

BUSINESS STRATEGY TRAINING



Business model canvas & Value proposition canvas

Walk through a business model canvas & Value proposition canvas

How to use those canvases for innovative businesses

Exercices

In between work



Pavel Bartoš

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Facilitator, mentor and consultant
Google Certified Trainer

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Business model needs to be...

Practical

Fast

Clear

Validated



How can we achieve it?

Be
brief

Be
specific

Verify

Iterate



What do we need for it?

Data and insights

Frameworks

Tests

Continuous work



BUSINESS STRATEGY TRAINING

Business Model Canvas



Business Model Canvas

Business plan on a one sheet of a paper.

Project:
XXX

Author:
XXX

Date: XX.XX.XXXX

Version: XX

Key Partners

In order to optimize operations and reduce risks of a business model, organizations usually cultivate buyer-supplier relationships so they can focus on their core activity. Complementary business alliances also can be considered through joint ventures or strategic alliances between competitors or non-competitors.

Key Activities

The most important activities in executing a company's value proposition. An example for Bic, the pen manufacturer, would be creating an efficient supply chain to drive down costs.

Key Resources

The resources that are necessary to create value for the customer. They are considered assets to a company that are needed to sustain and support the business. These resources could be human, financial, physical and intellectual.

Unique Value Proposition

The collection of products and services a business offers to meet the needs of its customers. According to Osterwalder (2004), a company's value proposition is what distinguishes it from its competitors. The value proposition provides value through various elements such as newness, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability.

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Customer segments

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Revenue Streams

The way a company makes income from each customer segment.

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Value Proposition Canvas



Value Proposition Canvas

It helps you create value for your customers.

Project:

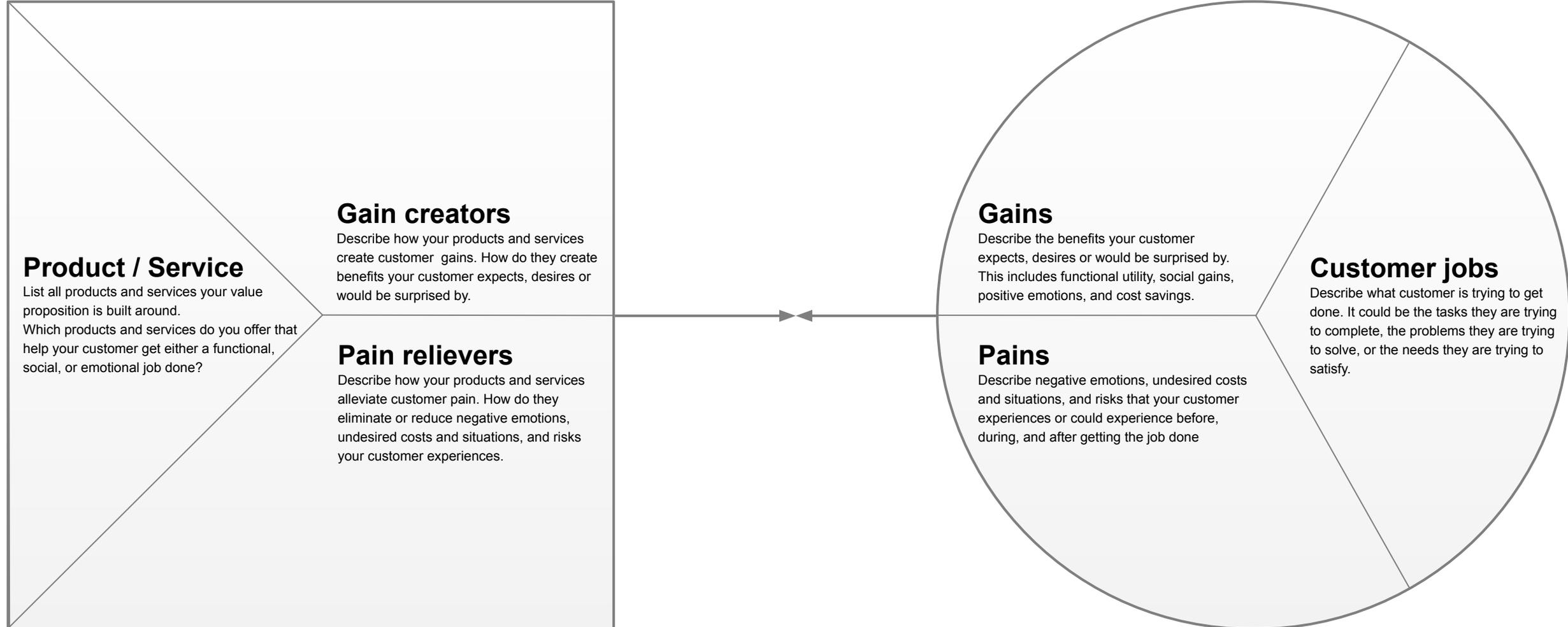
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Customer segment

What type of customer you create this for? What are his/her characteristics and specifics?



