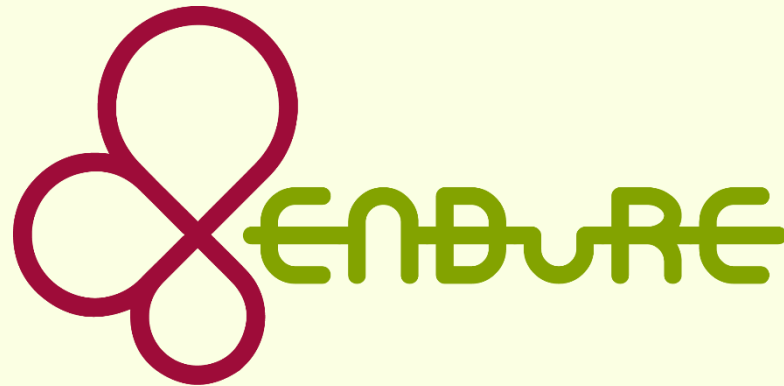




Business structure, strategy and action plan

03.05.2016

Cortex Lab, Odense



Co-funded by the
Erasmus+ Programme
of the European Union

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Introduction

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- Background
- Projects, tasks and passion
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Agenda

- Introduction
- Topics of the day - subjects to be discussed
 - Business structure
 - Your business from a network perspective
 - Action plan
 - Goals, strategy and implementation
 - Why, what and how?
- Wrap up
- Thomas Kromann, Blue Ocean Robotics, 12.05.2016

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PROGRAM PEOPLE APPLY BLOG ALUMNI ABOUT US CONTACT



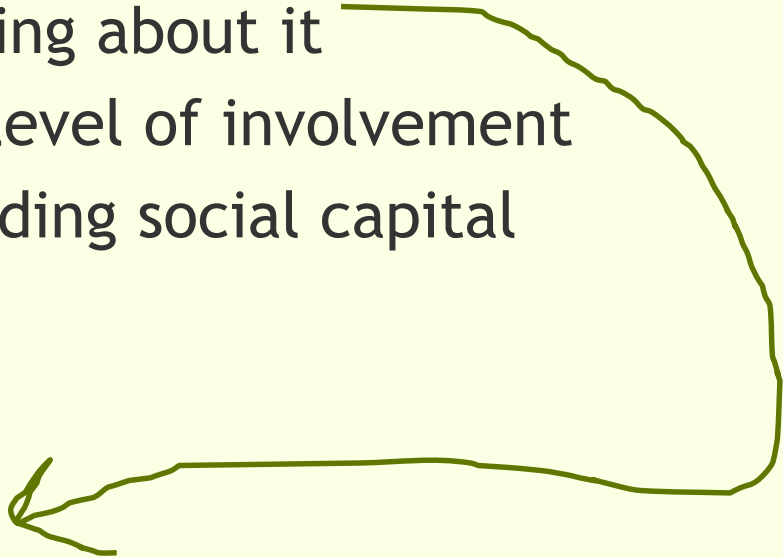
Take the opportunity to join the Startup Camp 2016 organized by
SPICE – Students Powering Innovations in Collaboration with
Enterprises

Introduction

- You
- Name and business
- On a scale from 1-10 // idea to execution
 - Why this much?
 - Why not higher or lower?



How it is done

- Theoretical platform // Talking about it
 - Engage participants // high level of involvement
 - Peer to peer learning // building social capital
 - Discussions
 - Presentations
 - Feedback
 - Entrepreneurship is about:
 - Doing, reflections, opportunities, creating meaning
 - Because it is your start-up // you're in the drivers seat!
- 

When???

Take a little
COFFEE
BREAK

Please note...

**I DON'T
WANT
PERFECT,
I WANT
HONEST.**

KUSHANDEWZ.COM

“We do not learn from experience ... we learn from reflecting on experience.”

John Dewey

How can you/we translate this into entrepreneurship training? **What is it you need to do?**

Topics of the day

- The aim is to support you in developing a resilient and successful business.
- So how can you take your business idea to become resilient.
- Not only rely on a GREAT idea and an AWESOME team
- **The given:**
 - The web your business is engaging in calls for some sort of structure and plan.
- **The option/implementation:**
 - Differ in level of complexity
 - Differ based on your personality
 - Differ based on company structure
 - Etc.

