Understand IT

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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

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

User Interface

Introduction page

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.

Result: Business model "book"

Result: Statistics

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

Result: Business plan guidelines

E-TOOL TO IMPLEMENT A BUSINESS PLAN

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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.

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LogOut

Your Business Plan design
I. Introduction
II. Business Model
III. Business Plan

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.

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
Business Idea	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 **Value Proposition** in the BMC.
Personal Information	In this section, describe the persons behind the business idea or resource persons for the product development and delivery. This should be obtained from **Key Resources** in the BMC.
Product / Service	Learning objectives for the Vitae Course : Describe the purpose and the learning goals from the Value proposition. Production and delivery of the Vitae Course : The content from the Value proposition together with the Key Activities describes how we will produce and deliver the Vitae Course. Need for subcontracting: 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.
Market	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)
Marketing and Sales Activities	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. Product calculation: 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

Block options

INFORMATION

Title: Value Proposition
Subtitle:
Explanation: The Value Proposition 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: Procurar...   Associate
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 study text

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

Intro
Block Edition
- Block 1
- Block 2
- Block 3
- Block 4
- Block 5
- Block 6
- Block 7
- Block 8
- Block 9

BLOCK 2   Save

OPTIONS

Order: 1 ITA LTU NOR POR Delete?
Title: ECTS
Text: The number of ECTS may vary dependent on the way the course is implementet, 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 sourses, Information storage, Communication, Documentation, Safe use, Group work, Learning from using ICT, Assesment and oucomes classified as Personal development: Plannning, Documentation, Sharing,
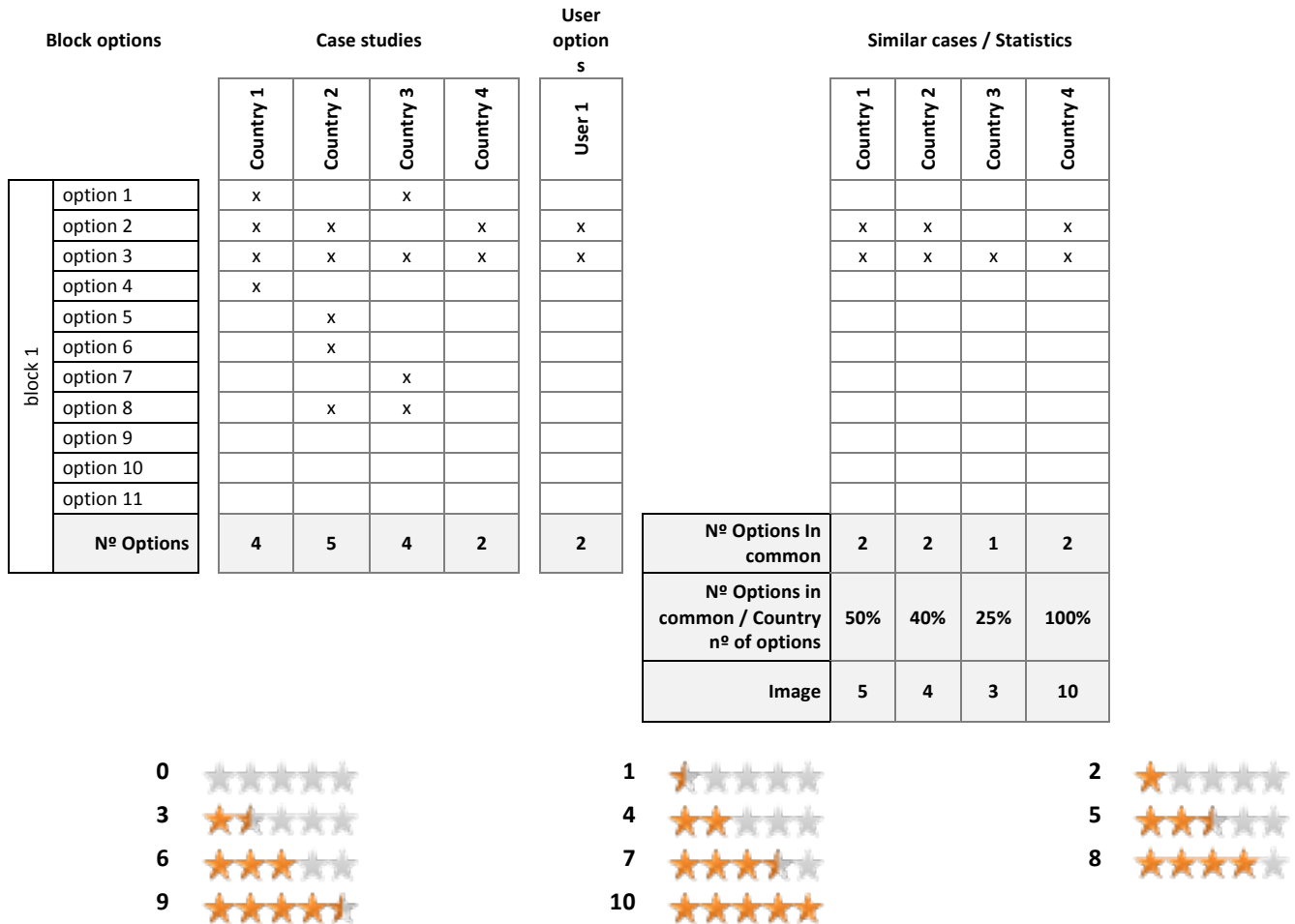
NEW OPTION

Order: ITA LTU NOR POR
Title:
Text:

Save Option

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

Block options / Case studies / User options

block	option	Country 1	Country 2	Country 3	Country 4	User 1
block 1	option 1	x		x		
	option 2	x	x		x	x
	option 3	x	x	x	x	x
	option 4	x				
	option 5		x			
	option 6		x			
	option 7			x		
	option 8		x	x		
	option 9					
	option 10					
	option 11					
	Nº Options	**4**	**5**	**4**	**2**	**2**

Similar cases / Statistics

	Country 1	Country 2	Country 3	Country 4
	x	x		x
	x	x	x	x
Nº Options In common	**2**	**2**	**1**	**2**
Nº Options in common / Country nº of options	**50%**	**40%**	**25%**	**100%**
Image	**5**	**4**	**3**	**10**

0 ★★★★★	1 ★★★★★	2 ★★★★★
3 ★★★★★	4 ★★★★★	5 ★★★★★
6 ★★★★★	7 ★★★★★	8 ★★★★★
9 ★★★★★	10 ★★★★★	

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.