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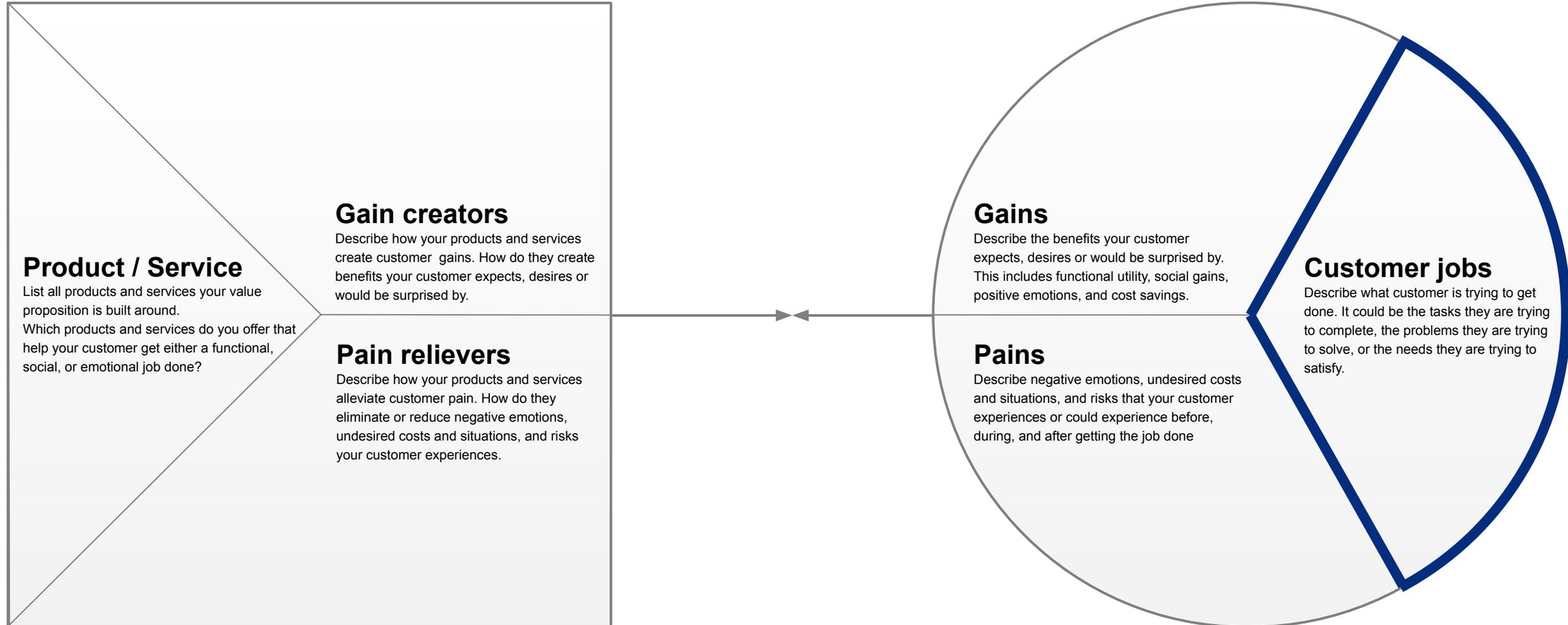
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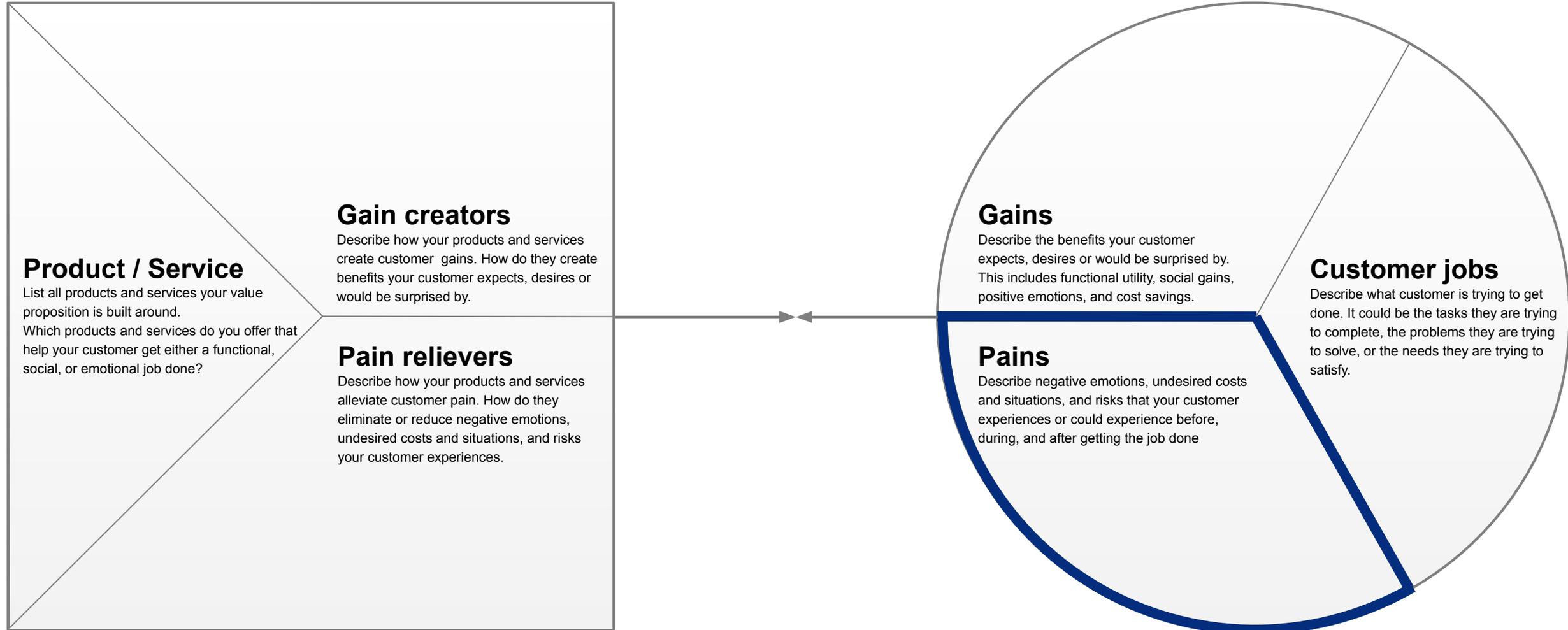