Business structure

- We look at the **processes** and **relationships** that a start-up engages in - or should - to create and develop a strong business case.
1. How is it that you and your business interact with the “outside world”?
 2. How do you organise and digest the information?

Your perception

- What is a resilient and successful business to you?
 - Your opinion and experiences
- Pick a card
- Please ...
 - Comment
 - Ask questions



Your perception

- How is your business structured now in relation to how it interacts with its surroundings?
- Pick a card



Business Structure

- “No man is an island”
- How is your business structured in relation to the context it operates within?
- We look at:
 - The **social dimension** of your business
 - The social design of the business
 - Activating and engaging resources
 - The business **network**
 - Your reach and your outreach
 - You and your **supply chain**
 - Dependencies

No man is an island,
entire of itself; every
man is a piece of the
continent, a part of the
main.

John Donne

Social by design

- Take a look at simpler times...
- Why did he survive?
- What was his tasks?
- When to do what?
- Engaging the social dimension secured his survival
- He connected to resources beyond his own

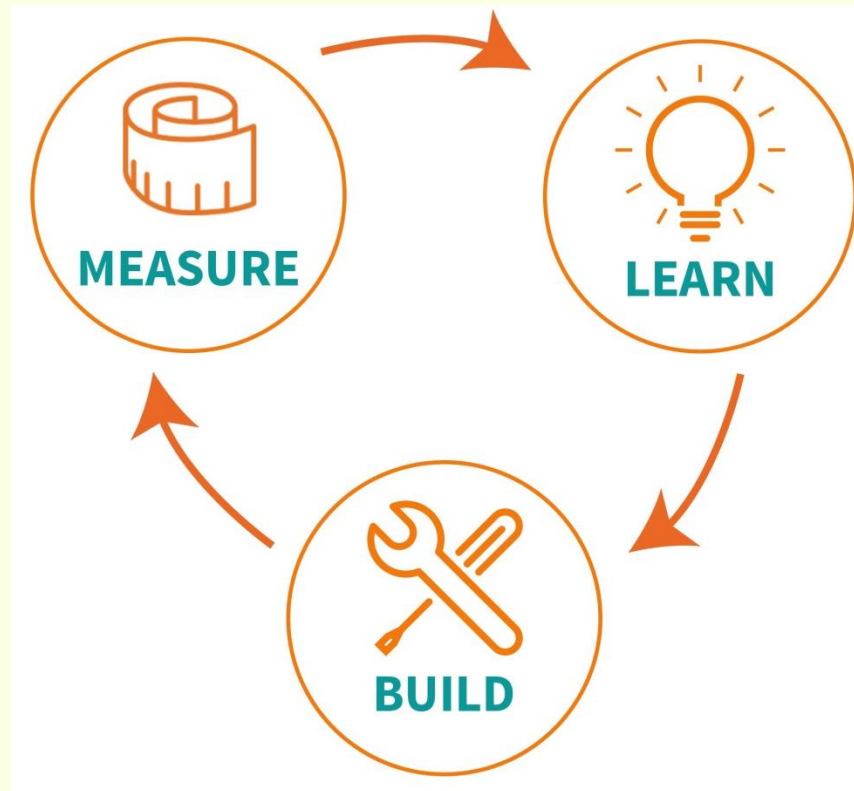


Social by design

- Strong link between entrepreneurship and innovation.
- Innovation is an open process of **boundary spanning**
- External orientation (avoid the pitfall of centering the development around you)
- **Your way of boundary spanning?**

Social by design

Lean Startup



Social by design

- Strong emphasis on tapping into the resources beyond the limits of your business
 - Both to develop the idea and business model, but also to actually make it happen.
- Probing
- MVP feedback
- Iterations
- Usage
- Elements you may have overseen (blinded by the light)

Your experiences???

