



MELES.BOT – Digital guidance in business model development



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Introduction



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AGENDA

- 1. MELES family**
- 2. Our mission and goals**
- 3. Inputs to the project**
- 4. Partner's presentation**
- 5. Presentation of the course**
- 6. Results of evaluation**
- 7. Invitation for the workshop: Tool-based academic business coaching process**



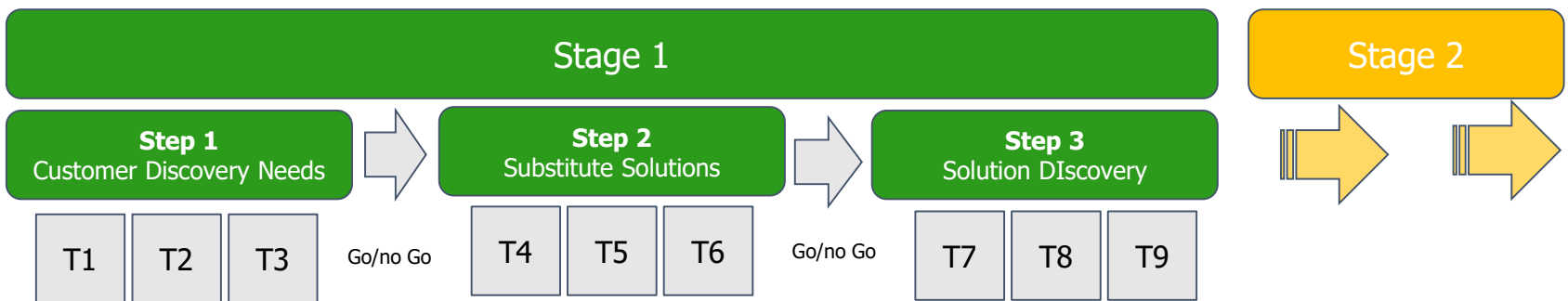
Stage 1 – UA



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STAGE IDEA CONCEPT OF THE PROJECT

The idea concept of the (business) project starts around the creation of a novel and innovative product or service offered to a particular market segment, to solve unmet needs through a compelling bundle of features.



To successfully implement a new business, your product or service must meet a market need. So, by understanding what the explicit and implicit needs of your **potential customers** are, you can **develop a product or service that they need**.

To design a solution that better meets the needs of customers, it is crucial to **understand what solutions/products are already being commercialized**. Substitute solutions are the products/services that customers use to fulfil a specific need, and it may include both direct and indirect competitors.

To design a solution that fulfils the market need and allows sustainable business development, you need to **design and validate your solution using a set of strategies to assess the market-solution fit**.

How to test the **Entrepreneurial Journey**?
The entrepreneur always have two options: the **regular process** or **their own way**.



