

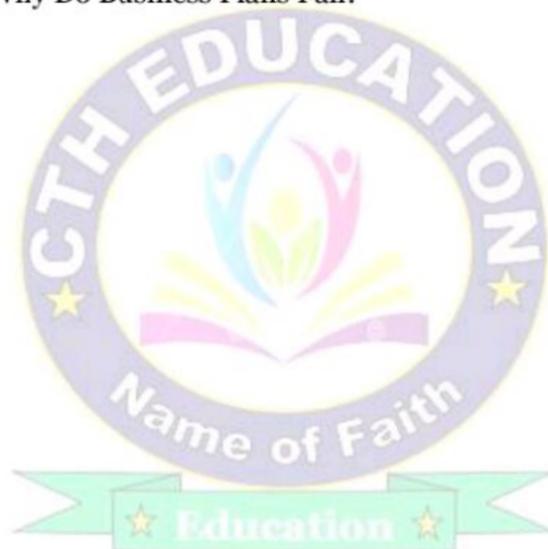


Unit-02: Business Ideas and their implementation

- Discovering ideas and visualizing the business
- Activity map
- Business Plan

Questions to be discussed:

1. What is business idea? What are the main sources of business ideas?
2. How to implement a great business idea?
3. How to Visualize Your Business Idea?
4. What is activity map in business?
5. What is a business plan? Why Do Business Plans Fail?





What is business idea?

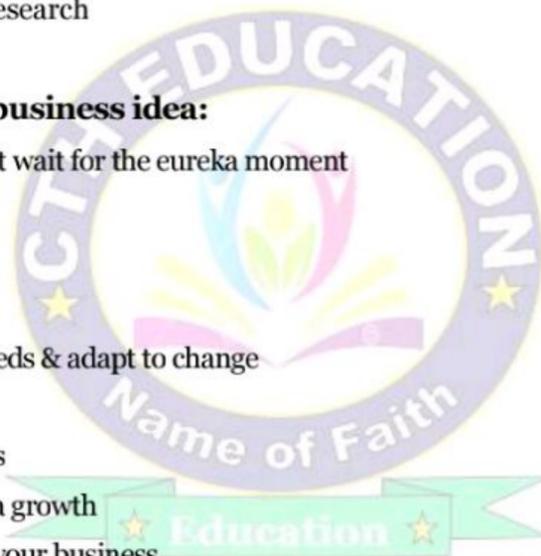
- A business idea is a concept that can be used for financial gain.
- It is usually centered on a product or service that can be offered for money.
- It is a market opportunity to make money by creating and commercializing a product.
- It may not for profit, but rather social purposes, where profits are used for social benefits.

The main sources of business ideas:

- Business ideas can come from anywhere like:
 1. Own skills or hobbies
 2. Personal experience
 3. Previous work experience
 4. Conferences and exhibitions
 5. Small budget market research

How to implement your business idea:

1. looking for pain points, don't wait for the eureka moment
2. Share your business idea
3. Find a mentor
4. Make a business plan
5. Understand your market needs & adapt to change
6. Learn the technicality
7. Networking and trade shows
8. Pick a good team to initiate a growth
9. Create a website suitable to your business
10. Use free resources online to reach out to customers



What makes a good business idea?

- Profitable
- Innovative
- Solving problems
- Substantial demand
- Growing market
- Sufficient resources
- Resilience to market dynamics

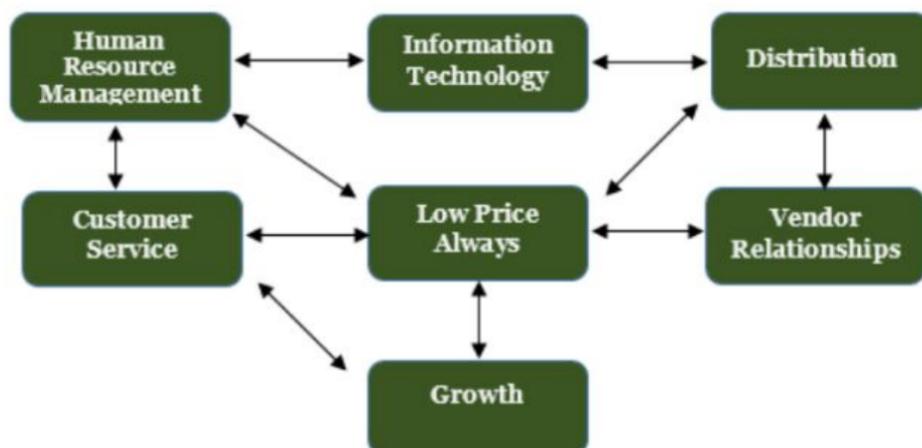


How to Visualize Your Business Idea:

- Visualization is an important to modern businesses because it allows entrepreneurs to focus on those areas that require improvement and attract more revenue.
- Entrepreneurs can use visualization to attain their goals by filtering the information into snapshots that can be easily understood.
 1. The Basics of Generating Presentations for Business
 2. Clarity and Conciseness Is Important
 3. Ensure Your Slides Are Easily Readable and Understandable
 4. Understand Your Audience
 5. Keep the Visualization Simple
 6. Address Likely Limitations in Your Idea
 7. Understand Your Figures
 8. Conduct Research on Your Competition

What is activity map in business?

- The activity system map was developed by the strategist Michael Porter in 1985.
- It is used to show how a small set of core competencies of an organization, along with specific management and policies that are in support of those competencies, come together to create a favorable strategic positioning.
- Start by placing the key components of the value proposition.
- Make a list of the activities most responsible for competitive advantage
- Add each activity to the map.
- Draw lines wherever there is fit: when the activity contributes to value proposition, or when two activities affect each other.





What Is a Business Plan?

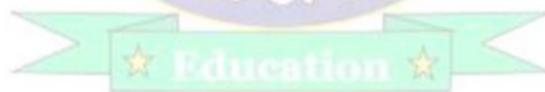
- A business plan is a document created by a company that describes the company's goals, operations, industry standing, marketing objectives, and financial projections.
- Business plans help companies identify their objectives and remain on track to meet goals.
- They can help companies start, manage themselves, and grow once up and running.
- Both startups and established companies use business plans.
- A business plan is used to attract investment before a company has established a proven track record.
- Although they're especially useful for new businesses, every company should have a business plan.
- The plan is reviewed and updated periodically to reflect goals that have been met or have changed.

Why Do Business Plans Fail?

- Even if you have a good business plan, your company can still fail, especially if you do not stick to the plan! Having strong leadership with a focus on the plan is always a good strategy.
- Even when following the plan, if you had poor assumptions going into your projections, you can be caught with cash flow shortages and out-of-control budgets.
- Markets and the economy can also change.
- Without flexibility built into your business plan, you may be unable to pivot to a new course as needed.

Types of Business Plans:

- The information contained in the business plan can be a helpful guide in running the company.
- They can fall into two different categories:
 1. traditional or
 2. lean startup.



Traditional Business Plan:

- According to the Small Business Administration (SBA), the traditional business plan is the most common.
- It contains a lot of detail in each section.
- These tend to be longer than the lean startup plan and require more work.

Lean startup business plans:

- In this, use an abbreviated structure that highlights key elements.
- These business plans aren't as common in the business world because they're short—as short as one page—and lack detail.
- If a company uses this kind of plan, it should be prepared to provide more detail if an investor or lender requests it.