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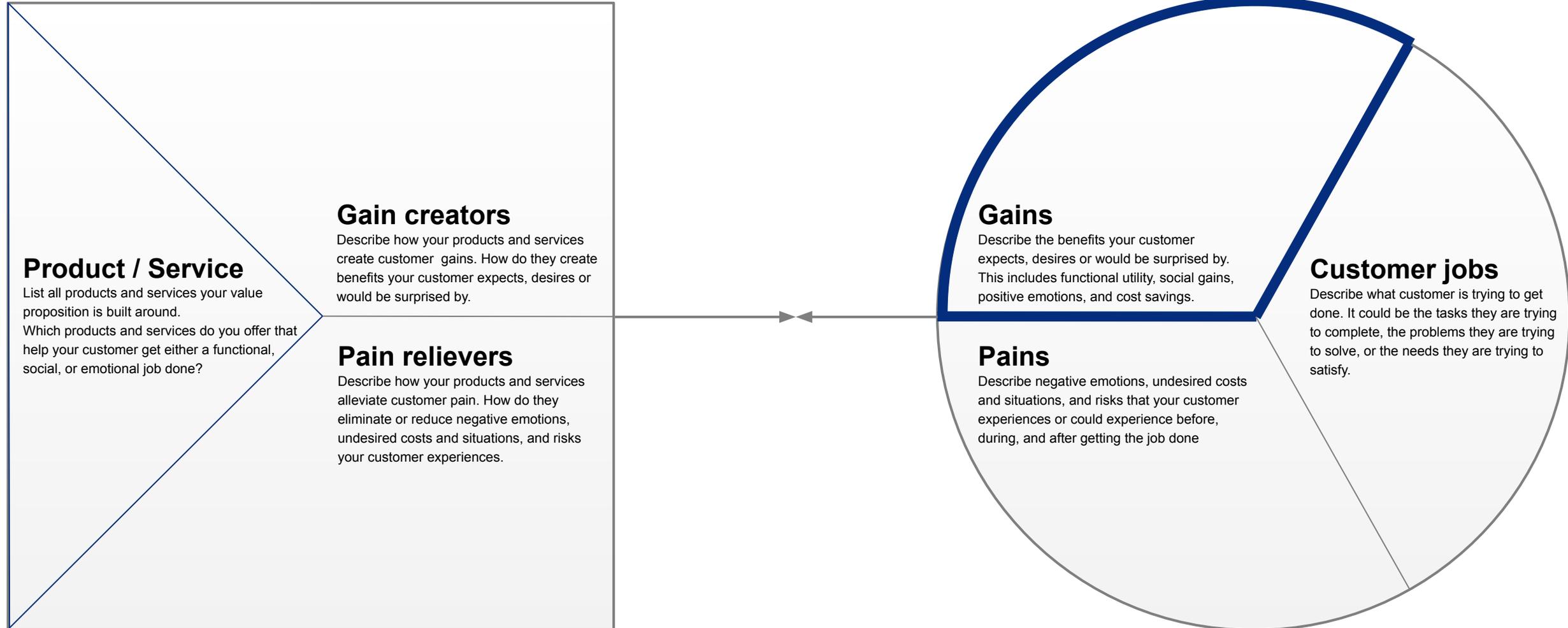
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Product / Service

