

THE PRE-IP FRAMEWORK



Erasmus+



Job to do

- Before the IP, you have to start your business project working on:
 1. Your Vision
 2. Your idea
 3. The problem – opportunity – need
 4. Your solution
 5. Market opportunity
 6. Competition
 7. Your revenue Model
 8. Your team

To do this job, use this framework and the resources
Feel free to turn to your teacher for more information.

THE FRAMEWORK

1. Your vision

- How would you prefer to be identified within your operational market(s) by your key stakeholders in the long-term?
- How would this perceived "uniqueness" differentiate you from your competitors?

2. Your idea

- Using (2.1.) describe your idea as simple as possible

3. The problem – opportunity – need

- Using (3.1.), write the problem statement as simply as possible.
- Give a short description of your future customers (3.2.)
- Then, describe this problem for your customer (you can use personas and narratives (3.3.))
- Try to collect relevant information or feedbacks (using interviews for example) to prove that your idea is relevant.

4. Your solution

- Clearly and succinctly document how your idea will solve your identified problem – opportunity – need.
- Using (4.1) make a short benchmark of the existing solutions
- Using your customer definition, his pains / gains and (4.2.) start to build your value proposition: define the value you will provide to your customers, imagine the gain creators and the pain relievers
- Using (4.3.), write your value proposition

5. Market opportunity

- Describe the size of your market & how it is growing (e.g., from GDP figures [Growth Domestic Product], etc). Also, and importantly, briefly provide the background of your potential customer segments - that you aspire to serve.

6. Competition

- Name your key competitors (3-10)

7. Revenue Model

- Using (7.1.) start to design your business model and describe how you are planning to make money
 - Imagine the way you are going to reach your customer segment (7.2.)
 - Describe the relationship you are going to build with your customer (7.3.)
 - Describe the way you are going to make money (7.4.)

8. Your team

- What type of competencies do your team members possess and as such, how would they notably contribute to the actual realization of your idea?
- How will your team be organized
- How do you want to work in team (optional)
 - Test your personality (MBTI)
 - Define your team roles (BELBIN)

RESOURCES

- 2.1. How to fond an idea
- 3.1. Entrepreneurship is problem solving
- 3.1. From floating idea to business idea
- 3.2. The customer definition
- 3.3. Personas
- 3.3. User narratives
 - 4.1. Inspiration (benchmark)
 - 4.2. The value proposition canvas
 - 4.2. Your value proposition canvas
 - 4.3. The value proposition template
 - 4.3. The value proposition template (example)
- 7.1. The business model canvas
- 7.2. Channels (2p)
- 7.3. Customer relationship
- 7.4. Revenue streams (2p)

2.1. How to find an idea

1. **Solve problems**
2. **Solve things that may become problems**
3. **Adapt to evolving needs**
4. **Save people money**
5. **Make people's lives easier**
6. **Make chores or things that feel like tasks less unpleasant**
7. **Turn a hobby or something you're passionate about into a business**
8. **Fulfill a need**
9. **Appeal to a base emotion**
10. **Experience more**
11. **Steal others' ideas**

Stéphane Foliard, MCF IUT de Roanne

3.1. Entrepreneurship is problem solving

M.J. Skok

- A problem = a burning need = an opportunity
- 4U:
 - Unworkable
 - Unavoidable
 - Urgent
 - Underserved
- Is it “BLAC or/and White”
- Blatant or Latent, Aspirational or Critical



Stéphane Foliard, MCF IUT de Roanne

3.1. From free floating idea to business idea

The diagram illustrates the transition from a free-floating idea to a business idea. On the left, there is a cloud of words related to knowledge and technical orientation, including terms like 'knowledge', 'technical', 'ambiguity', 'creativity', 'independence', 'tolerance', and 'ambiguity'. On the right, there is a cloud of words related to a problem, including 'problem', 'frustration', 'blatant', 'unpleasant', 'money', 'benchmark', 'tasks', 'difficulties', 'content', 'emotion', and 'easier'. A large orange double-headed arrow connects the two clouds, indicating a bidirectional relationship or a spectrum between them.

