



Greek - Bulgarian network
for education and training in entrepreneurship:
Models, programmes and virtual enterprise infrastructures



European Territorial Cooperation Programme
Greece-Bulgaria 2007-2013
INVESTING IN OUR FUTURE



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Project **ENTRE+GB**

Summer School in Entrepreneurship

15-21 July, Blagoevgrad

**Business Incubator – Gotse Delchev,
Entrepreneurship Promotion Centre
BI-GD, Bulgaria**

*The project "Greek-Bulgarian network for education and training in entrepreneurship:Models, programmes and virtual enterprise infrastructures"-
ENTRE+GB – B1.33.05 is funded through the European Territorial Cooperation Programme Greece-Bulgaria 2007-2013;*

Business modeling

Workshop

“Business idea development”



Business idea development

Structure of the workshop:

1. Introduction
2. Instructions for the task
3. Working in 6 teams on Business idea development
4. Presentations of the team results and discussion
5. Feedback by the trainers
6. Summarizing



Main steps of business idea development

1. Brief description of your business idea
2. Your Market
3. Capital/Investment needed and profit
4. Your Marketing mix
5. Management/team
6. Timescale



Business idea description

- Your product and or service
- Its unique characteristics
- What kind of demand/need meets
- How big is the market opportunity?
- Is the opportunity sustainable?



Market

- **Your clients-** who will buy your product and how much can pay
- Market niche - potential
- **Your Competition-** their products, quality, prices, market share, capacity, advantages and disadvantages, strategy
- **Comparison** to your product, advantages and disadvantages
- Your **effective** market **share**
- How did you **research** your market



Marketing mix

1. Product

- your **capability** to produce/deliver it – **equipment** needed, technical knowledge and skills, design, capital

2. Price

- Price strategy

3. Place

- Market accessibility

4. Promotion

- Market strategy – how you make the clients buy



Capital needed

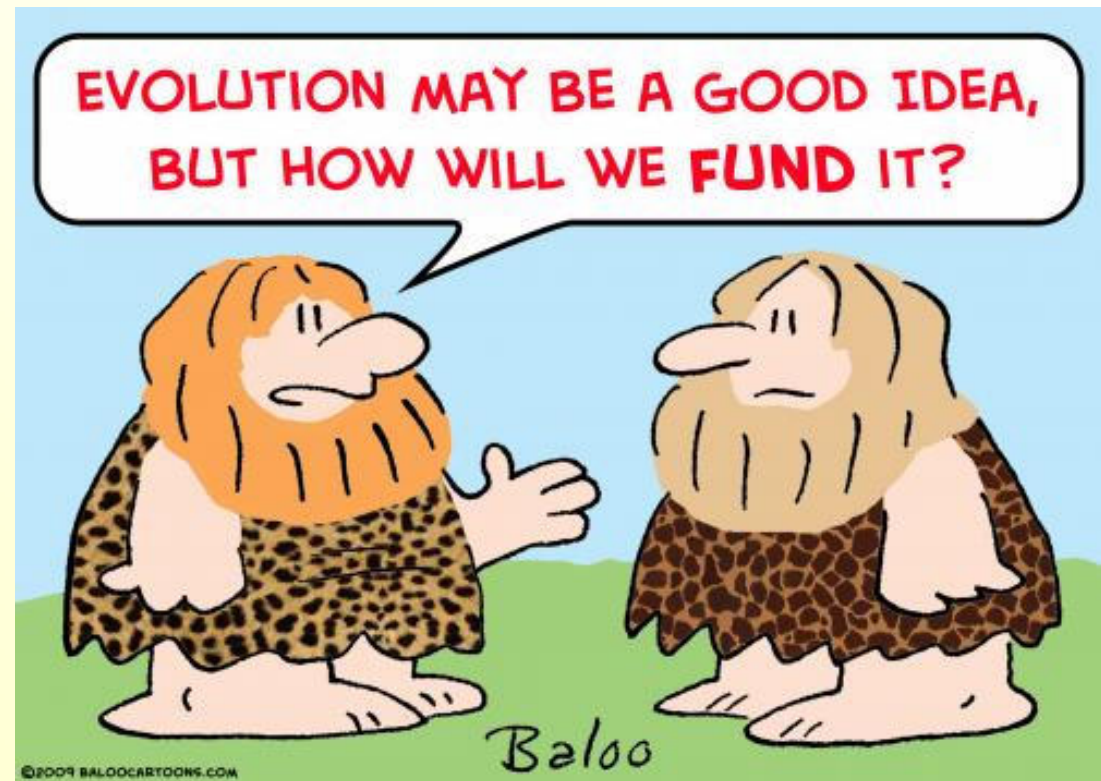
Estimation of:

1. Initial capital

- Office/premises
- Equipment

2. Working capital

- Salaries
- Raw material/supply
- Overheads – electricity, phone, water,..
- Transport
- Marketing
- Interests



Profit

- When will you get break-even
- How much is the profit
- Funding mix





Team

- Who runs the business
- Entrepreneur personality
- Management skills
- Technical/specific knowledge
- Advisor/mentor if necessary

People invest in people!!





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Good luck with the task to develop and present a business idea



Project ENTRE+GB

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