STEP 1 - Customer
discovery needs

STEP 2 - Substitute
solutions

STEP 3 - Solution
Discovery

1. Interviews

2. Empathy Map

3. Idea Brainstorming

4. Benchmarking Analysis

5. Positioning Matrix

6. Unique Selling Proposition

7. Value Proposition Canvas

8. Mockup

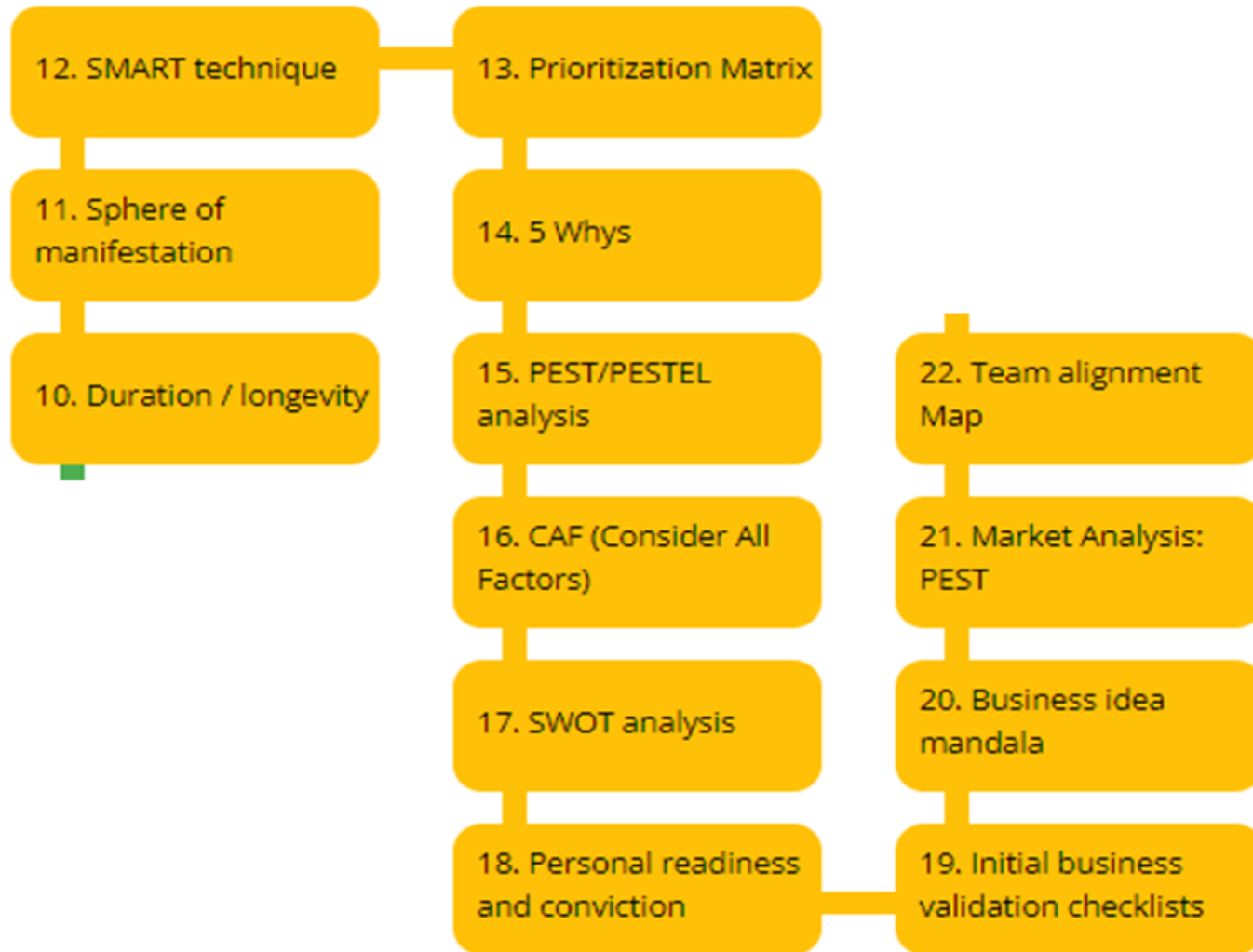
9. Lean Canvas

Stage 2 – VTU



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Stage 2 - Idea/concept verified





