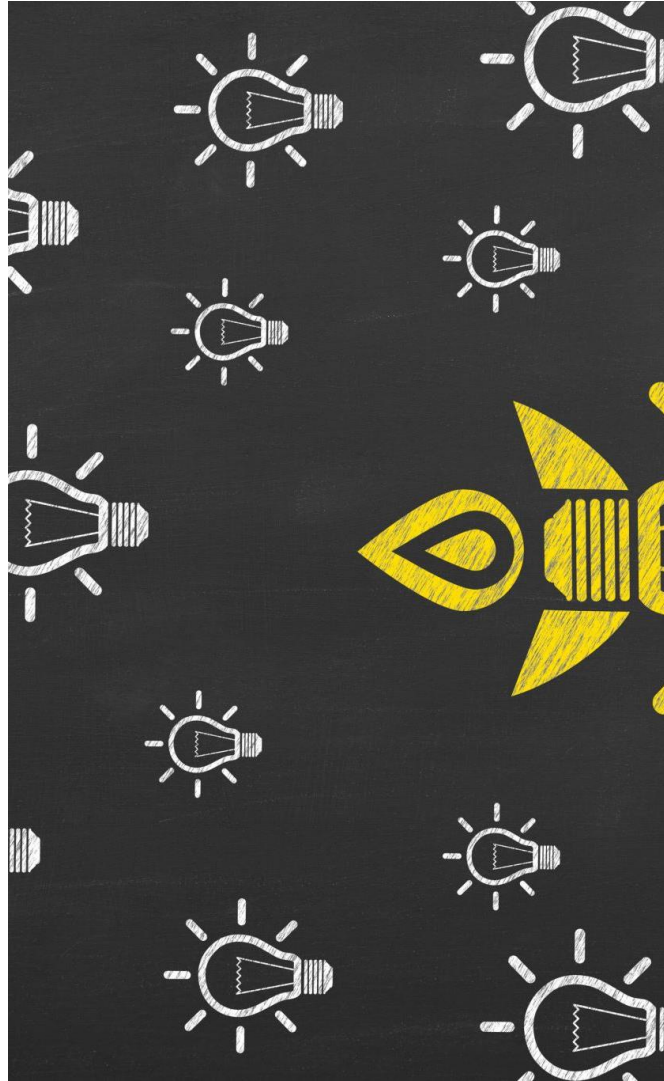




Digital and Sustainable Business

Summer School 2024

12.08.-21.08.



BUSINESS IDEA GENERATION AND PLANING

Ieva Bruskle

14.08.2024.

IEVA BRUKSLE Mg.oec. Turība University

Project manager

Lecturer- economics, international business, entrepreneurship

Teacher- economics, business

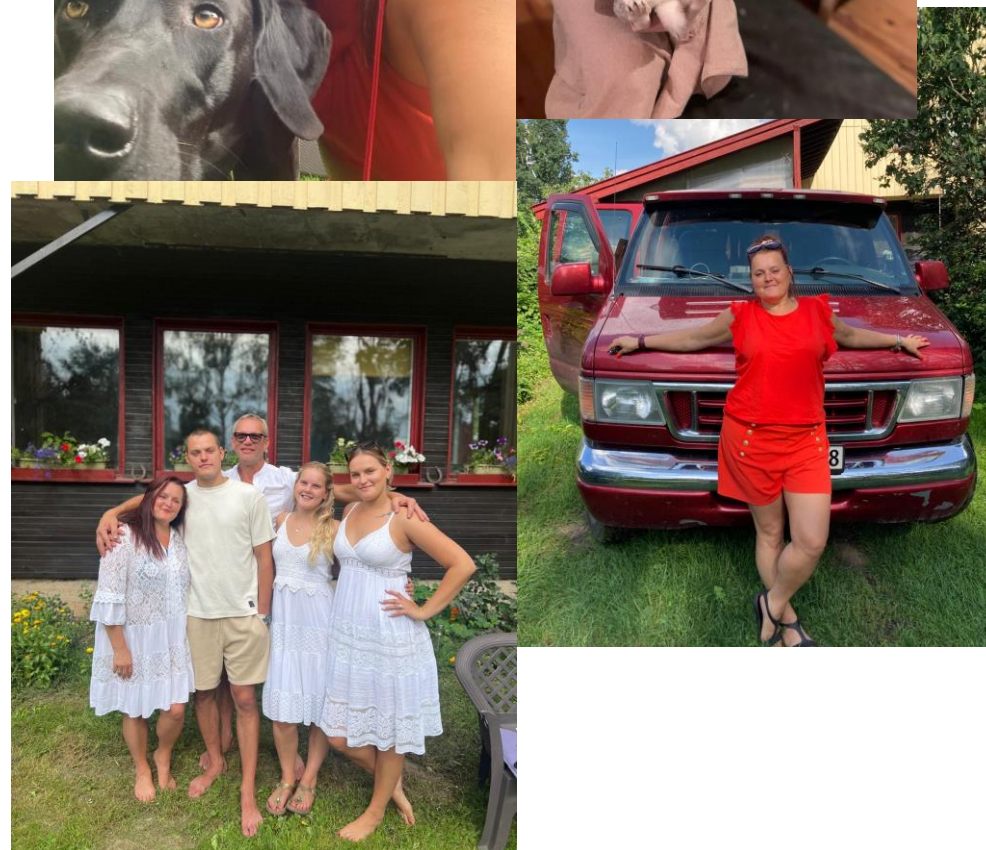
Expert in Erasmus+ projects - sustainability, entrepreneurship

