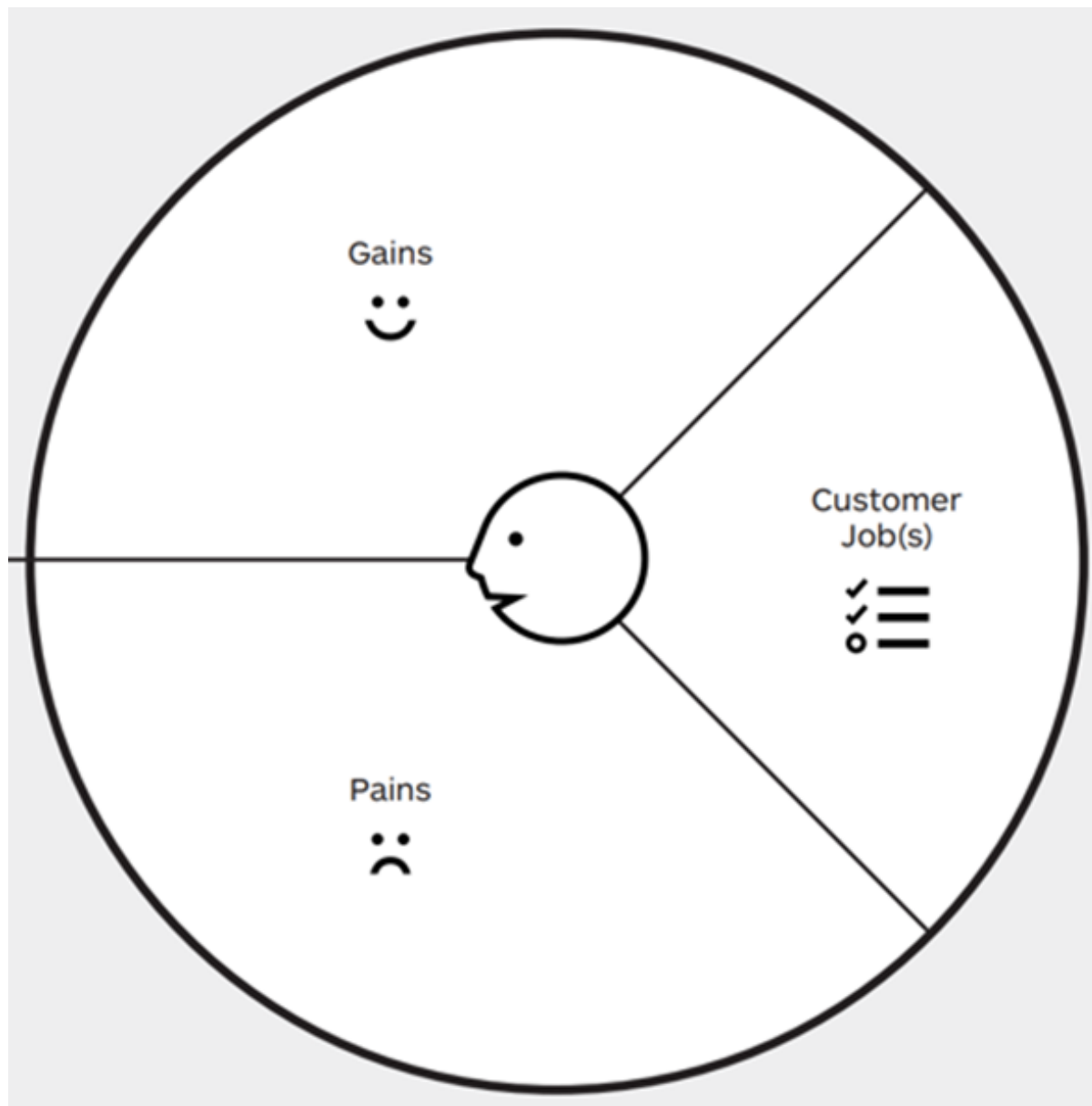
Design Your Valuable Offer

Build a business you are
passionate about the right way





Get to know Your Customer

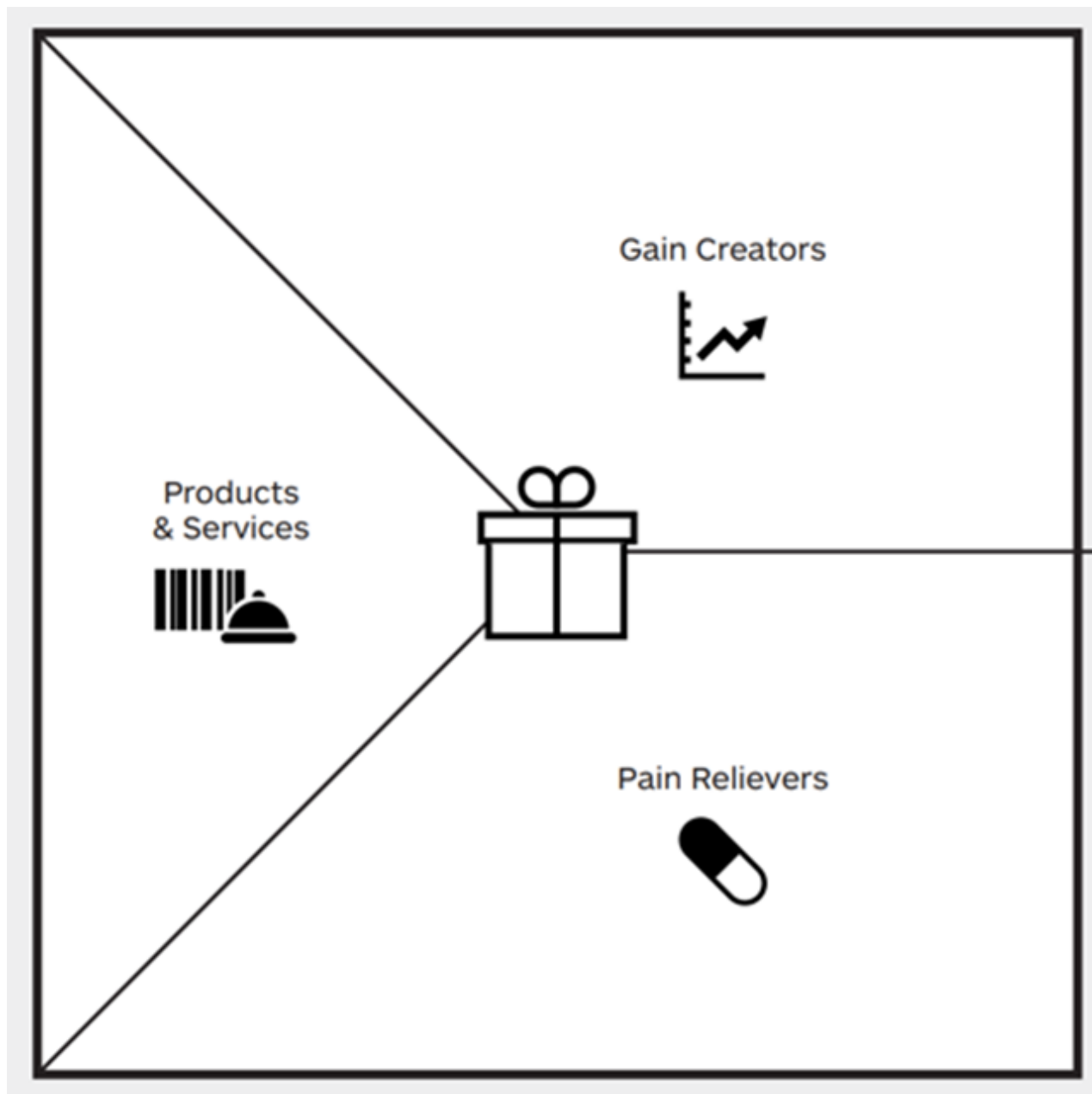


1 THEIR PAINS

2 THEIR GAINS

3 THE OUTCOME

» Link your customer to your offer