Social by design

Your take

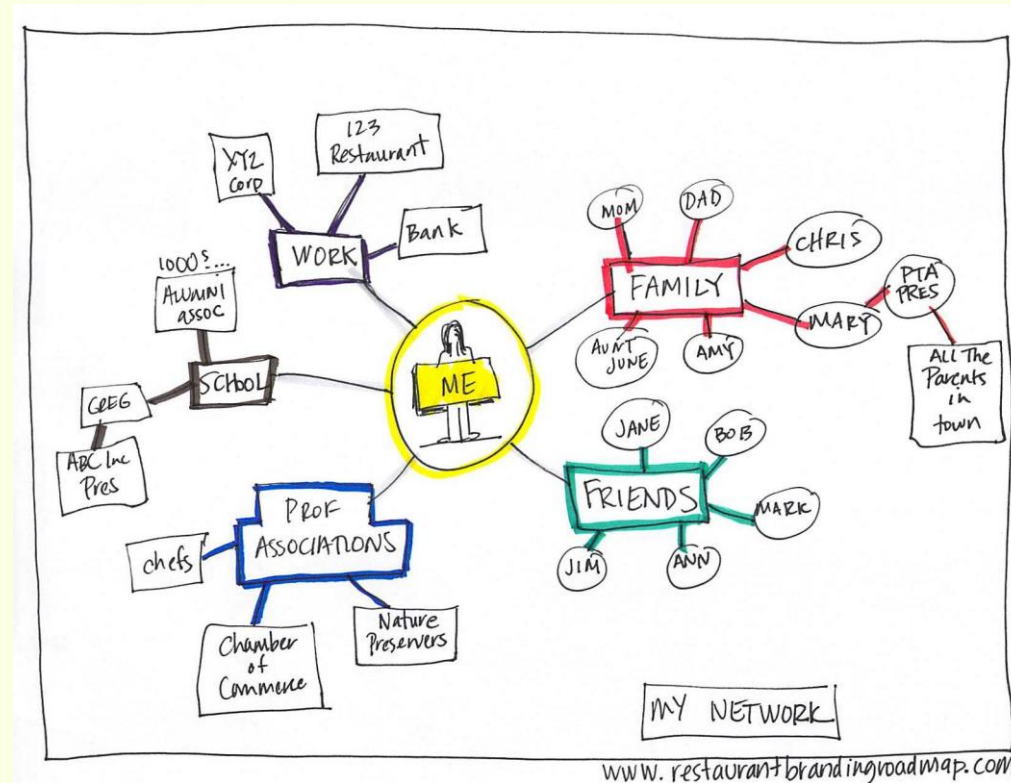
- Your external orientation // need vs. reality
- **Map your external orientation and explain (draw)**

Phase	Level	Reality	Need
Idea phase		←→	←→
Development		←→	←→
Execution		←→	←→

- **To what extent is a conscious decision?**

Networks

- Map your network
- See to it that you include both the **private** and **professional** part.
- **Rate** it according to prior, current and future value.
- **Present and explain.**
 - Groups?



Networks

- Networks have **emergent properties** and represent an absorptive capacity.