Chairperson of the board-

Urbāna radošā metālmākslas darbnīca – salons LtD

Association of Latvian Economists

A problem solver



Agenda

1. Business ideas
2. Business planning
3. Practical task





**BUSINESS IS ALWAYS ABOUT SOLVING PROBLEMS
AND MEETING SOCIETY'S NEEDS**



HOW TO FIND A NEW BUSINESS IDEA ?

Plan



Why to plan?
.Why it is
important?

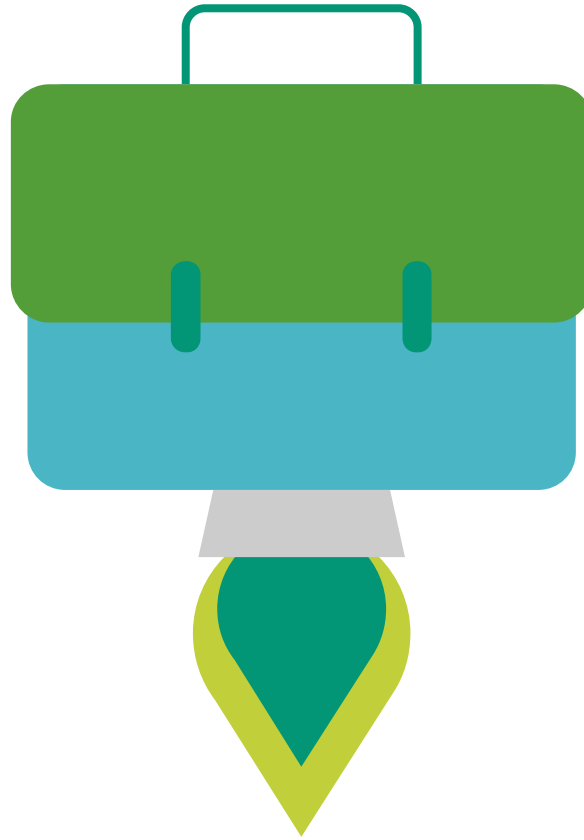
Analyze



Content



Practice
examples



How to plan business ?

You need to plan everything!

Sit down, form an excel,
build models!

Details and nuances are
important!