1 YOUR PRODUCT & SERVICES

2 PAIN RELIEVERS

3 GAIN CREATORS

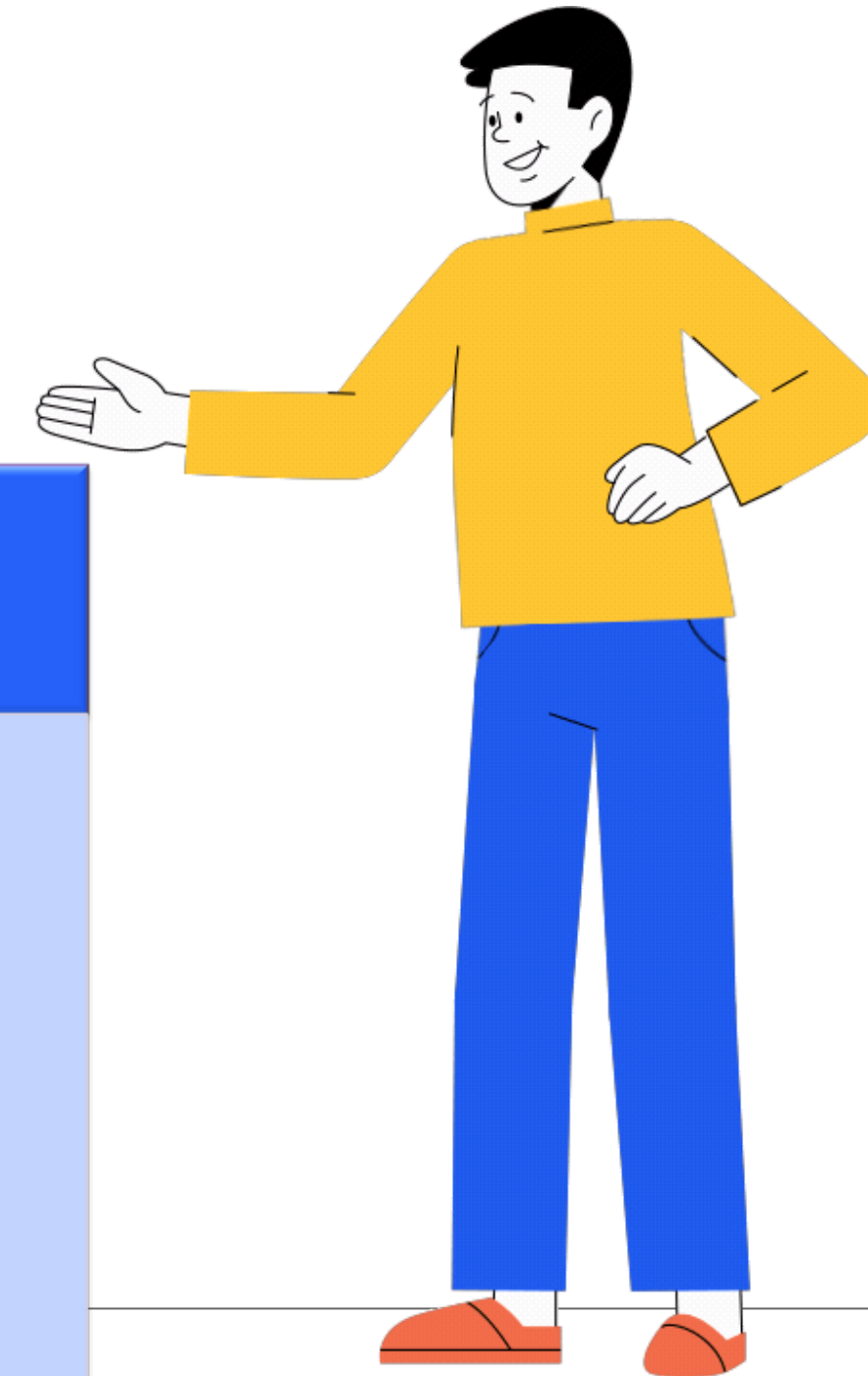
Characteristics of a Great Value Proposition



Customer Jobs
<ul style="list-style-type: none">• Most Important Customer Jobs• Unsatisfied jobs