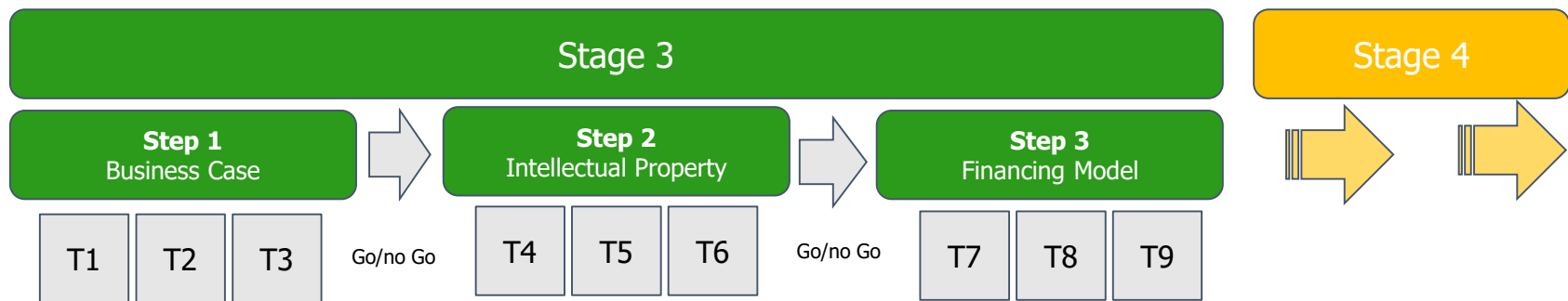
Stage 3 – ULE



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STAGE 3: FIRST PROTOTYPE EXISTS AND IS READY FOR TESTS

The most important goal of this stage is to prepare and validate the commercial viability of the business idea. This includes the following three key issues: (1) Business Case, (2) Intellectual Property, (3) Financing Model.



Each business idea to be successfully tested as commercial viable in practice should define a potential implementation model and ideal customer which can help in creating the so-called **business case (BC)**.

Helpful Tools:

- Business Model Canvas
- Persona
- Target Group

Each business idea should be checked what kind of **intellectual property (IP)** it can generate: with IP is meant value which can help to distinguish it in the market and protect it from competition.

Helpful Tools:

- Patent Research
- Patent
- Secret Know-How

Besides BC and IP, to be able to be implemented each business idea should also have a clear **financing model**. This includes tools helpful in presenting it to investors, calculating capital needs and defining sources of funding.

Helpful Tools:

- Investment Pitch
- Business Plan
- Funding Map



Stage 4 – TAMK



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Stage 4 – TESTS OF PROTOTYPE PERFORMED AND READY TO MARKET DEPLOYMENT

The final stage of the bot prepares your product to the market. This stage focuses on partnerships and selling your product. There are three objectives of the stage: to help you select the most suitable partner(s), to engage partners with you and your product, and to plan product market entry activities (operations, need for support) together with your partner.

Do you know who is your best partner?

Do you know how to make a deal with partner and deploy to market?

Suitable Partner?

THE BEST PARTNER FOR US?

Who do we work with to make market entry possible?

Where do we find it? Which one is the best one for us and why?

How should we operate with these partners to attract customers to the market?

Partner Engagement and Operations Planning?

HOW TO MAKE A DEAL AND DEPLOY IT TO MARKET?

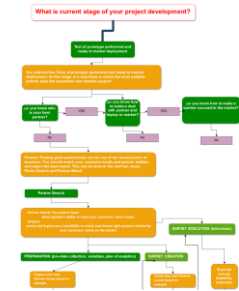
What is an initial concept for the market entry and what are partners for?

How do we prepare for the partner meetings and introduce our product?

What support do Partners need from us to succeed and what do they expect us to do for them?

Stage/Step selection

Drawio



The activities / steps to reach objectives of the stage are finding and selecting a partner, planning partner meetings, meeting up with potential partner candidates and planning and executing support of partners and their planned operational and support activities on the market.

Partner

1. Partner Search
 1. Preparation
 2. Survey Creation
 3. Survey Execution
2. Partner Match
 1. Analytics
 2. Choose
 3. Reporting
3. Initial Operational plan

Contracting and Operations

1. Content Strategy
 1. Partner Characteristics
 2. Topics for Discussion
 3. Sales Triggers
2. Partner Meetings
 1. Plan
 2. Execution & Contracting
 3. Follow-up and Final Plan for Operations

Step 1

Tools 1 - 3

Step 2

Tools 1 - 3

NEXT STAGE

TOOL 32 - Partner Search

To reach your customer you need to explore multiple opportunities in partnerships. Understanding what types of partners are available and identifying different opportunities are vital for the success of a meaningful partnership. For instance, the most typical partner is your company's retailer. You should find out which retailer is the most interested in solving your customer's challenge.

