



## **Understand IT**

Project number: 2010-1-NO1-LEO05-01839

WP08 - A generic business model

**Design and deployment of a tool to implement a business plan**

*(<http://www.cenfim.pt/bpuit/intro.aspx>)*

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# WP08 final report

## Design and deployment of a tool to implement a business plan

*<http://www.cenfim.pt/bpuit/intro.aspx>*

The main idea of this tool is to help the user on the definition of its own business plan to implement the vitae course. Building on the results of the equivalent process carried out by the partners on this project, it's possible to define a set of options that will alert the user to the main aspects to be taken into account when defining the contents of each block.

As a result the user gets a kind of a "notes book" with a compilation of its options and reflexions, complemented by the description of similar cases, and a set of guidelines to turn them into a business plan.

The tool to implement a business plan was designed based on:

- The handbook written by Alexander Osterwalder & Yves Pigneur, Business Model Generation
- The partners experience on WP03 CC&D sessions related to the business plan
- The final document of WP03 – Business Plan

## Activities

The web site required has been developed by following the activities:

- A. Development of a Business model for the implementation of the Vitae courses in the four countries (WP3)
- B. Evaluation of how well the model worked in each case (WP5 & WP7)
- C. Development of the back office, to insert the business model data for each country (case studies), according to the Business Model Canvas blocks:
  1. Customer Segments;
  2. Value Proposition;
  3. Channels;
  4. Customer Relationships;
  5. Revenue Streams;
  6. Key Resources;
  7. Key Activities;
  8. Key Partnerships;
  9. Cost Structure.

D. Data introduction

1. Global information (All partners together)

- a) Block Names
- b) Block Description
- c) General text

2. Individual partner information for each block:

- a) Options (Title and explanation)
- b) Case study explanation
- c) Attachments

E. Options consolidation (based on the options introduced by each partner)

F. Development of the end user interface with the following structure:

1. Login page

2. Introductory notes

3. Business model generation

- a) Introduction of user options and notes for each block

4. Results - an online book with:

- a) User's answers and notes for each block
- b) Case studies information, based on the level of similarity to each one in each block
- c) Statistics showing the global similarity between the user case and the case studies
- d) Access to the case studies business models, based on the global level of similarity

5. Business plan

- a) Guideline to help users to convert the result achieved before into a business Plan organized by:

- Business Idea
- Personal Information
- Product/Service
- Market
- Marketing and Sales activities
- Budget and economy
- The need for Capital an Financing
- Course organization and administration

# Login Process

Everyone, with a valid code can use this tool.

To get a Code:

- The user must introduce the Company or User Name and a valid Email address;
- The code will appear on the screen and is sent to the email address

**I've already started a Business plan**

My code is:

[Continue my business plan](#)

**I Want to create a new business plan**

Company / User Name:

email address:

[Start a new one](#)

If the user already have started business model, can always return to it through the introduction of the related code.

# User Interface

## Introduction page

E-TOOL TO IMPLEMENT A BUSINESS PLAN

 Education and Culture DG  
Lifelong Learning Programme



**29055**

**INTRO**

Understand IT Team Introduction

[LogOut](#)

Your Business Plan design

**I. Introduction**  
**II. Business Model**  
**III. Business Plan**

Welcome to the Business model generator for the VITAE-course

This business model generator is result from the Understand IT project and it is based on experiences with offering the VITAE course in Lithuania, Portugal, Italy and Norway.

By reading the explanations and filling out the form you will get useful information that will help you develop your own business plan for the VITAE-course. A business plan will increase your institutions or companies chances of succeeding with the customer, market and business elements that are important when you are selling or offering the VITAE-course. The business plan is mainly build together by nine building blocks together with some financial information.

On the next pages you will find a short description of the different building blocks:

- You should read the explanations and cross out the options that match the situation in your institution or company.
- The options are not meant to cover all possible options regarding the different blocks. This means that you for each block should add your own options and useful comments regarding our situation, if you feel that some options are missing.
- Fill in the form for all the nine blocks – the more effort you put into this, the further you have come to produce your own business plan.
- When all blocks are finished you deliver the form by pressing the finish button.
- The system will then map your options in all nine blocks, with the options from the VITAE-pilots, and give you a case example of the business model that seems to be most similar to your business situation.
- Finally you can use your own answers and the case examples to finalize your own business model

Good luck!



<http://aitel.hist.no/understandit/>

This project has been carried out with the support of the European Community. The content of this project does not necessarily reflect the position of the European Community, nor does it involve any responsibility on the part of the European Community.