List all products and services your value proposition is built around.

Which products and services do you offer that help your customer get either a functional, social, or emotional job done?

Gain creators

Describe how your products and services create customer gains. How do they create benefits your customer expects, desires or would be surprised by.

Pain relievers

Describe how your products and services alleviate customer pain. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences.

Gains

Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

Pains

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done

Customer jobs

Describe what customer is trying to get done. It could be the tasks they are trying to complete, the problems they are trying to solve, or the needs they are trying to satisfy.

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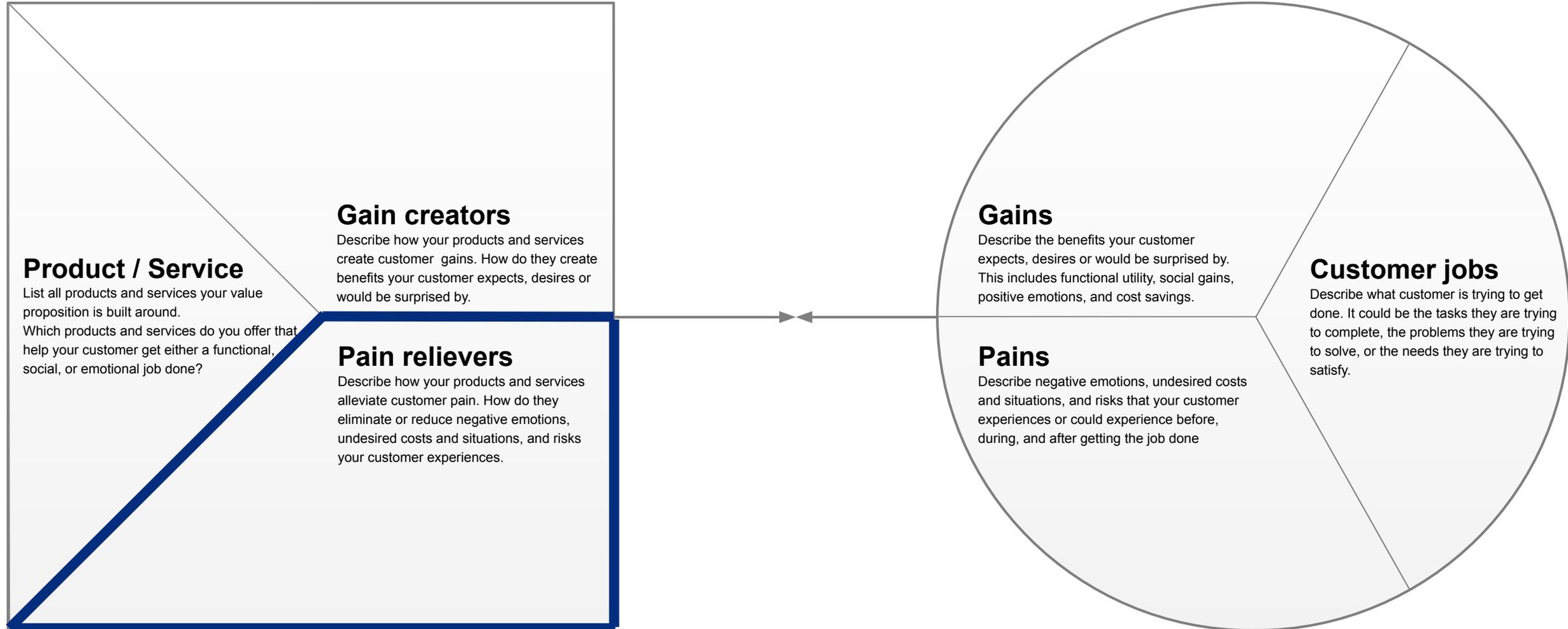
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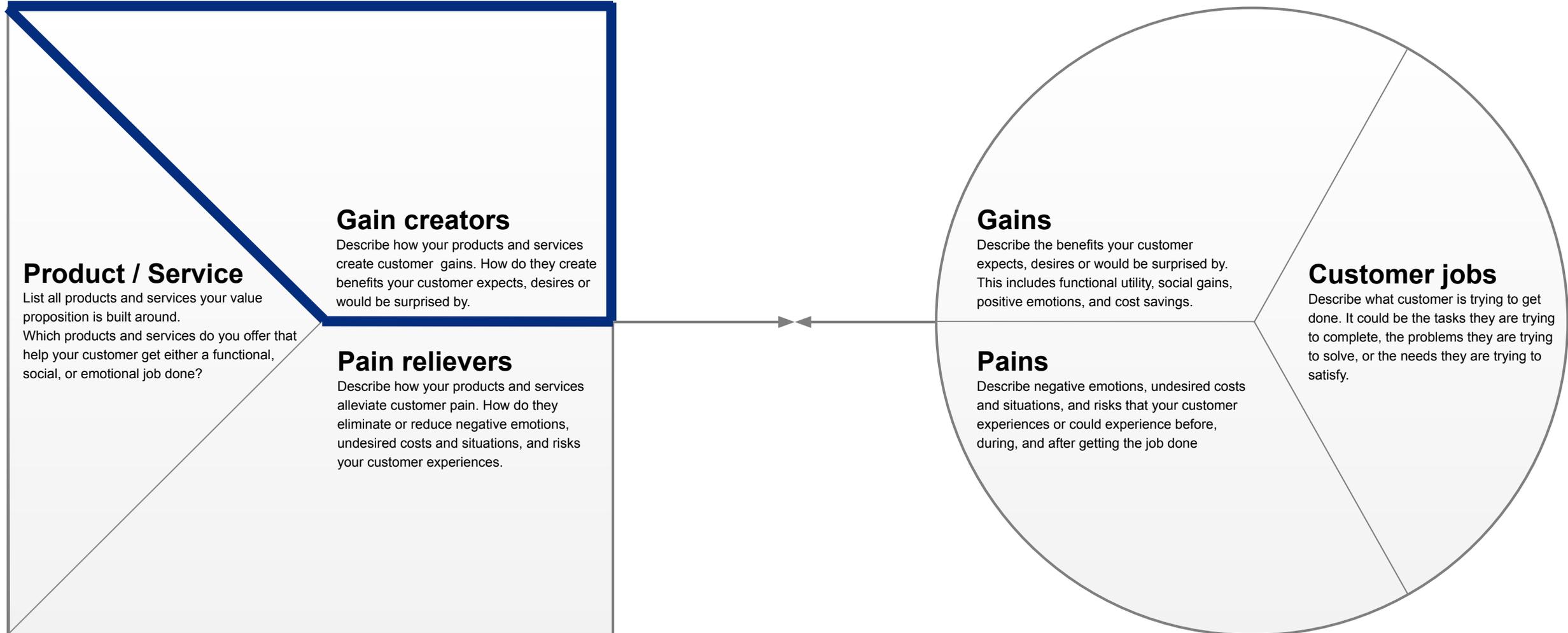
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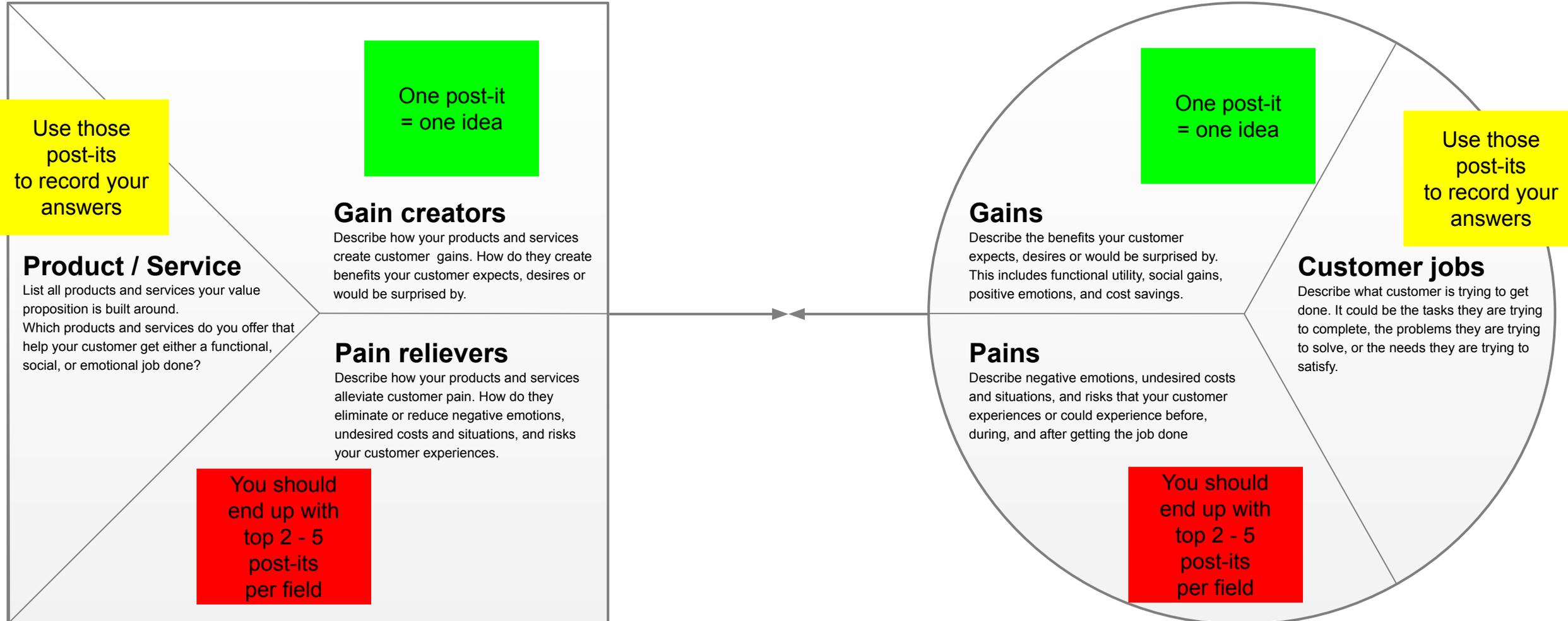
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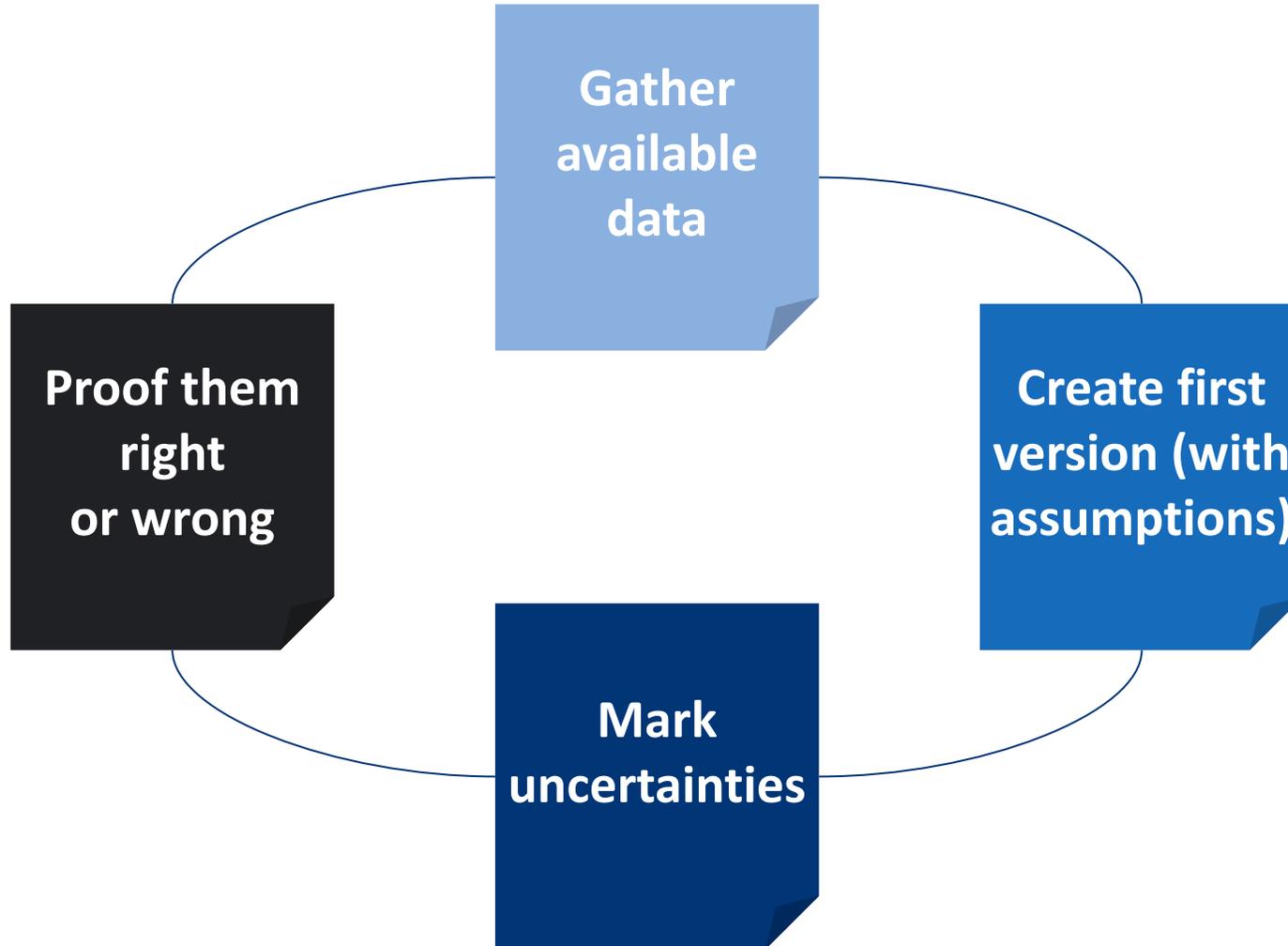