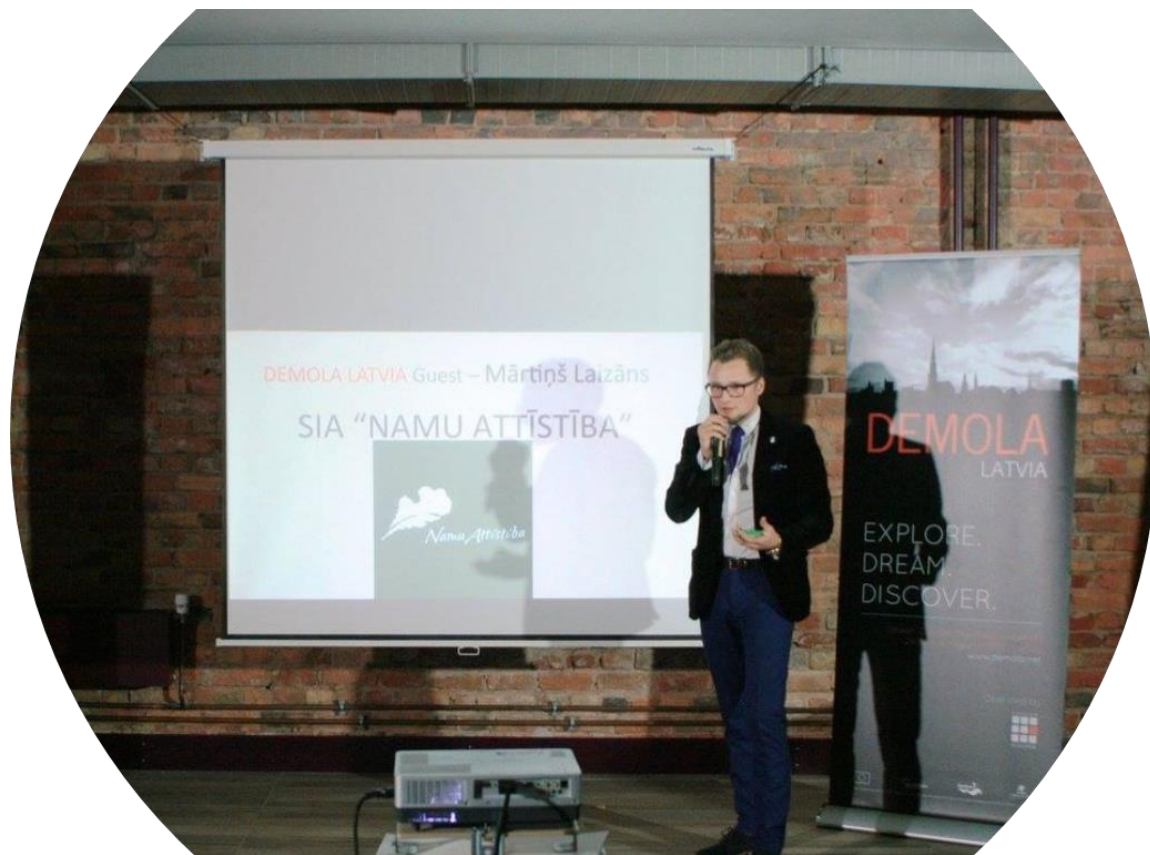
**Ričards Andersons - CEO & Founder
CrossChem**



Mārtiņš Laizāns - Owner Dream Property Management

You need to understand what will you sell and how you will sell it.

A short and clear concept plan, which will be improved during the work.



Harijs Ābele – Creator and idea author - Beloved boards

You need a business plan and a very detailed one, not just for the finance part.

It is necessary to understand who, how much and why will buy your product - as clearly as possible!



Kristis Blažēvičs - Board member and co-founder BG Noma

It is necessary to plan so that it is possible to see the vision and goal-

whether it is appropriate and necessary in the specific situation.

Write, analyze, think in a team!





CONSEQUENTLY

What to consider ?

