

# CREAZONE REINVENT



# OVERVIEW

- Problematics
- Solution
- Business model canvas
- Business hypothesis research
- Customer segmentation
- Economics of investment
- MVP
- Analysis of projects
- Mentorship/recap/discussions
- Q&A

# PROBLEMATICS

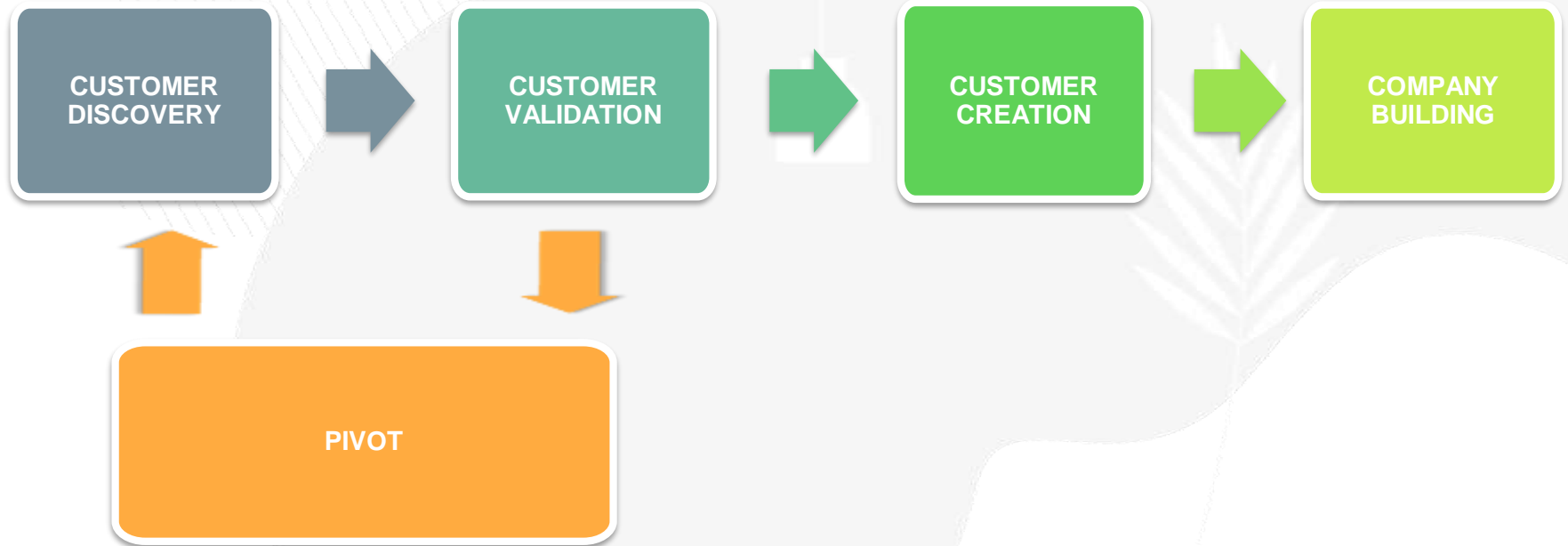
- **Identify the problem:** What is it?
- **Technology / Market Insight:** Why is the problem so hard to solve?
- **Product:** How is the problem solved today?
- **Competition:** Who is delivering that solution?
- **Utility:** What level of improvement in efficacy/safety/cost/etc. is needed?
- **Market Size:** How big is the problem?

# VALUE PROPOSITION (SOLUTION)

- What **value** do we deliver to the customer?
- Which one of our customer's **problems are we helping to solve?**
- Which **job** are we helping the customer get done?
- Which customer **needs** are we satisfying?
- What bundles of products and services are we offering to **each** Customer Segment?

<p><b>Key Partners</b></p> <p>Who are your key partners?  Who are your key suppliers?  Which key resources are we acquiring from our key partners?  Which key activities do our key partners perform?</p>	<p><b>Key Activities</b></p> <p>Which key activities do our value propositions require?  Our distribution channels?  Customer relationships?  Revenue streams?</p>	<p><b>Value Proposition</b></p> <p>What value do we deliver to our customers?  Which of our customer's problems are we helping to solve?  What bundles of products and services are we offering to each customer segment?  Which customer needs are we satisfying?</p>	<p><b>Customer Relationships</b></p> <p>Which type of relationship does each of our customer segments expect us to establish and maintain with them?  Which ones have we established?  How are they integrated with the</p>	<p><b>Customer Segments</b></p> <p>For whom are we creating value?  Who are our most important customers?</p>
<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model?  Which key resources are the most expensive?  Which key activities are the most expensive?</p>	<p><b>Key Resources</b></p> <p>What key resources do our value propositions require?  Our distribution channels?  Customer relationships?  Revenue streams?</p>		<p><b>Channels</b></p> <p>Through which channels do our customers want to be reached?  How are we reaching them now?  How are our channels integrated?  Which ones work best?</p>	
<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model?  Which key resources are the most expensive?  Which key activities are the most expensive?</p>		<p><b>Revenue Streams</b></p> <p>For what value are our customer really willing to pay?  For what do they currently pay?  How are they currently paying?  How much would they prefer to pay?  How much does each revenue stream contributing to overall revenues?</p>		