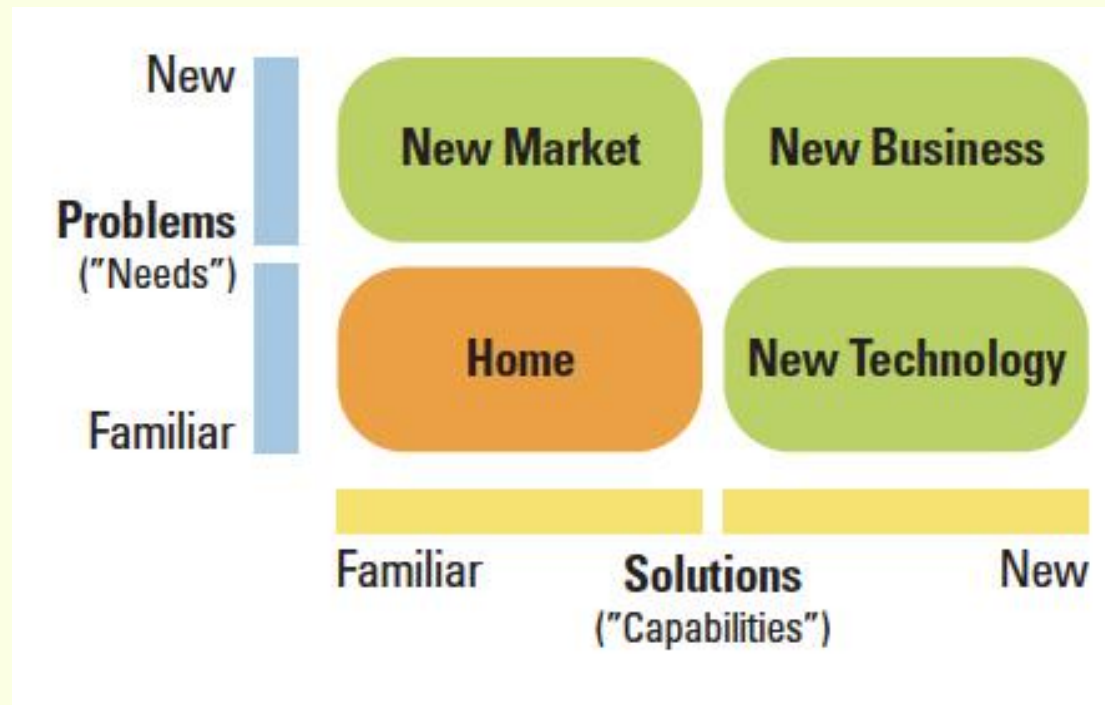
Networks

- **Emergent properties**
 - The whole is greater than the sum of the parts.
- **Absorptive capacity** - to make use and sense of trigger signals.
- *“The ability of a firm to recognize the value of new, external information, assimilate it, and apply it to commercial ends...Largely a function of a firm’s level of prior related knowledge”*
- You put your social orientation into practice and thereby creating your own **innovation search space**.

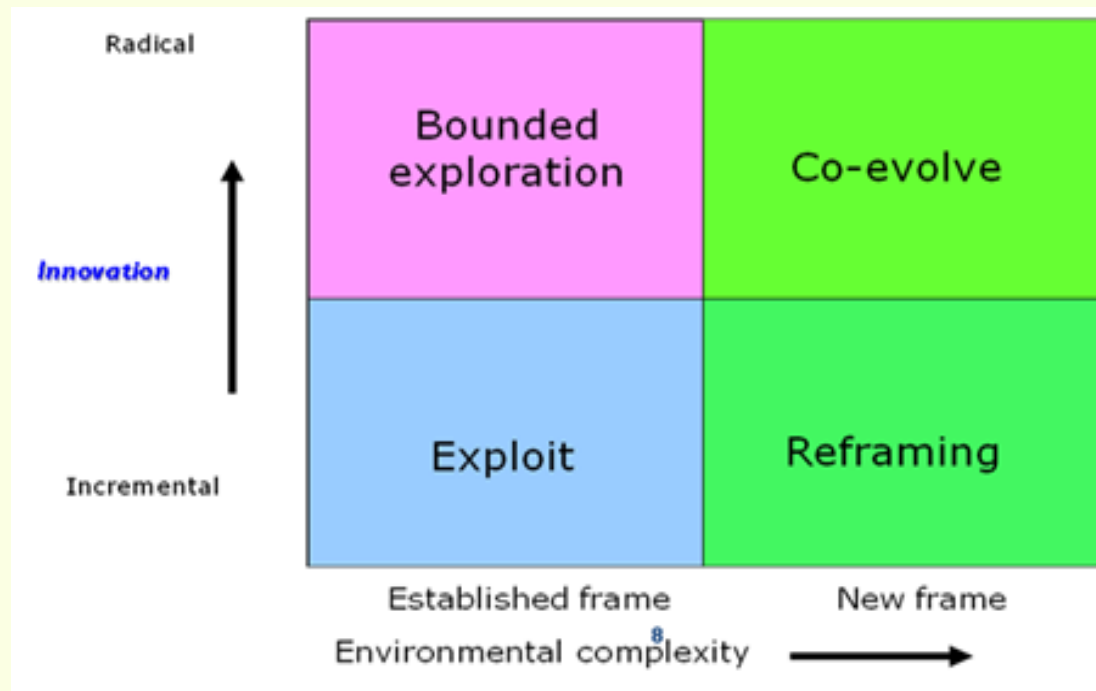
Networks

- Your innovation search space
- How can you engage and take advantage of your network in this 2 step innovation process?

Step 1: Where are you now?



Step 2: Network resources available and needed?