BUSINESS STRATEGY TRAINING

How to work with canvases



How to work with canvases.



Začít v Business Model Canvas

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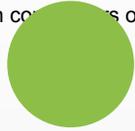
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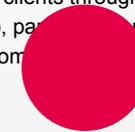


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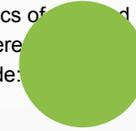
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BUSINESS STRATEGY TRAINING

Go-To-Market Strategy

How to enter a new market
Set of strategy + plan + processes
Walk through the most important parts of GTM strategy





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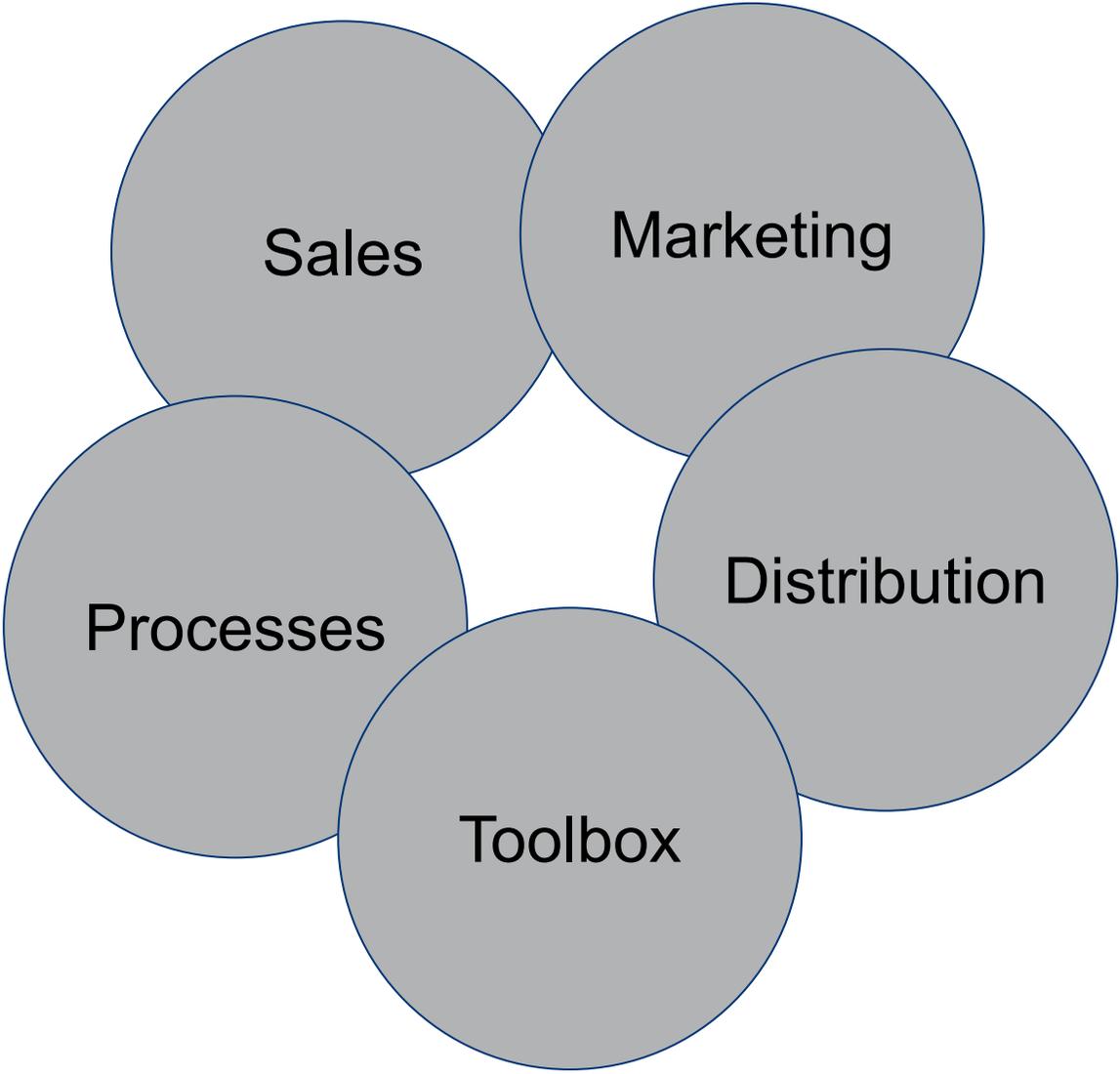
[linkedin.com/in/pavelbartos](https://www.linkedin.com/in/pavelbartos)



What is it? Go-To-Market Strategy?



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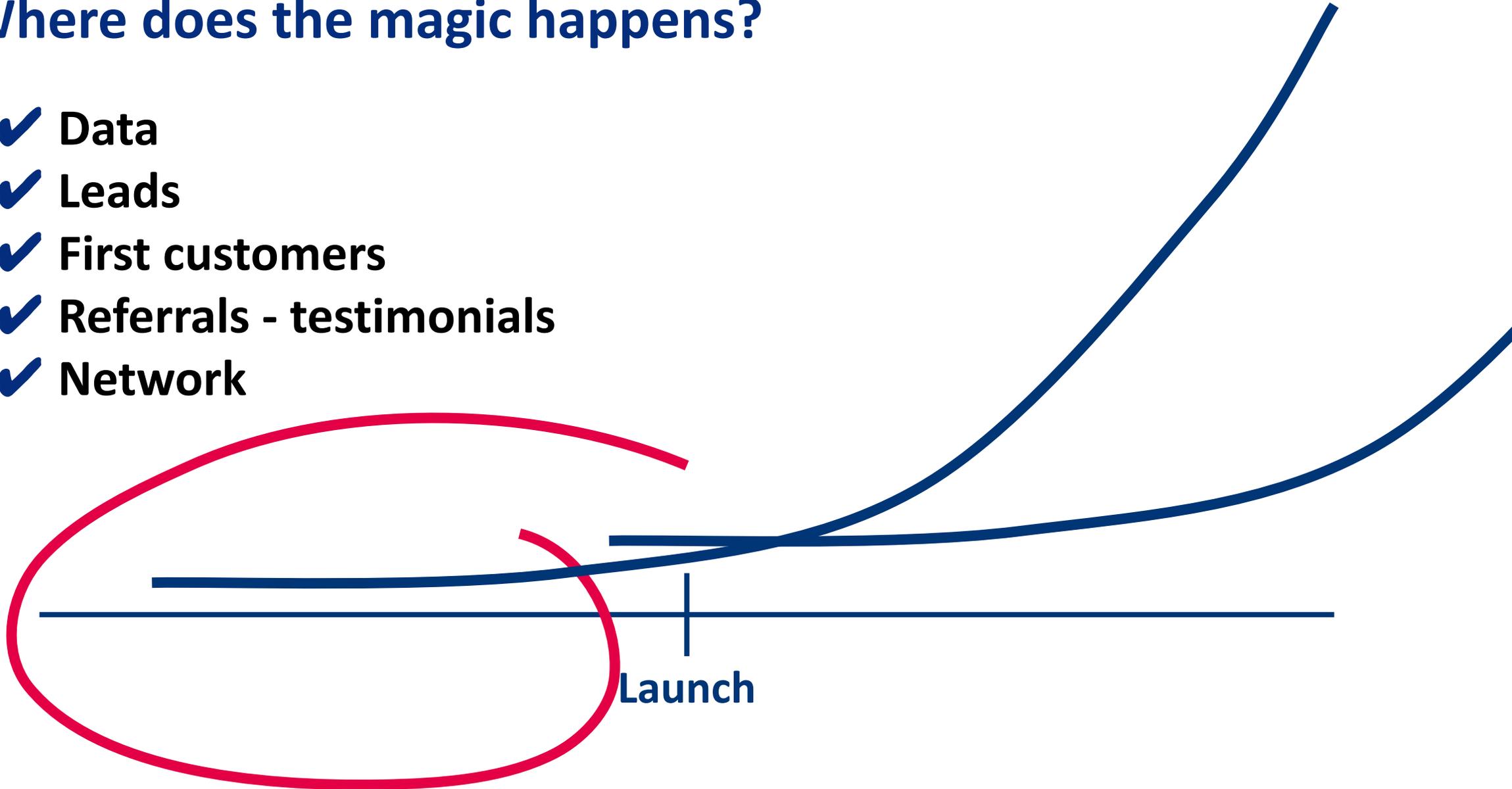
What is it? Go-To-Market Strategy?

