



EIRO forum
serving european science

ESI 2019 Project Day – Business Modeling

4 main problem areas when starting your business



Product / Service

- Too long focus on perfection
- Assume you know the customer's need
- No capacity / production plan
- Unable to determine whether product is actually profitable

=> KNOW YOUR CUSTOMER <=

Finance

- Underestimating CF
- Lacking of Financial Skills
- No network of cash resources
- Think customers will pay right away

CASH = KING!

=> BOOTSTRAPPING!!! <=

Sales & Marketing

- Underestimating Sales effort
- Underestimating Market position
- Difficulties in assessment of competition
- Underestimating of time-to-market

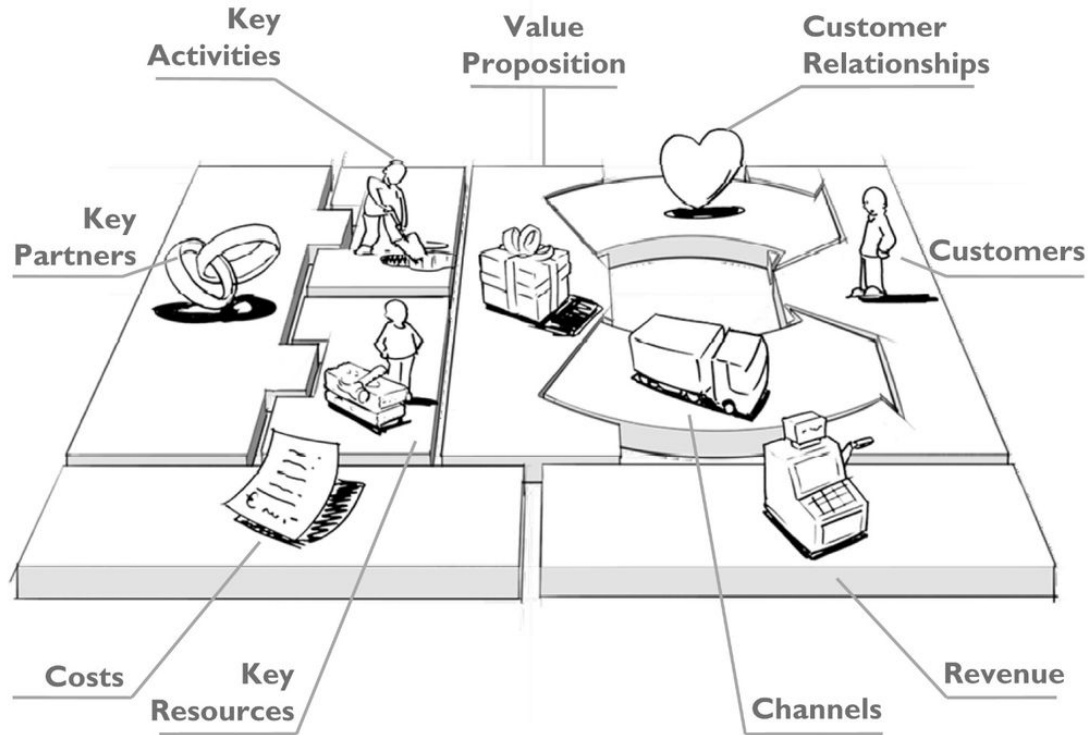
=> NO SALES = NO CASH = NO COMPANY <=

Team

- Overestimating of own capacity
- Don't know how to recruit
- Undervaluing complementary talent
- Underestimating team spirit