## Business Model Pages

There's one page for each block. On this pages the user chooses the options that best describe its business and inserts some free text notes, related to the block or explaining the options taken.

At any time the user can save the business model and logout. With the access code will return to it.

To complete a business model the user must have, at least, one option chosen for each block.

The screenshot shows the 'Customer Segments' page. At the top, there is a 'Page Navigation' bar with tabs for 1 Customer Segments, 2 Value Proposition, 3 Channels, 4 Customer Relationships, 5 Revenue Streams, 6 Key Resources, 7 Key Activities, 8 Key Partnerships, and 9 Cost Structure. The main content area is titled '1 - CUSTOMER SEGMENTS' and includes an 'EXPLANATION' section, a 'MY COMPANY'S CUSTOMER SEGMENTS' section with a list of checkboxes, and a 'MY NOTES' text area. A 'Complete Business Plan' button is at the bottom. A 'Page Navigation' arrow is on the right. Red arrows point to the checkbox list and the notes area with labels 'User options for the block' and 'User notes for the block'.

## Result: Business model "book"

The screenshot shows the 'Key Partnerships' page. At the top, there is a 'Page Navigation' bar with tabs for 1 Customer Segments, 2 Value Proposition, 3 Channels, 4 Customer Relationships, 5 Revenue Streams, 6 Key Resources, 7 Key Activities, 8 Key Partnerships, and 9 Cost Structure. The main content area is titled '8 - KEY PARTNERSHIPS' and includes an 'EXPLANATION' section, a 'MY COMPANY'S KEY PARTNERSHIPS' section with a list of checkboxes, and a 'MY NOTES' text area. There is also a 'SIMILAR CASE(S)' section with two entries: 'BETI' and 'CENFIM', each with a star rating. A 'Complete Business Plan' button is at the bottom. A 'Page Navigation' arrow is on the right. Red arrows point to the checkbox list and the notes area with labels 'User options and notes' and 'Similar cases for the block'.

## Result: Statistics

E-TOOL TO IMPLEMENT A BUSINESS PLAN

Results: **A** Business Model **B** Statistics **C** Business Plan

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Logout

Your Business Plan design

I. Introduction  
II. Business Model  
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	SENZA	BETI	ISI	CENFIM
1 - CUSTOMER SEGMENTS	★★★★	★★★★	★★★★	★★★★
2 - VALUE PROPOSITION	★★★★	★★★★	★★★★	★★★★
3 - CHANNELS	★★★★	★★★★	★★★★	★★★★
4 - CUSTOMER RELATIONSHIPS	★★★★	★★★★	★★★★	★★★★
5 - REVENUE STREAMS	★★★★	★★★★	★★★★	★★★★
6 - KEY RESOURCES	★★★★	★★★★	★★★★	★★★★
7 - KEY ACTIVITIES	★★★★	★★★★	★★★★	★★★★
8 - KEY PARTNERSHIPS	★★★★	★★★★	★★★★	★★★★
9 - COST STRUCTURE	★★★★	★★★★	★★★★	★★★★
SUMMARY	★★★★	★★★★	★★★★	★★★★
	Show	Show	Show	Show

Using the “show” button the user can read the complete business model of each case study.

E-TOOL TO IMPLEMENT A BUSINESS PLAN

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CENTRO DE FORMAÇÃO PROFISSIONAL DA INDUSTRIA METALÚRGICA E METALOMECÂNICA  
Portugal  
<http://www.cenfim.pt>

**BUSINESS MODEL**

**1 - CUSTOMER SEGMENTS**  
*VET Teachers & Tutors ; Students and trainees ; Companies / Organizations*

**VET Teachers**  
- Medium/high ICT knowledge  
Strong familiarity and access to ICT and a medium knowledge of WEB2.0 features, but does not see or use them as professional tools.  
For this segment we don't need to captivate or introduce them to WEB2.0. What we need is to focus on the main characteristics and functionalities and how can they be used as training materials even in traditional training environment.

- Low ICT knowledge  
Trainers that have access to ICT but only for basic usage (Personal or administrative). Basic knowledge of Web 2.0 basically due to the use of youtube or facebook, don't recognise ICT and the WEB as potential training supporting tools and have high resistance and scepticism.  
For this segment the goal is just to force them to experience this reality in which their students are already very familiarized.

**Students and trainees**  
The VITAE course can be included in a catalog offer, accessible to everybody, as a single module or as a module included in a global training program, for the use of WEB2.0 features, once they will be used later on their training process.