GTM has to be **M**easurable
Actionable
Goal oriented
Iterated
Clear



Where does the magic happens?

- ✓ Data
- ✓ Leads
- ✓ First customers
- ✓ Referrals - testimonials
- ✓ Network



Checklist

I know...

- what I want to achieve.
- what part of the market is the best fit.
- exactly who my customer is.
- what values and benefits I propose.
- how much they will pay and how.
- where they are.
- whom to call first from..
 - potential customers.
 - partners.
 - influencers.
 - media.
- what to do first and what then.
- how to proceed those steps.
- what tools will help me.

Focus on those who will buy first



Helpful tools

Boost your LinkedIn features: **LinkedIn Sales Navigator**

Automate your LinkedIn communication: **MeetAlfred**

Scrape emails from LinkedIn and websites: **SalesQL, Hunter.io, GetProspect**

Get organise with leads and sales: **Pipedrive, HubSpot**

Connect Pipedrive with your LinkedIn: **LinkMatch**

Get more information for your prospecting: **Merk**

Measure all activities: **Google Analytics, HotJar, Google Data Studio**

Integrate all to one ecosystem: **Integromat**

Build your own databases, lists and agendas: **Tabidoo, AirTable, Knack, ClickUp**

Find similar companies: **AlternativeTo, Slant, ProductHunt**

Find technologies company websites use: **Buildwith, SimilarTech**





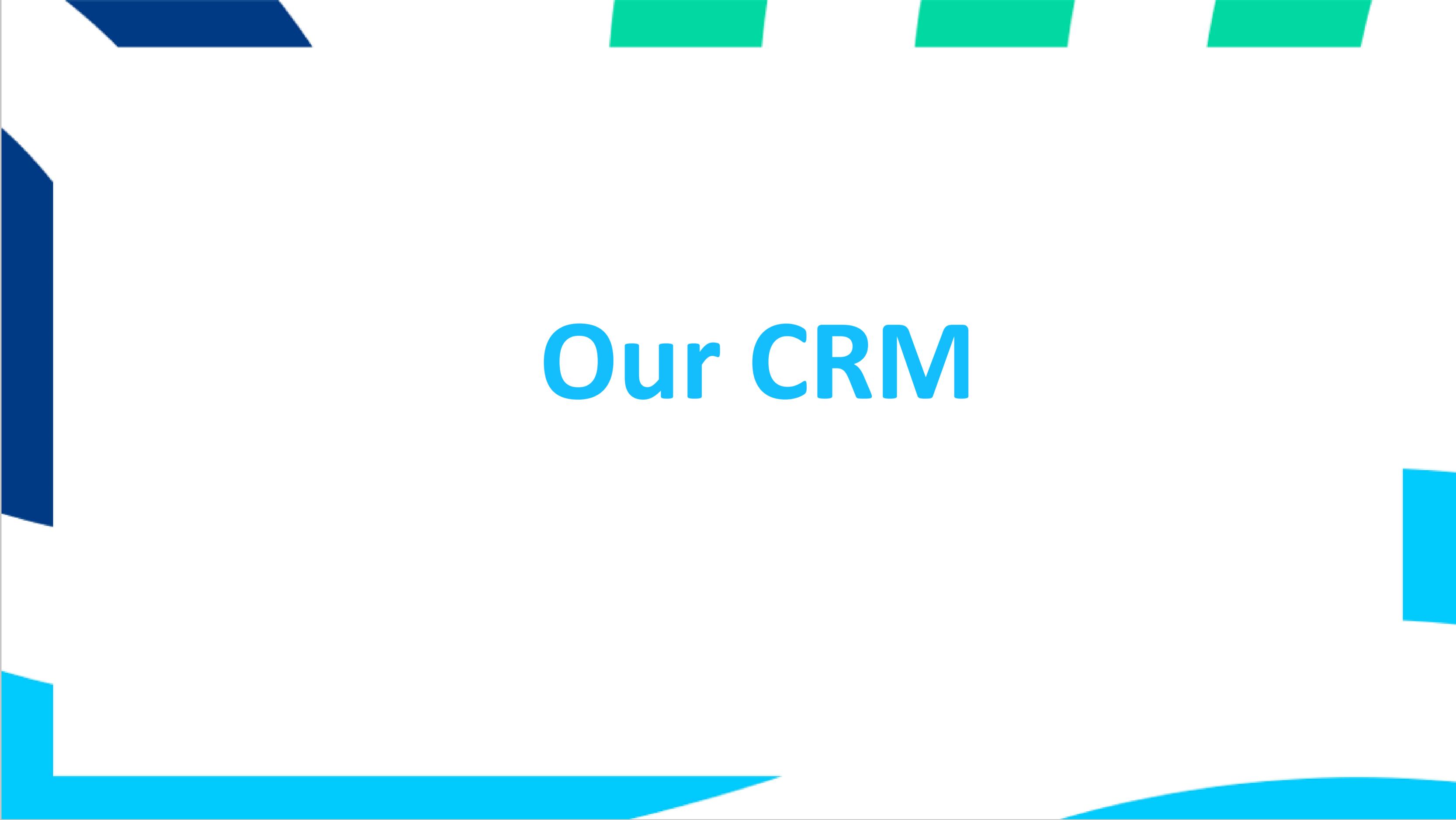
FRANCE
Water Team



Blues training camp

The CRM, one of the necessary tool to coordinate the actions of a meta cluster

5th of October 2021

The background features several abstract geometric shapes. At the top, there are four teal trapezoidal shapes. On the left side, there are dark blue shapes, including a vertical bar and a trapezoid. On the right side, there is a light blue square. At the bottom, there are light blue shapes, including a horizontal bar and a curved shape.

Our CRM

Our CRM



Discover to what extent putting some sugar in your coffee can help you to better work !

Our CRM



Discover to what extent putting some sugar in your coffee can help you to better work !

 **SUGARCRM**[®]

SOME HISTORICAL INFORMATION



- **The SAFE cluster took the SUGAR CRM licence and adapted it for a cluster organisation**
- **The SAFE cluster built a service for others clusters to support them in the implementation of a SUGAR CRM (training, implementation)**
- **Aqua-Valley used the service and implemented Sugar in 2015**
- **When France Water Team was built, Sugar CRM was enlarge to include the datas of Dream and Hydreos in 2019**

MAIN REASONS TO HAVE A CRM ?