Customer Pains
<ul style="list-style-type: none">• Extreme pains• Unresolved pains

Customer Gains
<ul style="list-style-type: none">• Must have gains• Unrealized gains



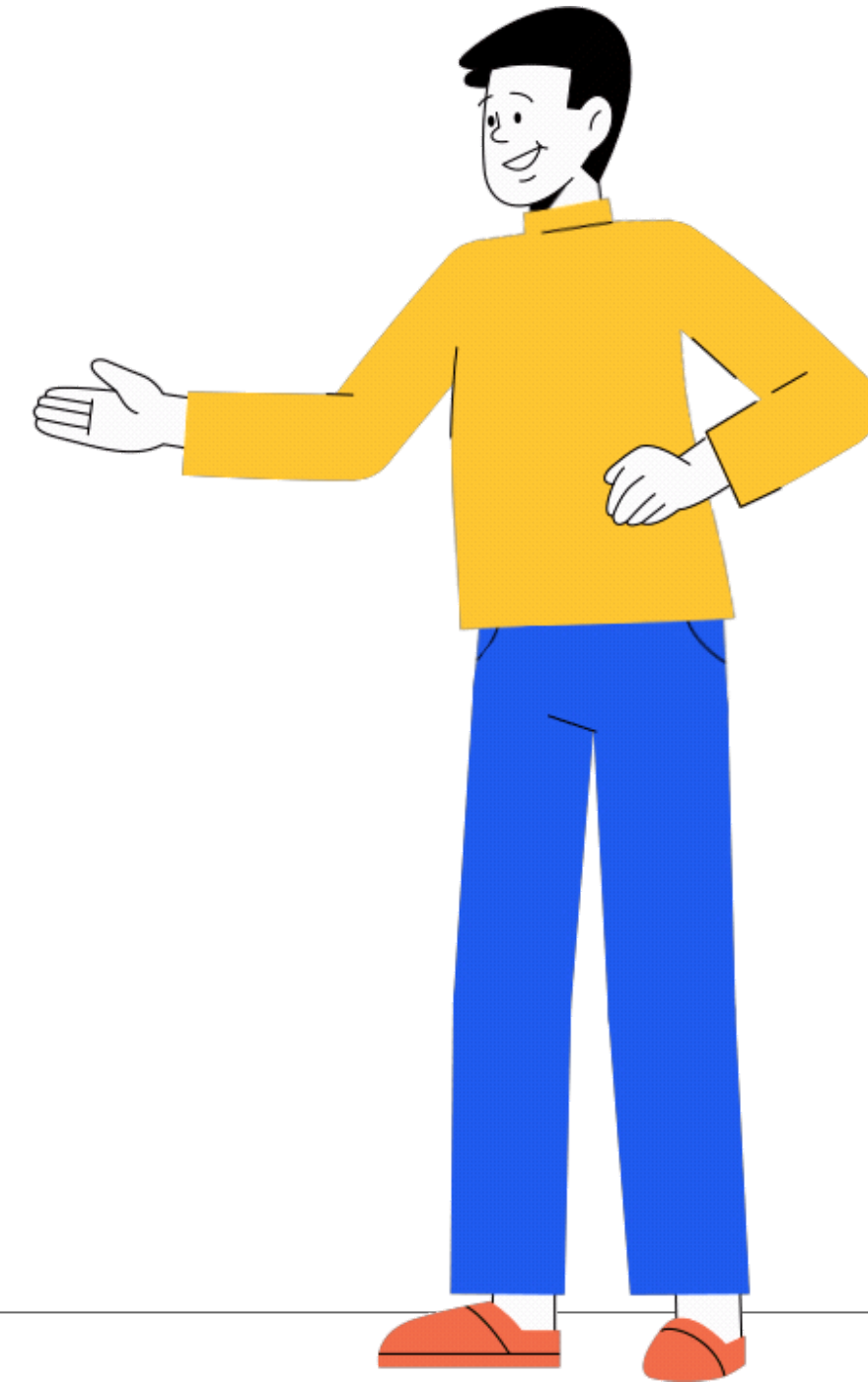
Characteristics of a Great Value Proposition