=> TEAM!!! <=

The Business Modelling



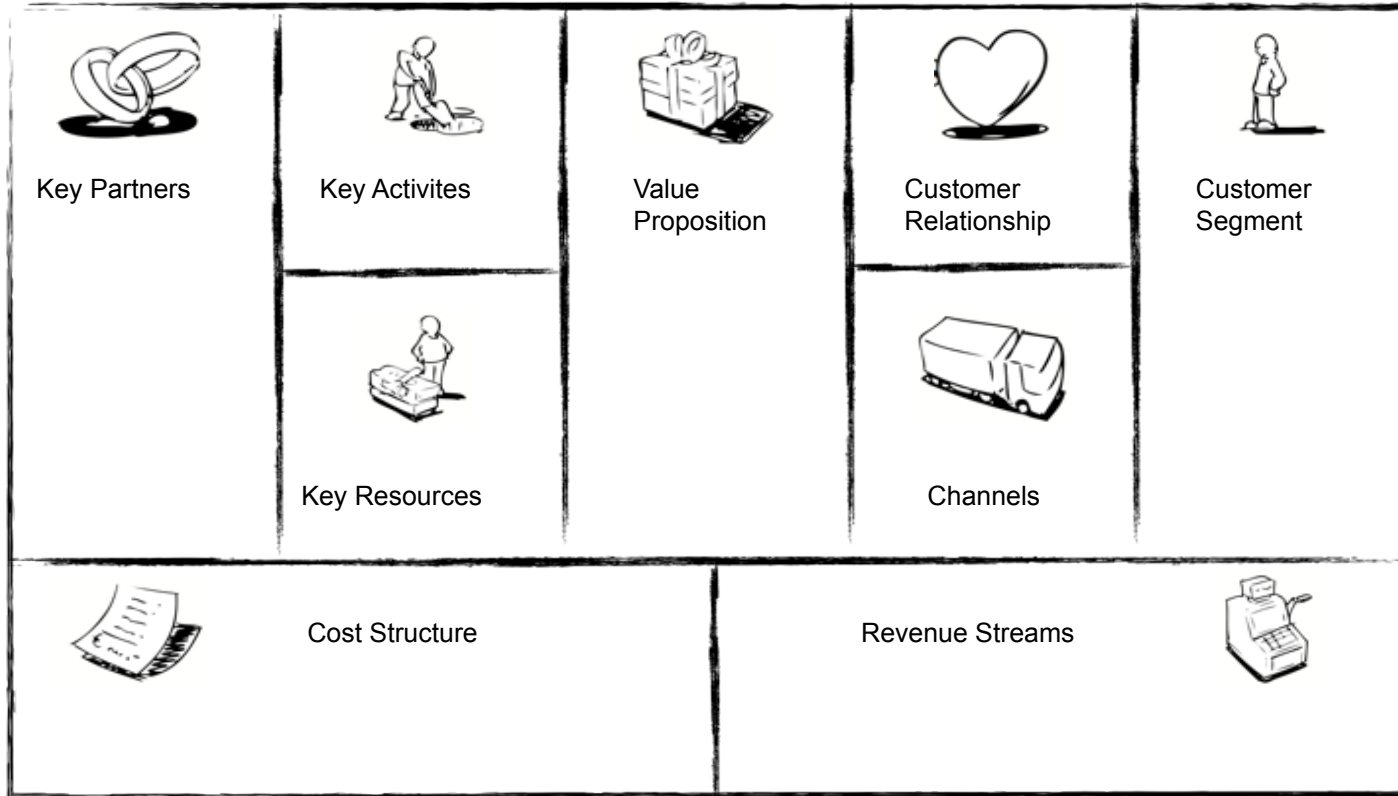
drawings by JAM

Business Model

- Equally important as technology (if not more important!)
- Create and capture value
- Identify Stakeholders
- Different business models can work in the same market
- Different markets can work with same business model