SHARE ADMINISTRATIVE UPDATED DATA BETWEEN US:

- Organization data
- Contact details of members

SHARE OPERATIONAL DATA BETWEEN US:

- Minutes of meetings
- Event participation
- Project follow-up

REPORTING TO FUNDING ORGANIZATIONS:

- Key indicators with report
- Follow up the participation of our members in our activities (event, ...)

CONNEXION TO THE WEBSITE AND MAILING CAMPAIGN:

- Update the member catalogue

Administrative staff

Project manager

Governance

Communication

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~13 500€ HT

INSTALLATION AND
ADAPTATION

+ ~ 600€ HT
/ user / year

+ at least ~1000€ HT
To add a new modul

OUR SUGAR CRM – How it looks like ?

The screenshot displays the Sugar CRM dashboard. At the top, a navigation bar contains various menu items: Organismes, Contacts, Groupe Membres, Suivis Effectifs, Cotisations, Projets, Partenaires Projets, Rapports, Réunions, Evénements, and Listes des cibles. A search bar labeled 'Rechercher' is on the right. Below the navigation bar, the dashboard is divided into several sections:

- Mon tableau de bord:** A central area with a dropdown menu for '7 derniers jours' and a grid of metrics: 0 Réunions, 0 Emails, and 0 Appels. A message 'Aucune donnée disponible.' is shown below the metrics.
- Top 10 des Projets:** A section with a dropdown for 'Cette Année' and a message 'Aucune donnée disponible.'
- Left Sidebar:** Contains widgets for 'Ressources' (with links to 'Université Sugar', 'Forums communautaires', and 'Support & documentation'), 'Tweets récents - @sugarcrm' (with a message to contact the administrator), and 'Mes Contacts' (a table of contact information).
- Right Sidebar:** A vertical menu with options: Guichets, Offres, Marchés, Cofinancements, MailChimp Activities, Tâches, Financements, Suivis, Calendrier, and Campagnes. A 'Créer' button is at the top right.

OUR SUGAR CRM – How it looks like ?

Navigation bar with menu items: Organismes, Contacts, Groupe Membres, Suivis Effectifs, Cotisations, Projets, Partenaires Projets, Rapports, Réunions, Événements, Listes des cibles. Search bar: Rechercher. User profile icon and a plus sign.

Mon tableau de bord

Guichets

- Offres
- Marchés
- Cofinancements
- MailChimp Activities
- Tâches
- Financements
- Suivis
- Calendrier
- Campagnes

Créer

Ressources

- Université Sugar**
Devenez un expert SugarCRM à l'aide des ressources, vidéos, cours, webinaires et certifications à votre disposition.
- Forums communautaires**
Rejoignez les discussions en cours, résolvez vos problèmes et partagez vos idées avec les autres utilisateurs.
- Support & documentation**
Détails concernant les engagements du support éditeur fourni par Sugar.

Tweets récents - @sugarcrm

Contactez votre administrateur pour configurer Twitter

Mes Contacts

Nom	Organisme	Fonction
M. Fabien MERILLAC	PHYTOCONTROL DYN...	
M. Jean LUCHIER	IMAGEAU	Ingénieur Hydro
M. Erwann MOIZIARD	TMTSI	
Mme Christelle MICHEL	UNIVERSITE FEDERAL...	Ingénieur d'affa
Mme Loredana BREAZU	TOULOUSE METROPO...	Chargée de mis

Historique

7 derniers jours

0 Réunions	0 Emails
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Aucune donnée disponible.

Top 10 des Projets

Cette Année

Aucune donnée disponible.

0 Appels

OUR SUGAR CRM – How it looks like ?

The screenshot shows the Sugar CRM dashboard with a navigation bar at the top containing menu items: Organismes, Contacts, Groupe Membres, Suivis Effectifs, Cotisations, Projets, Partenaires Projets, Rapports, Réunions, Evénements, and Listes des cibles. A search bar labeled 'Rechercher' is on the right. The main content area is titled 'Mon tableau de bord' and includes a 'Ressources' section with links to 'Université Sugar' and 'Forums communautaires'. A 'Historique' section shows a dropdown for '7 derniers jours' and a summary of '0 Réunions' and '0 Emails'. A 'Guichets' sidebar on the right lists various modules: Offres, Marchés, Cofinancements, MailChimp Activities, Tâches, Financements, and Suivis. A 'Créer' button is visible in the top right corner.

Let's take a coffee with sugar!

Create an organization and a profil

Create an event

Build a report

How to make it work

Team effort

Everyone has to play the game to make the tool working well

Make it become a habit

We all need to take the CRM reflex!

Sharing the rules

To make the result exploitable, we all need to follow the same rules

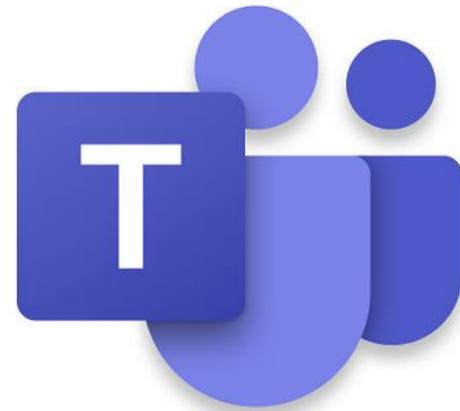
Make it simple

So that it's not a constraint for the users

The background features several geometric shapes: a dark blue trapezoid in the top-left corner, a light blue trapezoid in the top-right corner, a dark blue vertical bar on the left side, and a light blue vertical bar on the right side. The text is centered in a bold, light blue font.

**Add flavor to your
coffee with some
biscuits**

CRM is important but not enough



Teams and sharepoint

- To facilitate sharing, editing & archiving documents
- To communicate between all the France Water *Teams*
- To have meetings
- To organize webinars for members



To conclude

Complex organization needs more than ever efficient & adapted tools to facilitate everyday work

Having a CRM is very useful but requests to a minimum discipline & assiduity

Teams is really the main daily tool to really work together