Plan



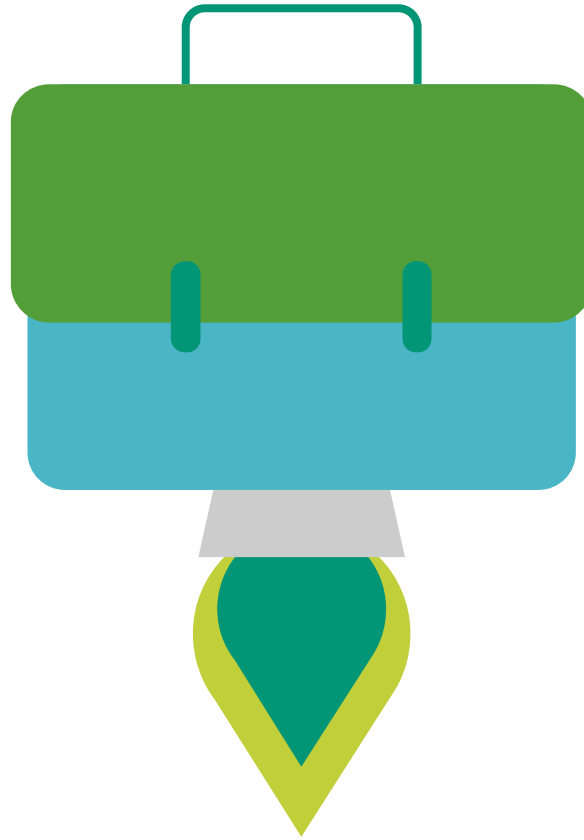
Analyze



Content

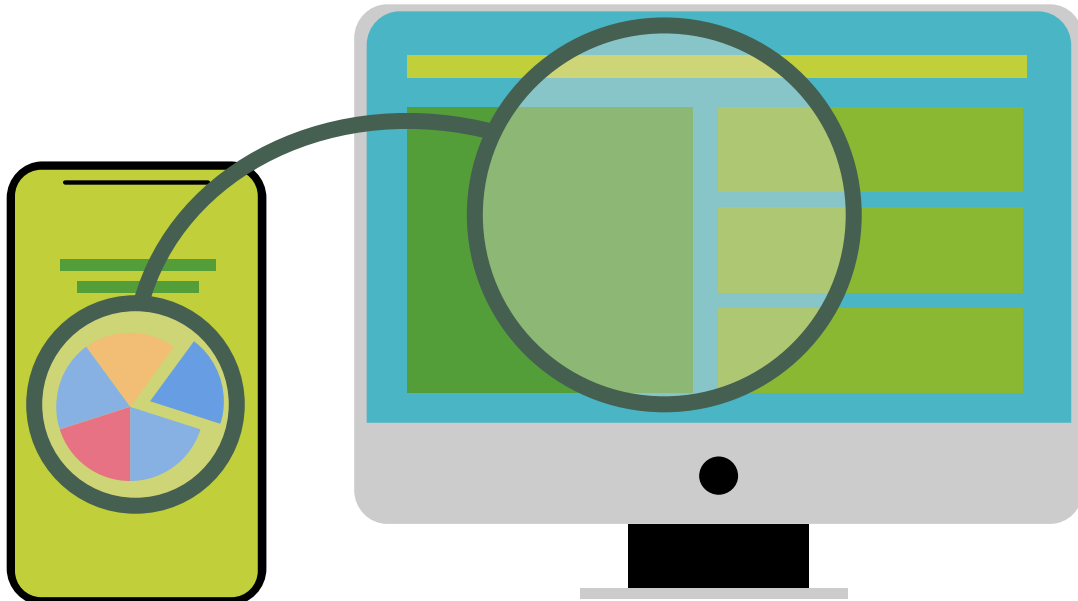


Practice examples



How to plan business ?

Select and evaluate information



Market situation



Potential customers



Competitors



**THE BETTER
INFORMED YOU
ARE,
THE BETTER
PREPARED YOU
ARE!**

Plan



Analyze



Content



Practice examples



How to plan business ?

What needs to be included in the plan?

Business Plan

1

The Team
Why We Are The Winning
Team

One

4

External Environment
Economy, Market,
Competitors, Advantages

Four

2

The Business Model
How our Model Works

Two

5

Implementation
Roadmap

Five

3

Financial Analysis
Sales, Costs, Capital

Three

6

Risk Analysis
Limiting and Critical Factors
Specific Risks

Six

Business Model Canvas

Key

Partners

Who are our suppliers and service providers?

Key

Activities

What do we do with our resources?

Key Resources

What goods, services and infrastructure do we use?

Value Propositions

What problems need to be solved?

What product does it best?

Customer Relationships

How do we interact with our customers?

Channels

How do our customers find, buy and use the products?

Customer Segments

Who are our users and who are our paying customers?

Cost Structure

What is the costs of production?

Revenue Streams

Where does revenue come from?

Plan



Analyze



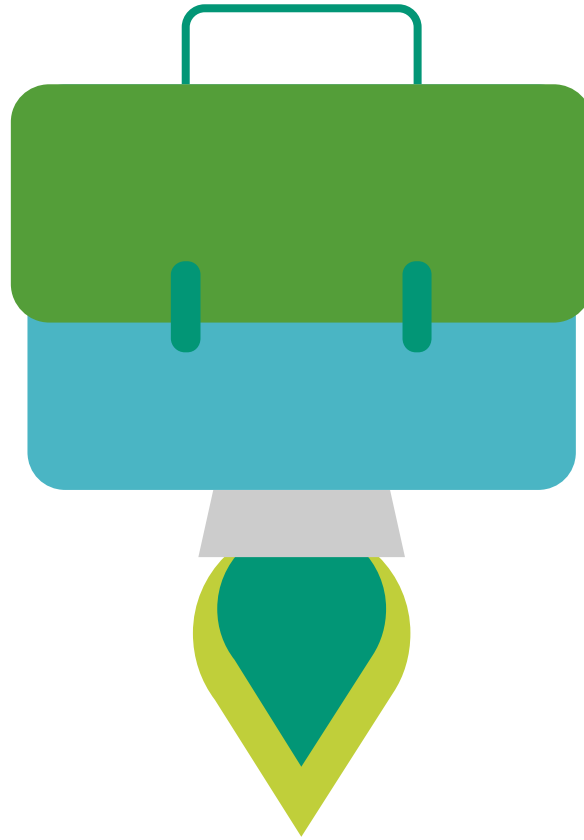
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Practice examples



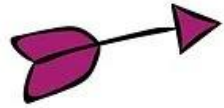
Look at examples



How to plan business ?



Idea



To do



Doing



Done

Good to remember

Know the value of your offer

Know your customer

Think about the details

Make calculations

Practical task



Find the problem



Formulate a possible solution



Create a business model

Useful materials



<https://www.strategyzer.com/library/the-business-model-canvas>



<https://www.spinteam.eu/would-be-entrepreneur-training-course.html>

Thank You!



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