The Partner Search section helps to develop a relationship with the most compatible local partner. The target is to make the go/no-go decisions during the process without losing the market opportunity in the future.

TOOL 33 - Partner Match

Finding the most suitable partner is not always easy. To create successful relations with partners you need to match your own predefined priorities with the potential partner. The Partner Match section enables matching end-customer needs and partner abilities the way to create the best customer experiences. The goal is to match your company's objectives and ability to serve, market environment factors, and end-customer desire to buy into partner candidates' ability to serve and maintain the market opportunity in the long term. The section guides you to choose the most appropriate one or several partners.

TOOL 34 - Content Strategy

You have made a partner search from previous steps, but you do not have a partnership yet. In fact, you should convince your partner that your solution is the best for the end customer, and it makes sense to make cooperation with your company in this case and in the future. Each partner is different, and you need to design your content to match their specific needs.

The Content Strategy section targets planning, developing, and managing content written or in other media. The goal of the content strategy is to give your partners/customers/consumers meaningful content to engage them. Target is to make a deal when you will meet your partner. Use content strategy to plan your meeting with potential partner candidates.

TOOL 35 - Partner Meetings

To seal a deal, you need to build trust and have a successful meeting with the partner. The Partner Meetings section aims to help with meeting a partner, making a contract, and follow-up support for profitable business and growth.

Summary of testing and ■ ■ implementation – MUS



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MELES-BOT was tested in 2 ways