Does it differentiate from
competition in a
meaningful way

Does it outperform your
competition

Is it difficult to copy



Put it into Practice

Module 1 - Lesson 2



- From Practice 1, review your customer pain and challenges. Add or modify your previous thoughts
- How does your solution or your idea make a difference in your customers life
- What is the value your customer receive by your offer
- Write down your value propostion in one sentence

Example...

I want to offer a selection of delicious baked goods that everyone can enjoy without being worried about their allergies or sensitivities.

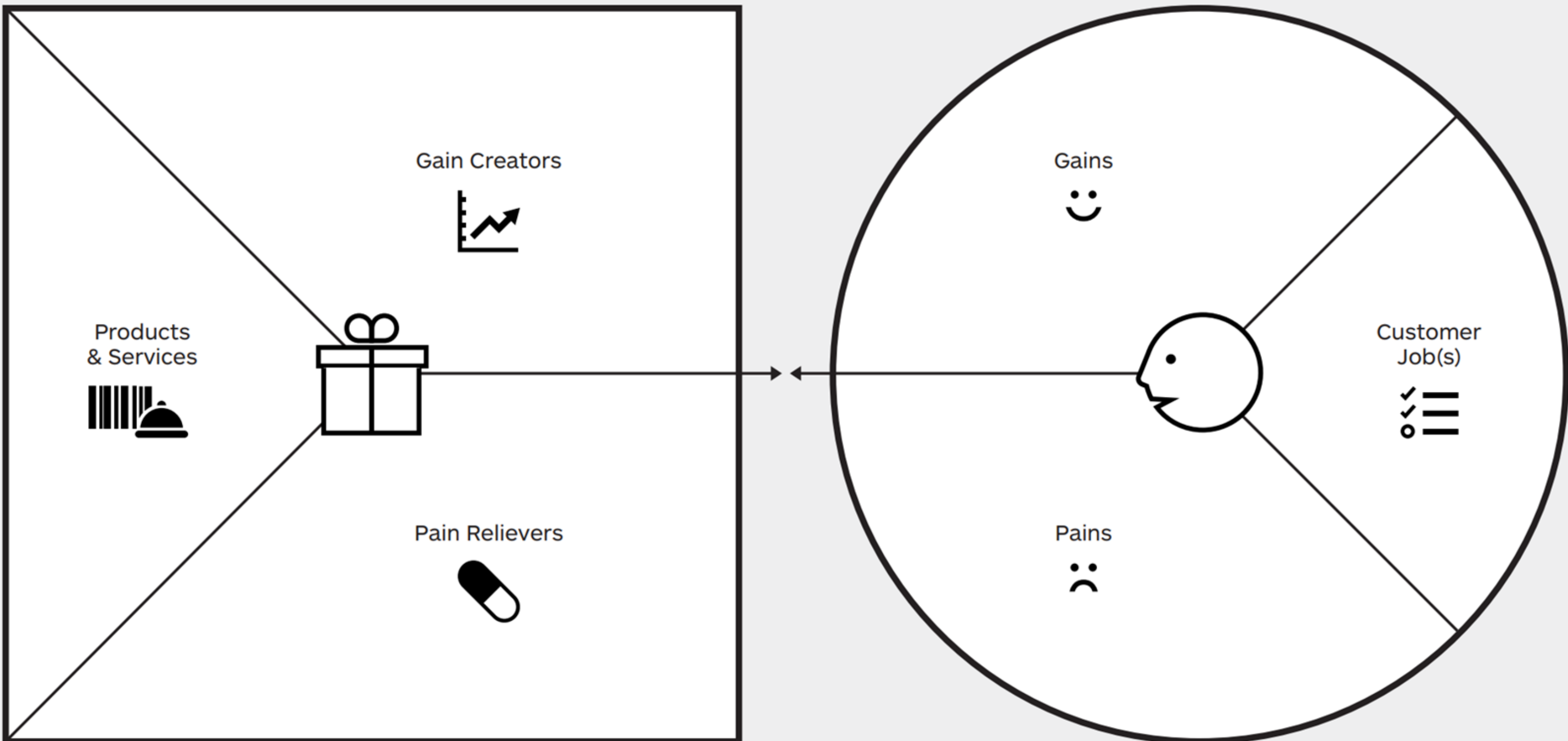
So You can Have Your Cake and Eat it too...