Your network to do list

- Based on your network overview
 - Name what to improve and why
 - Name who to engage and why
 - What have you left out
 - New elements

TO DO LIST

☐☐☐☐☐

Take a little
COFFEE
BREAK

Linking key partners and supplier

- Manage your production - products and services - and selling/distribution.
- When realising your idea - need for an effective supply chain

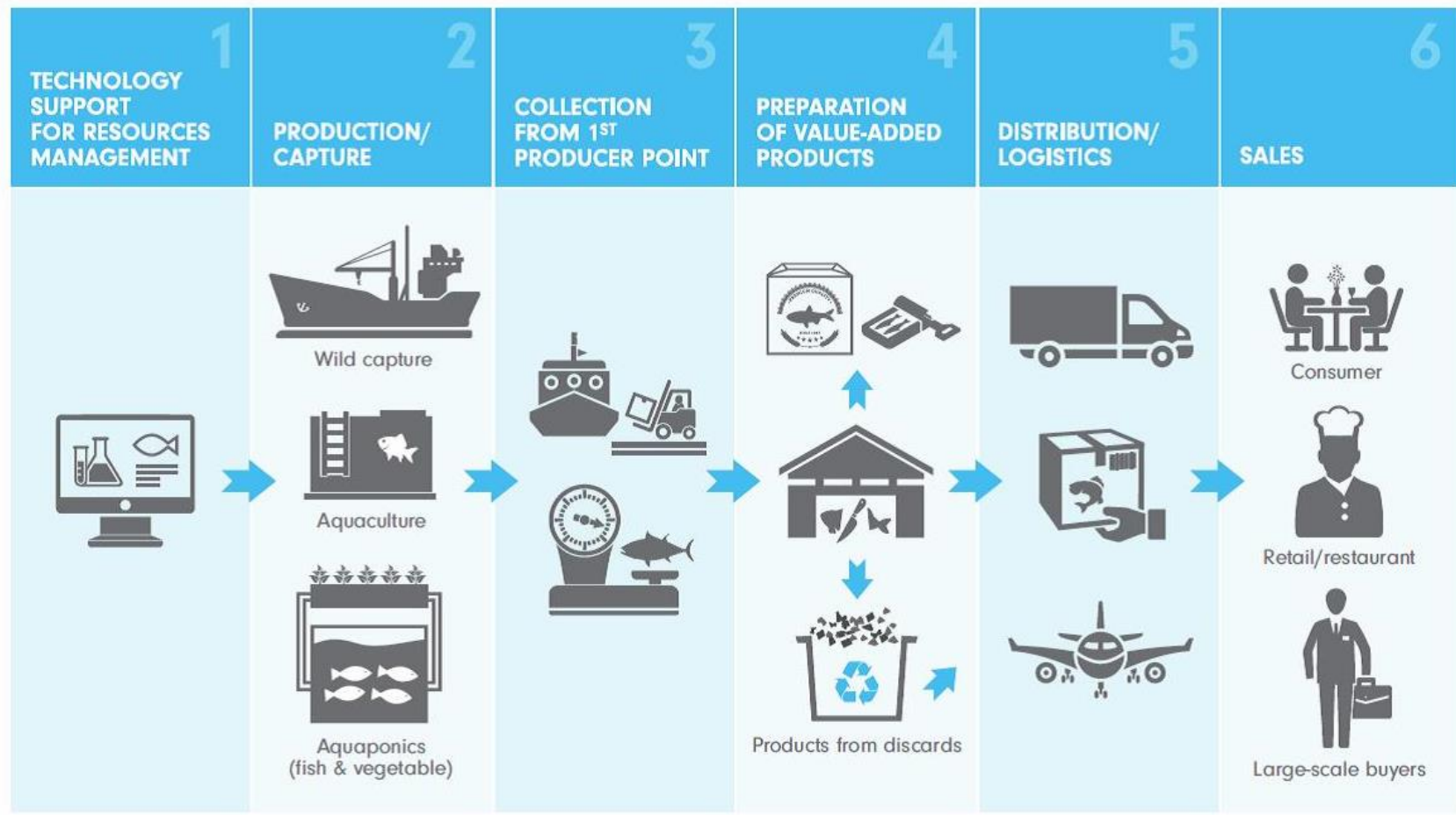
Supply chain

- Illustrates what it takes to plan, develop, produce, sell and service your product and/or service.



