

A group of business professionals in a meeting. A woman in a grey blazer is pointing at a tablet held by a man in a dark suit. Another man in a dark suit and tie is visible on the left, holding a coffee cup. The scene is set in a modern office with large windows in the background. The text "Start of the business" is overlaid in the center.

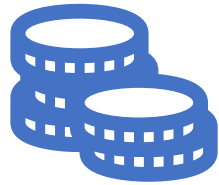
Start of the business

Dagmar Halová



Freelancer

Franchise, personal finance



Co-founder Veles Analytics

Local small business, personal finance



Co-founder Veles Technology

Technological startup
Virtual reality

Idea



WHAT DO I MISS ON THE MARKET
AND IT HAS A POTENTIAL?



WHERE DO I WANT TO GO?



WHAT I AM WILLING TO DO FOR
THAT?

Legal forms of entrepreneurship

- No form
- Freelancing
- Ltd
- Other

Support for startups

- Competitions
 - UP Business Camp, Podnikavá hlava
 - Validation Contest
 - Prusa Lab
 - Startup Pitch Night
 - SWC Summit
 - (...)
- Accelerators
 - Startupbox
 - Startupklub Olomouc
 - Czechinvest
 - PowerHub
 - Regional Innovation Centres
 - (...)

Believe in the idea

- People's reaction (committee, investors, unplanned meetings)
 - „That Is a nonsense“
 - Constructive criticism
 - Enthusiastic supporters
- Know your „Why“
- Don't be afraid of dead ends

Business plan

- Numbers, numbers, numbers
 - Costs
 - People, rent, material, marketing, taxes (...)
 - Fix vs. Variable costs
 - Revenues
 - How much are people willing to pay for my product? What will be the margin?
 - How big is the market?
 - Will we be able to build reserves for critical scenarios?
 - When will we make a profit?
- No rose-tinted glasses → pessimistically realistic option, but think big
- Be careful about debts!

Well-intentioned questions

- „Who will buy that?“
- „How will you make money?“
- Competitors, alternatives, „do nothing“
→ purpose, not only technical parameters

Next steps

- Team members working for free
- Brand strategy
- Funding

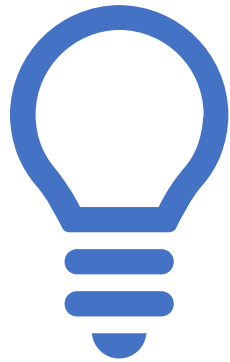
Lean canvas

PROBLEM List your customers top 3 problems	SOLUTION Outline possible solution for each problem	UNIQUE VALUE PROPOSITION Single, clear, compelling that turns an unaware visitor into an interested prospect	UNFAIR ADVANTAGE Something that can't be easily copied or bought	CUSTOMER SEGMENTS List your target customers and users
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today		CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs		REVENUE STREAMS List your sources of revenue		

Lean Canvas is adapted from **Business Model Canvas** and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

LEAN CANVAS

Homework 3



Create the lean canvas



Deadline: Two working days
before next lesson

Thank you for
your attention

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