The Value Proposition Canvas


Value Proposition

Customer Segment





Put the Pieces Together & Build your Business


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Your Valuable Offer...

I want to offer a selection of baked goods that everyone can enjoy without being worried about their allergies or sensitivities.

So You can Have Your Cake and Eat it too...

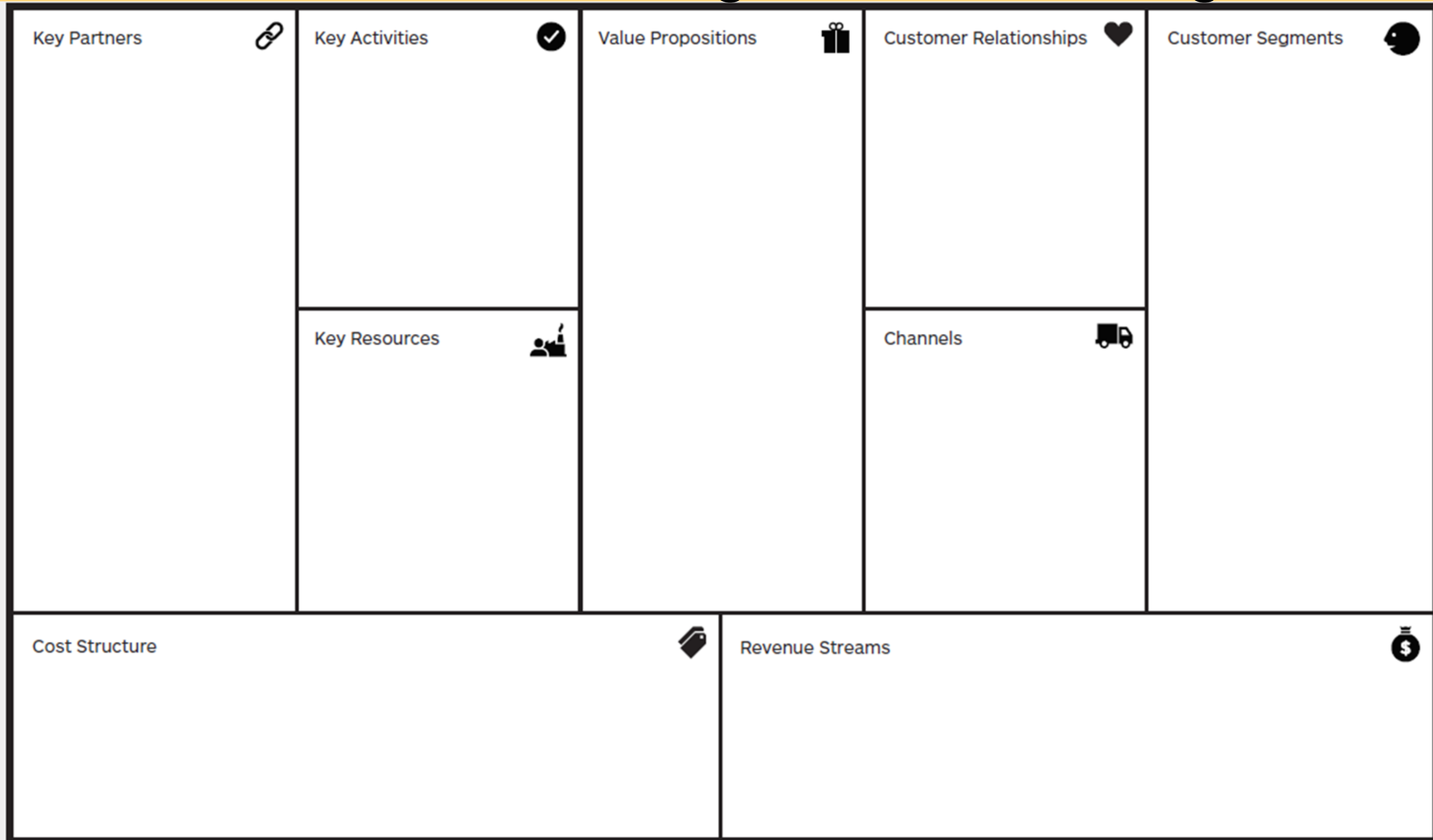
Build Your Business Model

**Paint a complete picture of what your
business would look like**

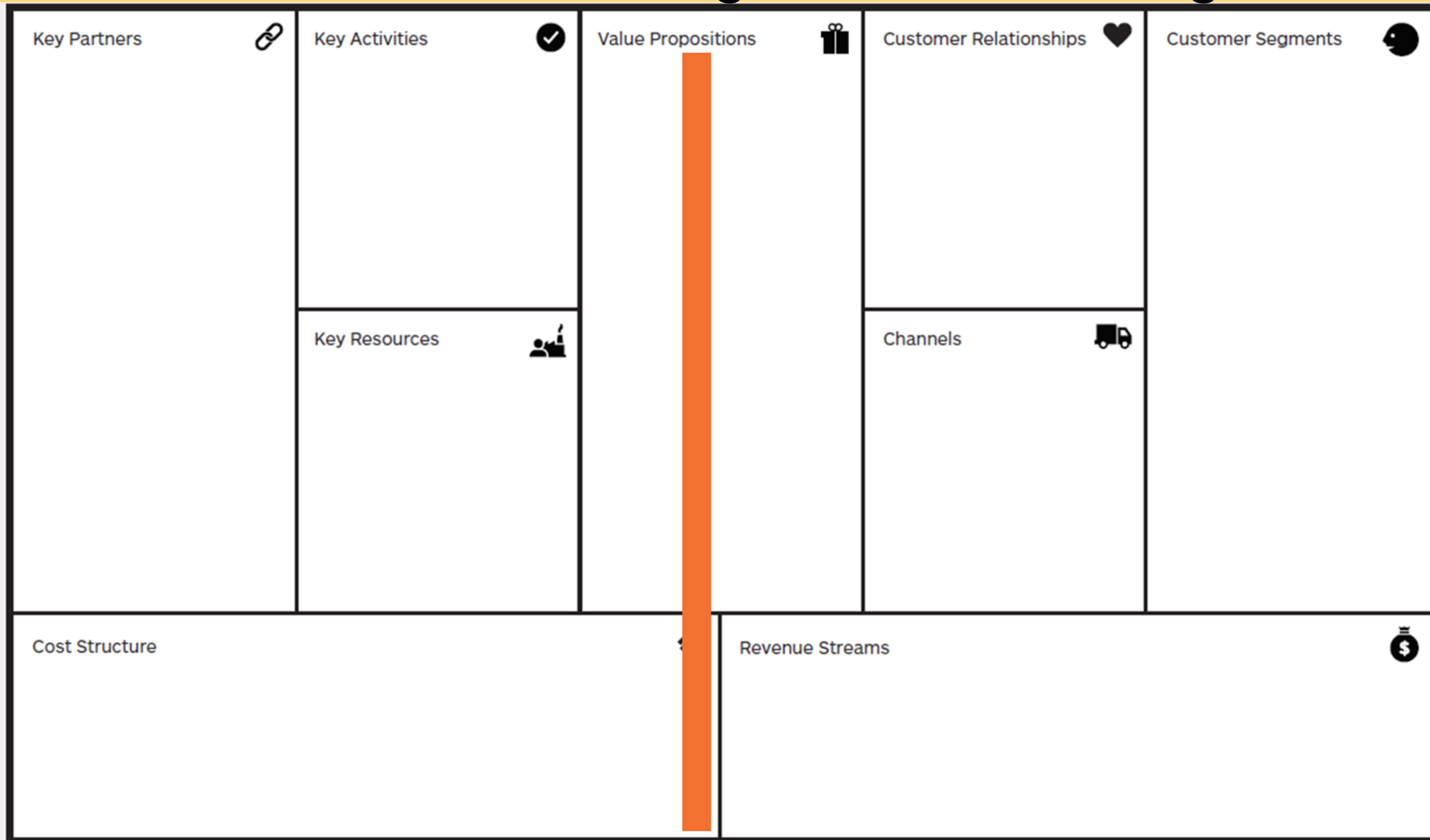
Describe how you are going to create, deliver
& capture value



Focus on these 9 Building Blocks and Nothing Else



Focus on these 9 Building Blocks and Nothing Else





Value Propositions

What is the product/ services & value you offer to solve a problem and/or satisfy needs



Customer Relationships

What type of relationship you will have with your customers?

- Automated or self-service
- Dedicated and specific
- Co-create



Customer Segments

Who are your customers?

- Mass market
- Niche market
- Multi-sided segment



Channels

How do you reach your customers?

- Direct (Websites,...)
- Indirect (Partnerships,...)



Revenue Streams

How do you generate revenue:

- Fixed price
- Subscription fees



Key Partners

Who are your partners or suppliers?



Key Activities

What is the most important work you need to do?



Key Resources

What are the resources you need to make the business model work?



Cost Structures

What are the costs you need to incur?
Which key activities and resources are most expensive?