Stéphane Foliard, MCF IUT de Roanne

3.2. The customer definition

Josh Wexler Occom Group

- Who are the groups of people that will be using your system?
- These are the primary customers and are the people who feel the pain of your problem the most.

 UNIVERSITÉ
JEAN MONNET
SAINT-ÉTIENNE

Stéphane Foliard, MCF IUT de Roanne

3.3. Personas (proto people)

Josh Wexler Occom Group

- Characters created to represent the different user types within your targeted demographic, attitude and/or behaviour set that might use your solution.
- Demographic definition and name
- Backgrounds (2 or 3 points)
- Goals (why would they use your system)

Stéphane Foliard, MCF IUT de Roanne

3.3. User narratives

Josh Wexler Occom Group

- A user narrative is a story about one of the persona using and interacting with your idea in the world. Narratives are different from features but they can contain features.
- Please come up with a narrative for your persona : background and verbatim

Stéphane Foliard, MCF IUT de Roanne

4.1. Inspiration (benchmark)

Josh Wexler, Occom Group

- Find some existing solutions linked to your problem statement and write down the following:

- Name:
- What you like:
- What you don't like:
- What you can "borrow":

UJ UNIVERSITÉ
JEAN MONNET
SAINT-ÉTIENNE

Stéphane Foliard, MCF IUT de Roanne 20

4.2. The value proposition canvas

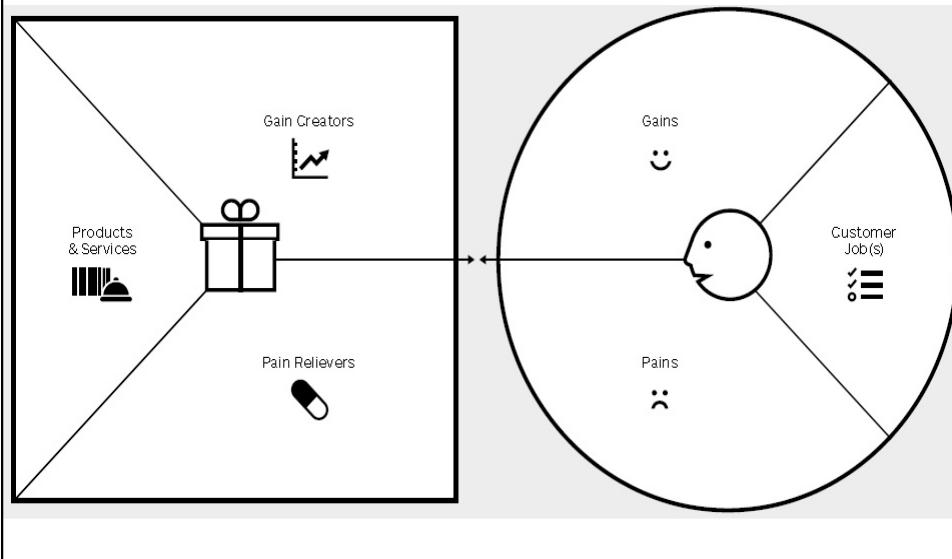
Alexander Osterwalder

The Value Proposition Canvas is a strategic planning tool developed by Alexander Osterwalder. It consists of a diamond-shaped canvas divided into four quadrants:

- Top Left (Products & Services):** Represented by a red circle containing icons of a gift box and a bar chart.
- Top Right (Gains):** Represented by a green arrow pointing to a central circle labeled "Customer inspired innovation". This quadrant contains yellow sticky notes with icons for a smiley face and a graph.
- Bottom Left (Pain Relievers):** Represented by a red circle containing a pill icon.
- Bottom Right (Pains):** Represented by a green arrow pointing to the central circle. This quadrant contains pink sticky notes with icons for a frowny face and a hand.

Arrows connect the outer circles to the central innovation point. The canvas is overlaid with various business elements represented by sticky notes and icons, such as "Gain Creators", "Customer Job(s)", and "Key Resources".