**Companies and training organizations**  
The course may be applied to a group of workers, from companies or training organizations, as a response for increasing the qualification in ICT.  
For the training organizations, the CoP - Community of Practice , available after the course, will be an added value for this purpose.

# Result: Business plan guidelines

**29055** **Results:** **A Business Model** **B Statistics** **C Business Plan**

After the selections are done, we must put together the results into a specific business plan. The descriptions relating to the business model is a result of a creative processes, different analysis and use of theoretical models. The actual business plan should be derived from the business model and serve as a tool for the commercial and administrative implementation of the Vitae Course.

The table below contains a description of each point in the business plan with a link to the decisions which have been taken in the business model:

Topic	Description
<b>Business Idea</b>	The business idea describes briefly what the institution is doing. The Vitae course must be described in relation to the needs in the market. Finally describe the supplier strengths and advantages in relation to the delivery of the Vitae Course. The content of this item is retrieved from the <b>Value Proposition</b> in the BMC.
<b>Personal Information</b>	In this section, describe the persons behind the business idea or resource persons for the product development and delivery. This should be obtained from <b>Key Resources</b> in the BMC. <b>Learning objectives for the Vitae Course :</b> Describe the purpose and the learning goals from the Value proposition.
<b>Product / Service</b>	<b>Production and delivery of the Vitae Course :</b> The content from the Value proposition together with the Key Activities describes how we will produce and deliver the Vitae Course. <b>Need for subcontracting:</b> If we plan to outsource some of the work, the need for subcontracting must be described here. Deliveries that are part of the value chain can be retrieved from Key Partners.
<b>Market</b>	The content of this item are: Which customer segments should we sell to? This is taken from Customer Segments. Other issues that must be covered are: Purchasing criteria (Channels and the Customer Segments) Geographical area for the Vitae Course (Customer Segments) The size of the market, for example in the number of companies and turnover? (Customer Segments) Prognosis for development of the market? (Customer Segments) Who are the major competitors? What are their strengths and weaknesses? (Customer Segments)
<b>Marketing and Sales Activities</b>	It must be prepared a list of concrete measures and the cost of each of these: Activities: Objective of activity; Period; Cost The content can be obtained from Channels and from the Key Activities. <b>Product calculation:</b> This is an important point. Development of a course will usually involve investment in various forms of digital learning materials, lessons, videos, etc. The cost of this development is fixed and must be divided over the number of times the offer should be used and number of students who participate. This must be specified in the Value Proposition.

## Back Office interface

The back office is just a friendly interface to be used by the partners to insert the required information:

- Introduction text
- Block's title, subtitle and explanation
- Case study description for each block
- Options order, title and description for each block
- Association between block option and each case study (used in the similarity algorithm)

**Association: Block Option - Case study**

**Block Information**

**INFORMATION**

Title: Value Proposition

Subtitles:

Explanation: The <b>Value Proposition</b> describes products and services that create value for a specific customer segment. Values may be quantitative (price, speed of service etc) or qualitative (design, customer experience etc).

Image:

If a file exists in the server, would you like to overwrite it?

Note: If you don't do that, the new file will not be uploaded.

Case Studies:  ITA  LTU  NOR  POR <-- Choose your country

In the updated VITAE course the students will learn about the basics of coaching to facilitate ICT integration with colleagues within their institution. Students will develop their coaching skills in this 100% online course through the use of ICT tools. This will help them to brush up their own ICT skills and introduce them to a few new, useful tools for use in the students own teaching. After finishing the course the students will be able to choose relevant resources using the VITAE approach for any planned learning activity including ICT tools where those are the most appropriate. Course participants become part of the online community of practice where they can offer and receive help with pedagogical and technical problems.

The value proposition can be analyzed through the following factors:  
- the results from the Vitae course pilot delivery: are the customer's skills effectively

**BLOCK 2**

**Blockoptions**

**OPTIONS**

Order: 1  ITA  LTU  NOR  POR  Delete?

Title: ECTS

Text: The number of ECTS may vary dependent on the way the course is implement, normally from 2 - 6 ECTS.

Order: 2  ITA  LTU  NOR  POR  Delete?

Title: Web2.0 skills

Text: The ability to use Web2.0 skills to develop and manage modern network based learning experiences

Order: 3  ITA  LTU  NOR  POR  Delete?