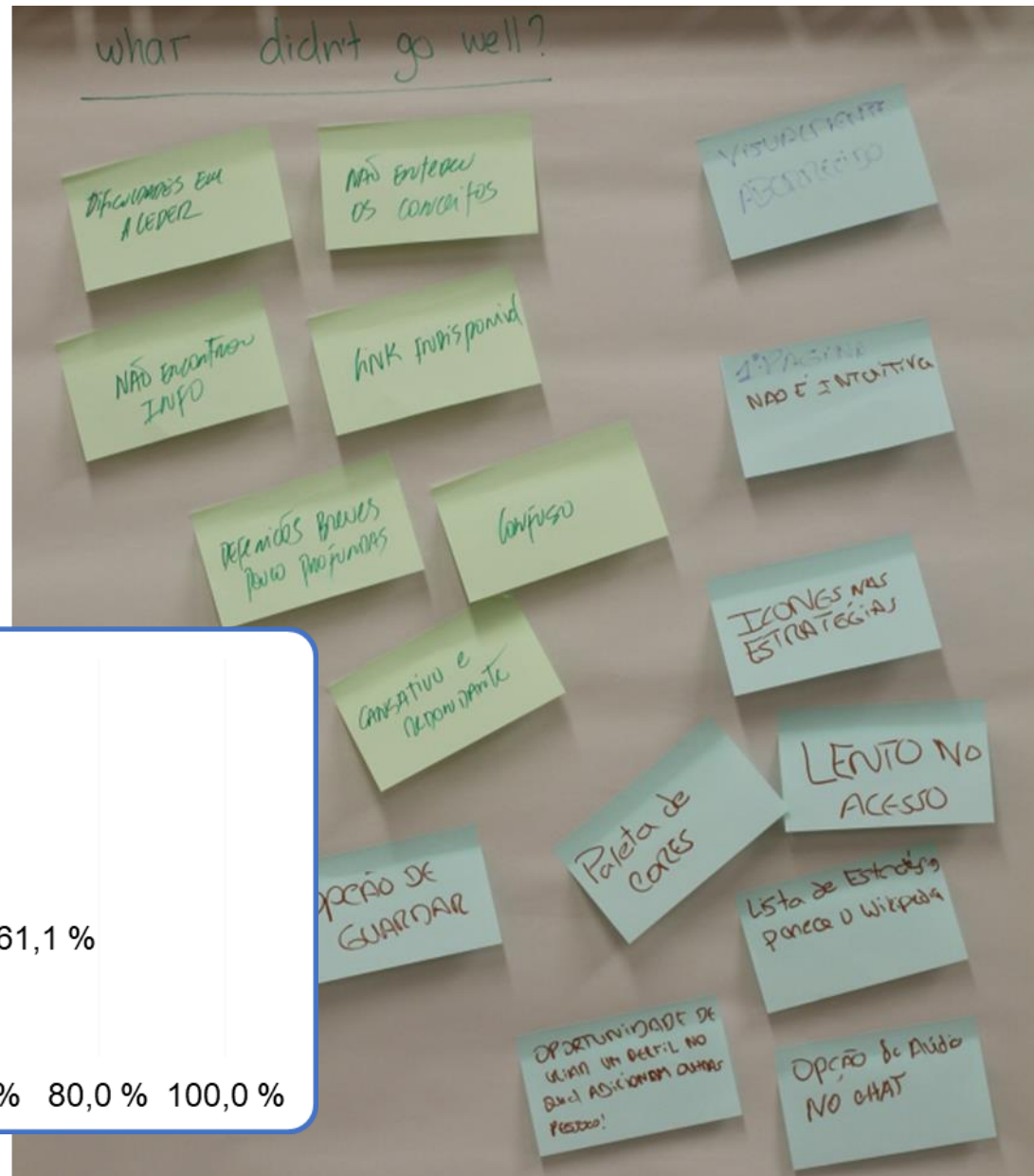
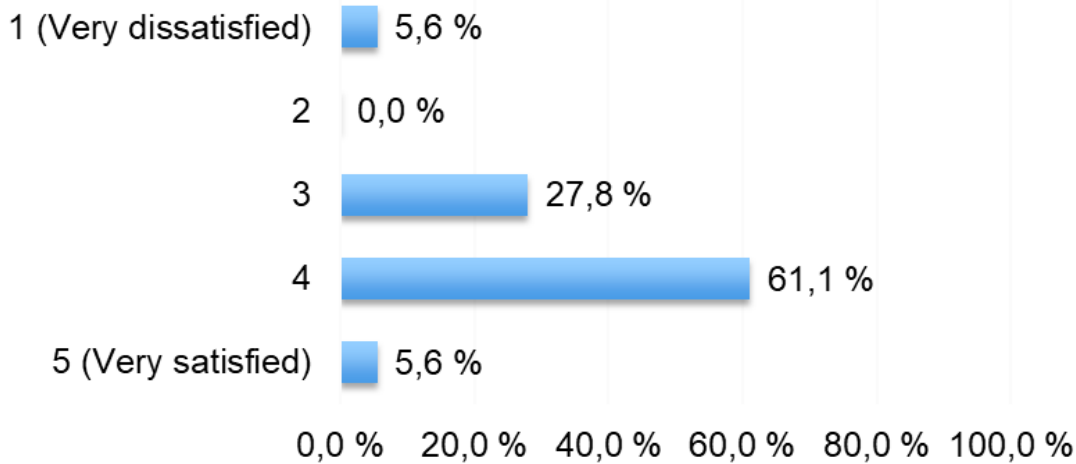
- after Summer School in 2022 by students and teachers on place
- during 2022/2023 academic year during various courses at the universities of the project partners by students

We have collected various opinions, positive and negative. The latter helped us to improve the appearance and operation of MELES-BOT

Q: What should be improved?

- *The availability in different languages and the graphical interface.*
- *The way to find the next materials.*
- *Have someone to monitor site visitors and help them if they have any questions.*
- *Maybe a search function, so users can jump on a specific topic instantly.*
- ...

How do you evaluate the overall degree of usefulness of the BOT?





JOIN US ON WORKSHOP THURSDAY AT 0945



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