=> The Business Model can be the innovation itself!<=

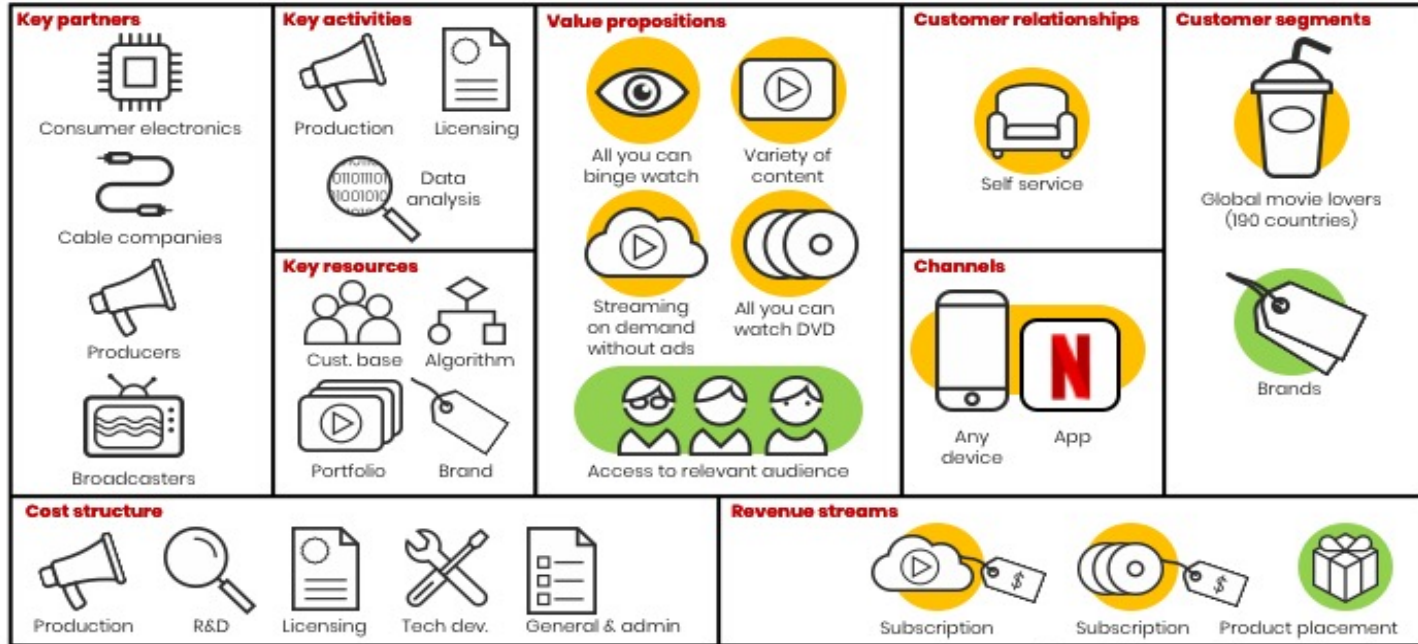
The Business Model Canvas



The Business Model Canvas

BMI • Business model canvas

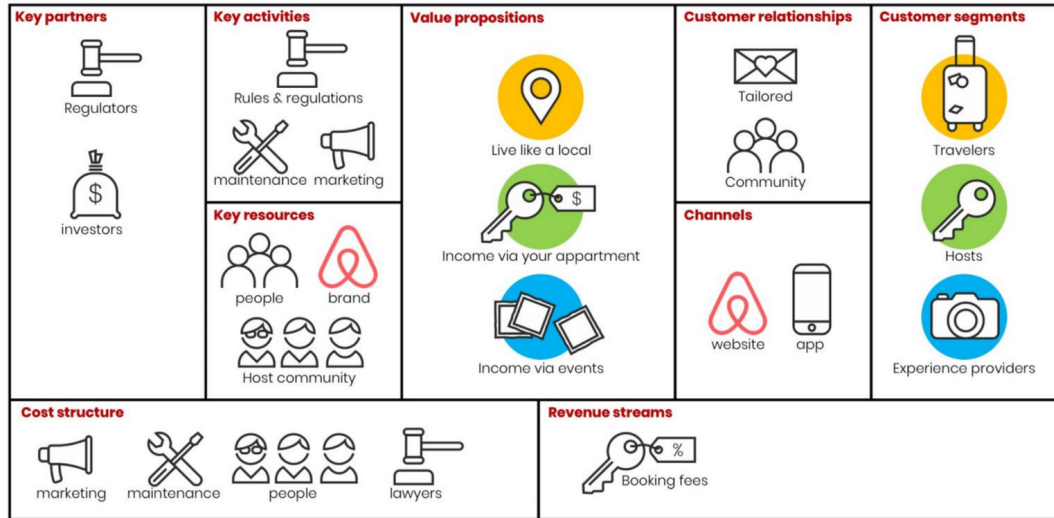
NETFLIX



Business Models Inc © www.businessmodelgeneration.com