# HOW TO SEARCH FOR BUSINESS MODEL



# DEFINE CUSTOMER ARCHETYPE

- **Who are they?** Position / title / age / sex / role
- **How/where do they buy?** Discretionary budget (where does the money come from and how much is available)
- **What matters to them?** What motivates them?
- **Who influences them?** What do they read? Who do they listen to?
- **What is the day in their life like?**

# SEGMENTATION

<b>Geographic</b>	<b>Demographic</b>	<b>Psychographic</b>	<b>Behavioral</b>
E. g. “Customers, which live within 20 kilometers from Riga”	E. g. “Students of universities”	E. g. “Customers, which prefer to buy organic foods”	E. g. “Customers, which are affected by value for money purchases”
Location Region City Urban/rural	Age Gender Occupation Social status	Personality Lifestyle Attitude Class	Rate of usage Benefits sought Loyalty status Chasing quality/price



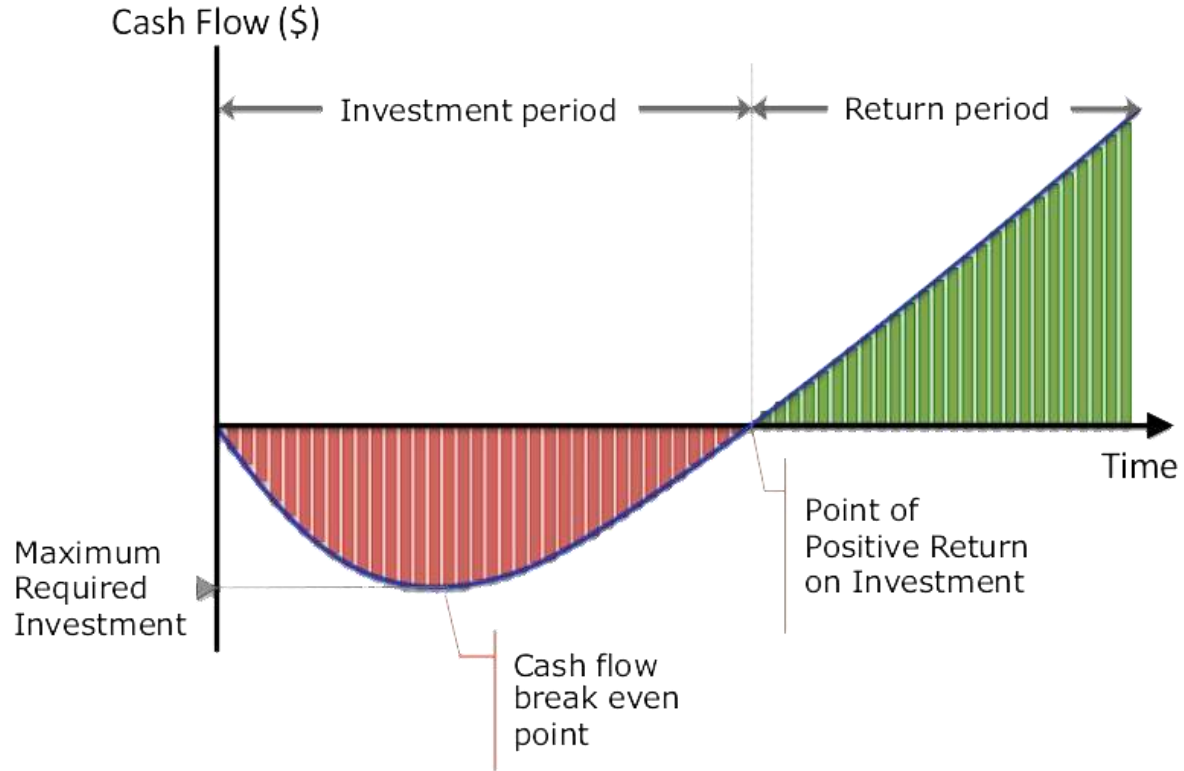
# CUSTOMER SEGMENTATION LAYOUT

Choose the **correct** segmentation:

- **Geographic: Where** is your customer?
- **Demographic: Who** is your customer?
- **Psychographic: What** is your customer **like**?
- **Behavioral: What really matters** to your customer?

**You have to know exactly, who is your client**

# ECONOMICS OF INVESTMENT



# IT'S ALL ABOUT THE MONEY

Calculate and include your startup budget:

- Detailed **fixed costs** analysis
- Detailed **variable costs** analysis
- Detailed **semi-variable** costs analysis
- Your **salaries**
- Calculations of **BEP**
- Calculations of **Positive Point of ROI**

# WHY CREATE MVP?

- Answer **questions** & generate **new ones**
- Validate **your assumptions**
- Compare **alternatives**
- Fail **early & cheaply**
- **Visualize** your ideas & **share** with others (Team - Customers – Investors)