360 Degree View of Your business



Put it into Practice

Module 1 - Lesson 3

Start from the right side of the Canvas



- From the last exercise, write down your value proposition and your customer segment
- Define how your relationship with your customers are going to be
- List the channel of communication
- Think about HOW you are going to make money. **Forget about the numbers and just focus on HOW**

Put it into Practice

Module 1 - Lesson 3

Move on to the left side of the Canvas



- Think about your partner, who do you need to run your business and be successful
- Then list your activities and resources
- What is your cost structure? **Forget about the numbers and just focus on WHAT**



Market Research and Industry Analysis



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Gather Insights,
Analyze and Plan



**Think like your
customers**

How to capture their insights

- Facebook groups: Post polls and questions
- Google Forms: Think about 10 interactive questions to ask your audience
- Online Surveys
- Personal observations and interactions



Capture Information and Analyze



Survey Questions

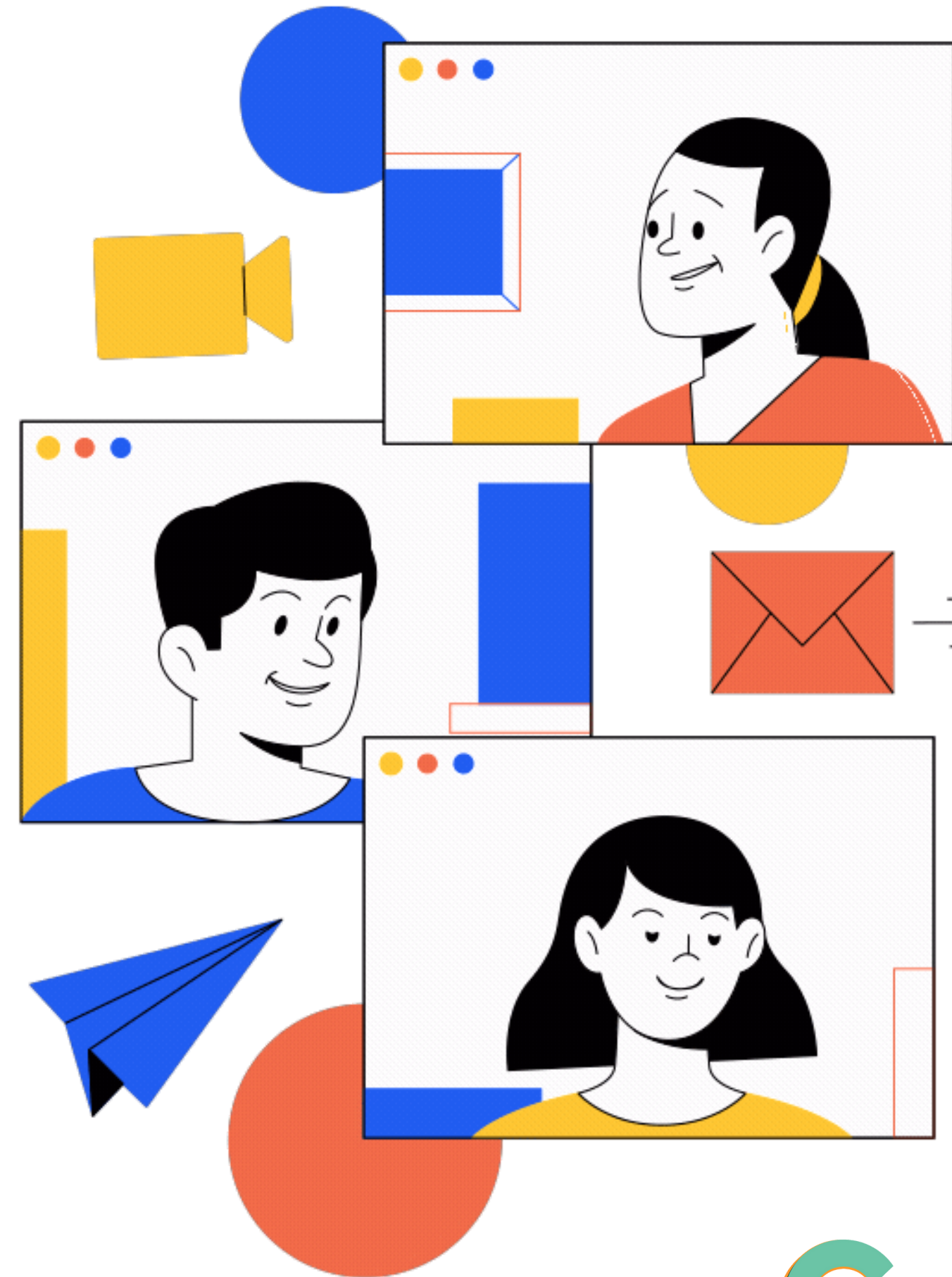


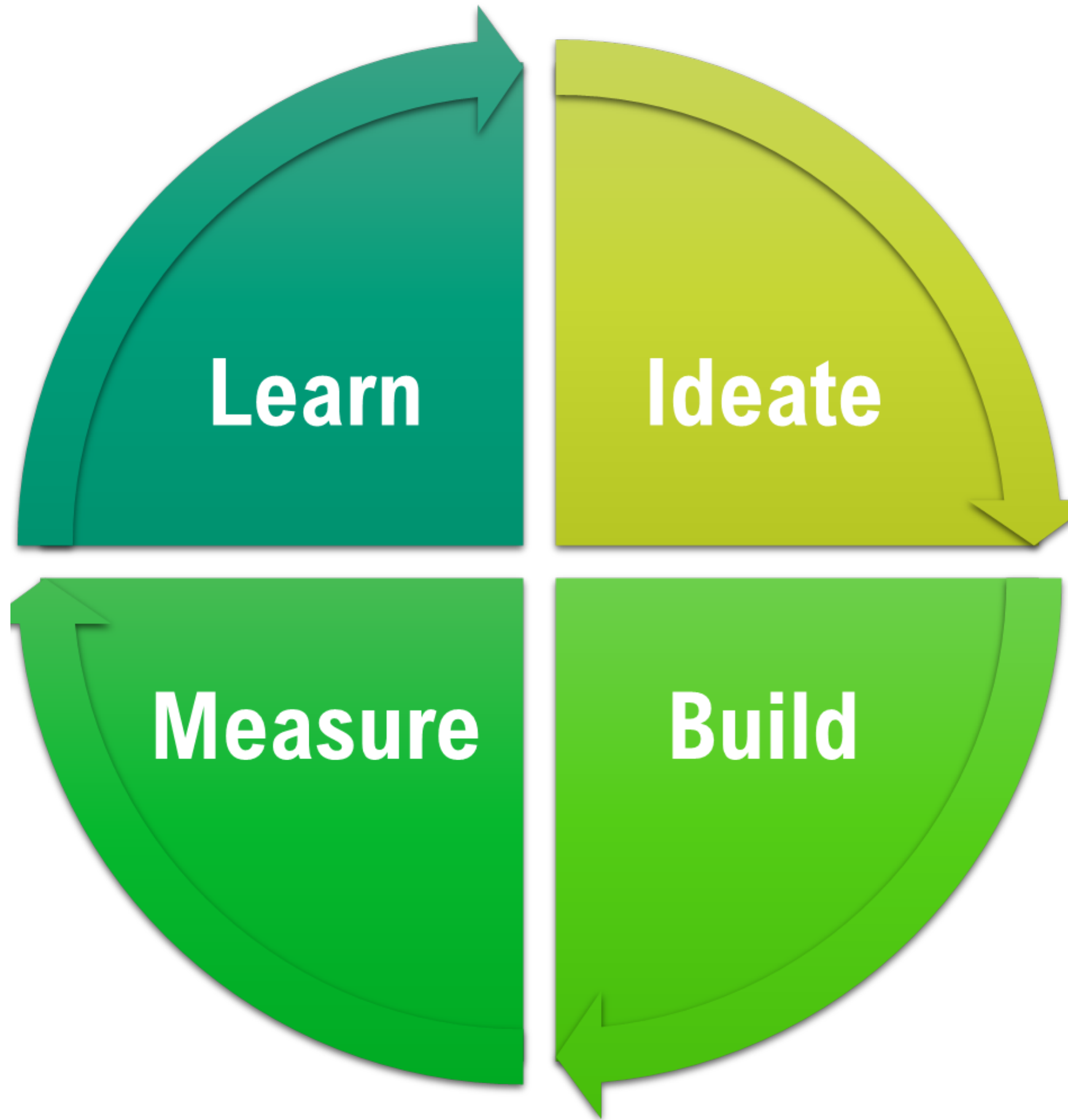
When was the last time you enjoyed having a cake?

- Long time ago when I bought it from a bakery I randomly found
- I bake my own as I can't find a delicious option with my sensitivities
- I rather skip having a cake to avoid the pains afterwards
- I always carry pills so I can have my cake and prevent the consequences

Things to Consider

- Look for evidence over opinions
- Act early, refine later. It sounds scary for a perfectionist
- Make it measurable, so they can provide you with actionable insights





**What if your
Assumptions
Were not