Title: The VITAE course

Text: There are 16 learning objectives for VITAE course, covering outcomes like: Information sources, Information storage, Communication, Documentation, Safe use, Group work, Learning from using ICT, Assessment and outcomes classified as Personal development: Planning, Documentation, Sharing,

**NEW OPTION**

Order:  ITA  LTU  NOR  POR

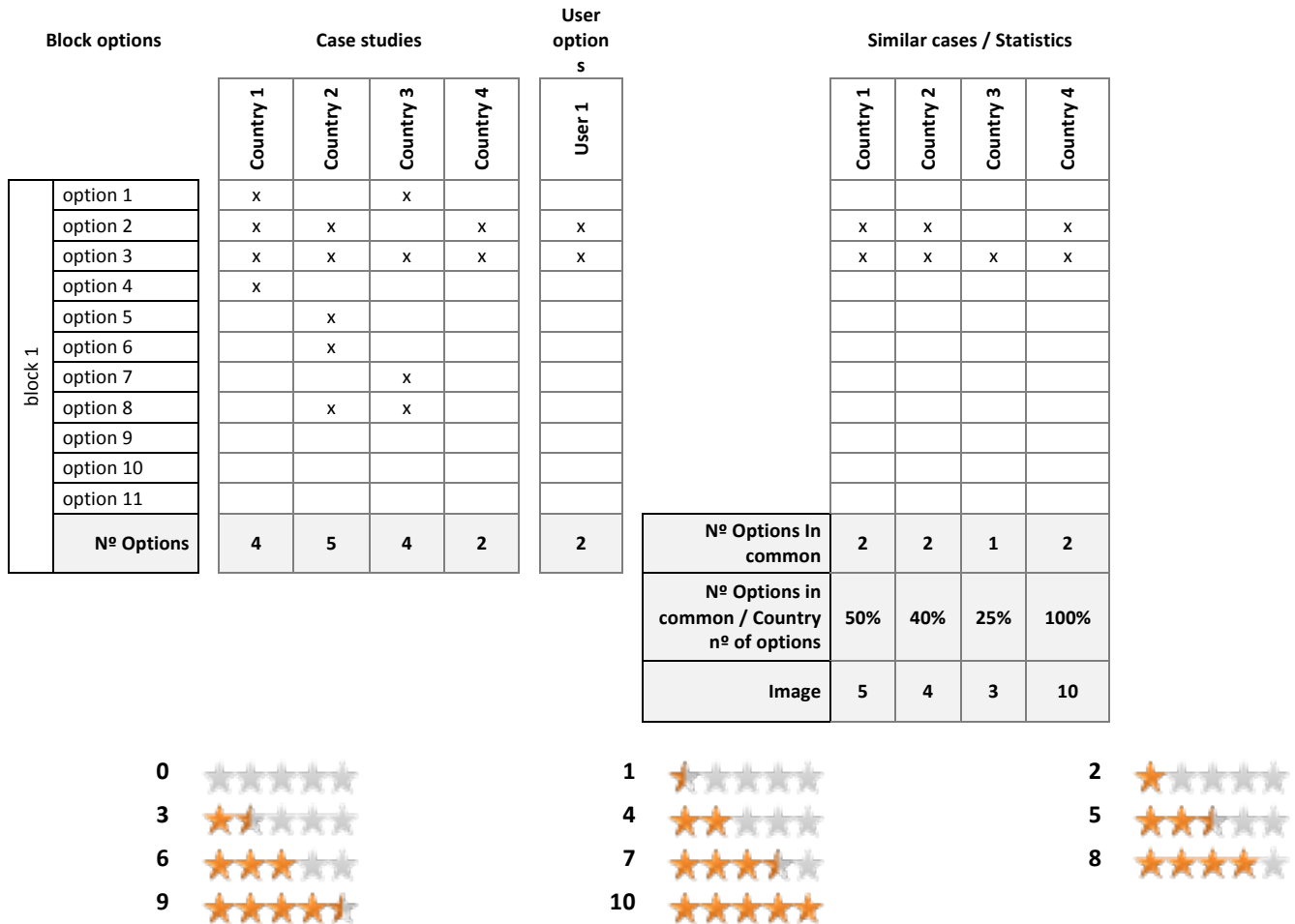
Title:

Text:

# Similarity Algorithm

The degree of similarity is obtained by weighting the number of common options, between the user and the case studies, with the total number of options for each case study. It will be presented graphically through a set of 11 images, representing the rounded value of the result.

## Example



## Installation Package

The application is hosted on CENFIM's web server. CENFIM guarantees the required maintenance to keep the tool running.

It will also be delivered a package with:

- The procedures for installing the database, with the case studies contents (Requires SQLExpress or SQL server, V2005 or higher);
- Site Web pages (.NET C # / Framework 1.1) – Requires IIS



# Language adaptation

The tool is only in English, the official language of this project.