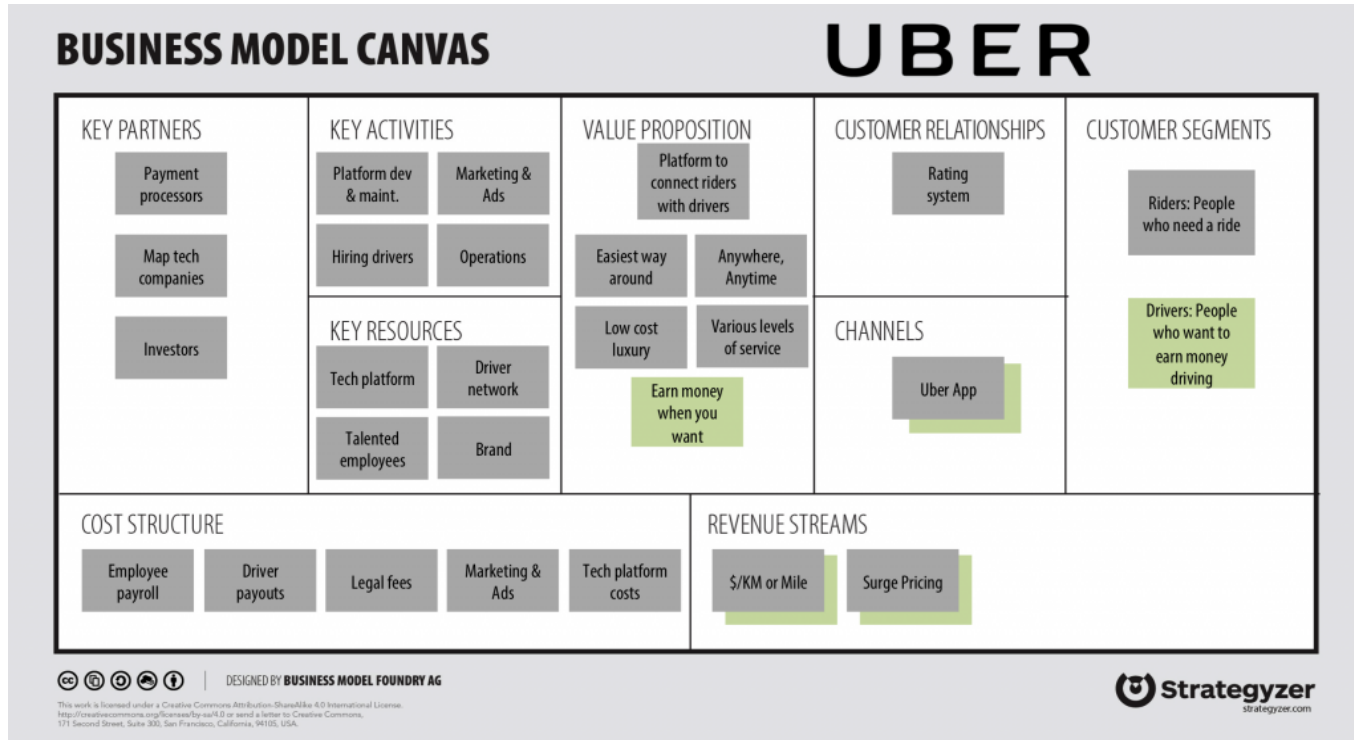
The Business Model Canvas

BMI • Business model canvas



Business Models Inc © www.businessmodelgeneration.com

The Business Model Canvas



Thank you

Lluc Diaz (ESA)
IMKTT WG Chair EIROforum