accurate?**

Put it into Practice

Module 1 - Lesson 3



I want you to pick one of the unconventional ways of getting to your customers

Surveys, Polls, Google Forms,...

Write down 10 multiple choose questions to get into your customers head

- Questions should be very smart and they need to give you the insight you need**
- Plan how you want to gather your answers**
- Reach out, Gather and validate your assumptions**

FOCUS ON

PROGRESS

NOT

PERFECTION





Pricing Strategies



To making our dreams happen



Value-based Pricing

You set your prices based on what consumers think your product is worth.



Competitive Pricing

You're setting your prices based on what the competition is charging

Cost-plus Pricing

You just take the production cost and add a certain percentage to it





Penetration Pricing

You end up offering prices that are much lower than the competition

3 MISTAKES IN PRICING YOUR OFFERS



1

You try to match your prices with competition without showcasing the value you offer

1

You try to match your prices with competition without showcasing the value you offer

2

You offer the cheapest price possible to gain market share

And continue with this strategy to make your customers happy but you keep loosing money

1

You try to match your prices with competition without showcasing the value you offer

2

You offer the cheapest price possible to gain market share

And continue with this strategy to make your customers happy but you keep loosing money

3

Your offer is too expensive so you have to offer discounts and coupon codes

Your customers get used to asking for discounts and they never want to pay the full price

**WHAT DO YOU
THINK IS THE
BEST PRICING
STRATEGY?**





To Jump start your Business

Contact Mani's Team