4.2. Your value proposition canvas



4.3. The value proposition template

M Skok Harvard iLab

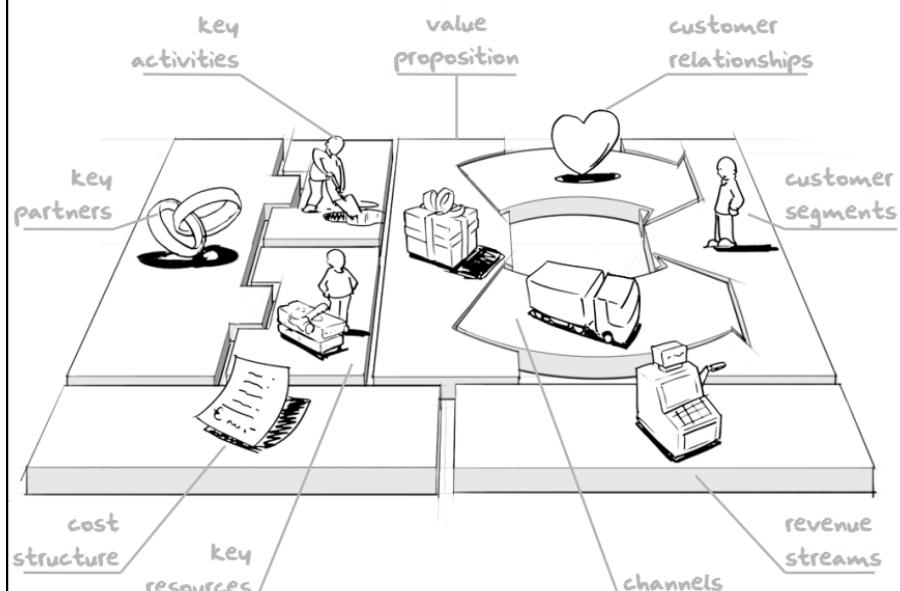
- For (target customers)
- Who are dissatisfied with (the current alternative)
- Our product is a (new product)
- That provides (key problem-solving capability)
- Unlike (the product alternative)

4.3. Example: Actifio

Actifio : Today

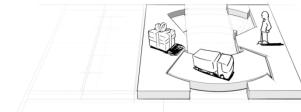
For enterprises managing lots of production data, Actifio copy data management provides access to anything instantly because it's radically simple.

7.1. The business model canvas



7.2. Channels

CHANNELS



- The functions of channels

- Educate your customer segments about the products and services you provide.
- Providing customers with an opportunity to study and evaluate your value proposition.
- Providing customers with the facility to buy
- Providing the customer with the Value Proposition.
- Providing the customer with after sales services.

7.2. Channels

CHANNELS



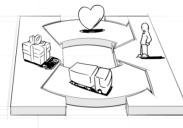
- “how” you link with your target customer segment

- Direct or with intermediaries
- Physical channels or web/mobile channels

- How to select a distribution channel?

- Own channels
- Partner channels

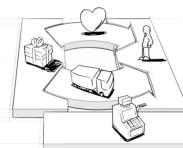
- Imagine the way you are going to reach your customer segment

CUSTOMER RELATIONSHIPS

7.3. Customer relationship

- Customer acquisition
- Customer retention
- Boosting sales (upselling)

- Categories of customer relationships
 - Personal assistance
 - Dedicated personal assistance
 - Self-service
 - Automated services
 - Communities
 - Co-creation
- Imagine your future customer relationship

REVENUE STREAMS

7.4. Revenue streams

- Transaction revenue and/or recurring revenue
- Questions about the pricing mechanism

- What benefits will encourage customers to pay more for?
- What benefits are customers currently paying for?
- How are they paying for these benefits right now?
- What mode of payment would be preferable to them?
- What percentage of the total revenue does each revenue stream represent?

7.4. Revenue streams

- Ways to generate revenue streams
 - Asset sale
 - Usage fee
 - Subscription fees
 - Lending/ renting/ leasing
 - Licensing
 - Brokerage fee
 - Advertising
- Imagine your revenue streams

REVENUE STREAMS