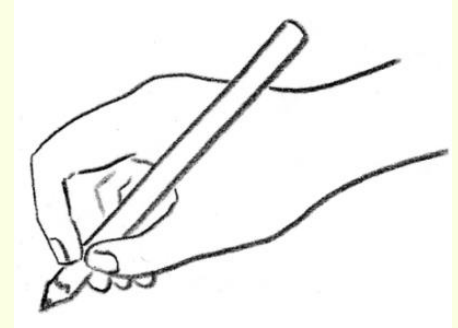
- How conscious are you about your supply chain?
 - Explain

SEAFOOD SUPPLY CHAIN SUMMARY



Your supply chain

- Draw you current supply chain.
 - How did you design it?
- Present and highlight the crucial elements.
 - Where did you start? Any blanks?
- Name those that are covered via your network.
- Assign a number according to how critical they are to the success of your business.
- Has it changed over time?
- Present and explain



Sum up

- How your start-up is linked to and dependant on other resources and competences.
- How you can use an social orientation for boundary spanning during an innovation process.
- No man is an island!
- Prioritise you network activities / from where and what can you profit?
- What is crucial to your value creation

Action plan and strategic measures

- To bridge the ideation phase and move the iterative development process towards your goal
- Personal profiles influences?
- Define your goals, strategy, detail your plan and execute through an iterative process of tuning.



How to plan

Approach to planning

- Saras Sarasvathy
- Effectuation
- Causal vs. effectual logic



Your action plan

- What is your sense of direction?
- What is it you are aiming for?
 - Define your target on a 3, 6 and 12 month basis

3 m	6 m	12 m

Go with the flow

- Level of planning

According to plan



- How does it work for you?

To plan you need

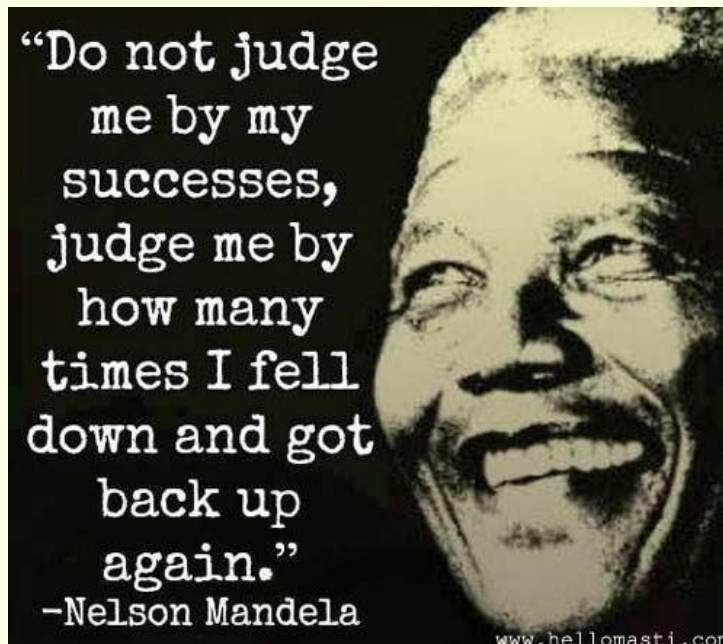
- Goals
 - Intention, achievement
- Focus
 - Aim
- Metrics
 - Measureable
- Agreeable focus points
- Personal ego goals!

Issues related to planning

- Tools - your experiences ?
 - Not stronger than the weakest link.
 - Decision for which concept and why
- Who's in charge
 - Project management, follow up, division of tasks
- Enforcement
- Level - how much do we need
- Finance / distribution of costs
- Priority

Wrap up

- Your take away
- Thoughts and comments to share
- Where are you on track and what needs more work?



Wrap up

- No one operates in a vacuum
- What do we know
- What do we know we don't know
- What is available / uncovered
- Quick wins
- How can we manage
- How does it help or damage?

Feedback

- 10.05.2016 // 14-18 // Intellectual Property Rights
- 12.05.2016 // 10-16 // Business Models
- 10.06.2016 // 12-18