



**Erasmus+ Project "Cooperative learning and digital skills in  
entrepreneurship education"**

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**BUSINESS PLANS**

**created by students' teams in all partners' schools:**

**CROATIA:** Graditeljska, prirodoslovna i rudarska škola, Varaždin

**ITALY:** IIS via Emery 97 ITC CALAMANDREI, Roma

**LATVIA :** Mālpils novada vidusskola

**NORWAY:** Gausdal videregående skole, Pierre de Coubertin, Gausdal

**PORTUGAL:** Agrupamento de Escolas de Amareleja

**and the winner Business plan created by international students' team  
during the Blended mobility in Italy, 08-12/04/2018**

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## BUSINESS PLAN

Introduction of a new product „Yogochest“ and manufacturing assortment expansion of MILCO food industry

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Varaždin, February, 2018.

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## 1. SUMMARY

Business plan is a written document describing goals of a business undertaking, and the manner in which those goals are achieved. After we had been acquainted with the project we tried to find our perfect product. This was the hardest part, as we needed to come up with something new and eye catching.

After a lot of contemplating, arguing and research we managed to come up with an idea: chestnut puree yogurt. Later we divided our crew into 3 teams: Marketing, Finance and one team to explore the market. Our marketing team had its mission: the name of our product, logo, packaging, advertisements and our vision for the team.

As expected, each participant had a different idea and it was very hard to find the best one for the product and us as a company. Finance had a simple but a tough problem to solve; to determine the approximate costs and profits that the product could bring us. The team that was instructed to investigate the market did just that with a SWOT analysis alongside. We hope that this product will be successful and that it will bring a considerable profit to the company.

## 2. DESCRIPTION OF THE ENTREPRENEURIAL IDEA



We are Milco™, a dietary company specialised in dairy products. We are a Croatian company, from Varaždin located in its industrial area. Currently we are a small company with only 150 workers, but big plans for the future.

Our newest product (chestnut puree yogurt with cloves, cinnamon and honey) is one of the more risky products with the surveys of mostly mixed results, but we are facing the risk with our heads raised high. Our targeted consumers are all age groups except infants, e.g. not intended for toddlers. Our primary competitors are „Vindija“ (Croatia), „Dukat“ (Croatia), „Milla“ (Italy), „Danone“ (France), „Zott“ (Germany), „TINE“ (Norway), „Mimosa“ (Portugal).

For our supply of raw materials we mostly chose local suppliers for the honey, chestnut, milk and packaging „Straža plastika“, but our supplier of spices is „Kotanyi“ (Austria). Our source of financing is a loan of 250 000 kn which is nearly 34 000 euro, which we intend to pay back within 2 years.

## 3. MARKET EXPLORATION

By careful selection of product name and ingredients (chestnut yogurt) we were ready to investigate the field and our competition. Firstly, we set out to check our own country's companies that specialize in dairy products or more specifically yogurts. The more recognizable and bigger corporations such as „Vindija“, „Dukat“ and „Kim“, as expected, produced a lot of different flavours of yogurt but thankfully none produced our kind.

Going home and getting on the computer we went on the Internet and continued our search there. As we first investigated our home country's companies we confirmed our results in the shops, then we continued and translated the name and ingredients into three languages we needed to research. We searched for the product in Portuguese, Italian and Norwegian and unexpectedly found a match. An Italian dairy company has already made and sells chestnut yogurt. After a thorough consideration and failed prototypes we finally changed the recipe, packaging and the name.

45 people of different age and sex were examined.

### Questionnaire

Introducing a new nutritional product "yogurt with chestnut puree" in the production assortment of "MILCO" foodstuffs.

General information (circle):

AGE: <18 18-25 25-45 >45

SEX: M F

The following questions apply to the new product, and please circle what you think is based on your eating habits:

1. Do you like yogurt?

YES NO

2. How often do you consume yogurt?

1 (every day) 2 (once a week) 3 (once a month) 4 (rarely)

3. Do you like chestnut puree?

YES NO

4. How often do you consume chestnut puree?

1 (every day) 2 (once a month) 3 (once a year) 4 (rarely)

5. Do you like combination of yogurt and chestnut puree with the addition of cinnamon?

YES NO

6. Would you try this yogurt?

YES NO

7. Do you like the product name, "YOGOCHEST"?

YES NO

8. Do you think that such a product would be successful?

YES NO

9. How often would you buy this yogurt?

1 (every day) 2 (once a year) 3 (once a month) 4 (rarely)

10. Do you consider that such a product would have a high level of competition?

YES NO

3

4

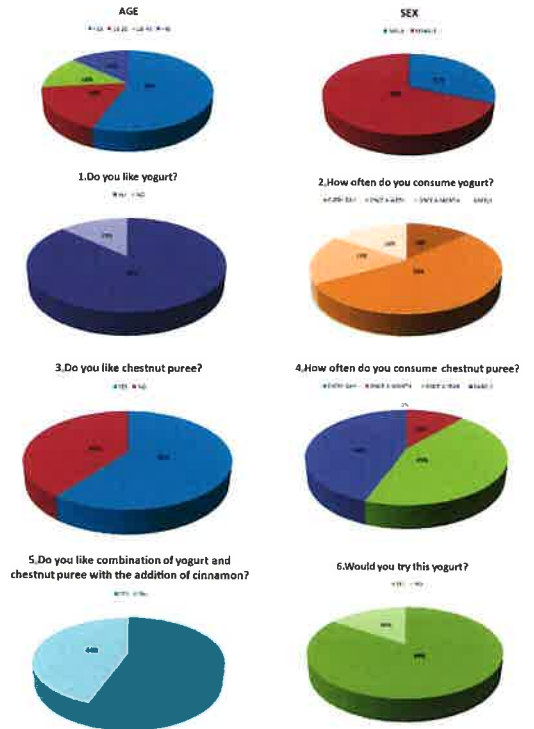


The results shown in the table:

	1	2	3	4	YES	NO
1.					39	6
2.	6	24	8	7		
3.					27	18
4.	0	5	20	20		
5.					25	20
6.					38	7
7.					41	4
8.					31	14
9.	2	9	18	16		
10.					24	21

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### 3.1. GRAPHICAL REPRESENTATION OF A QUESTIONNAIRE

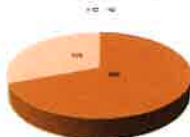


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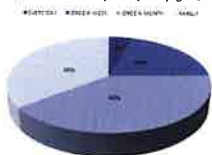
7. Do you like the product name „YOGOCHEST“?



8. Do you think that such a product would be successful?



9. How often would you buy this yogurt?



10. Do you consider that such a product would have a high level of competition?



During the survey we turned more to young people because we think that our future lies with them.

Most people like yogurt and most eat it at least once per week, which is a good prospect for our product.

Only 10% more people love Chestnut puree and consume it rarely so we will try to raise the consumption of this product to the consumption of 86% of people.

We were not sure if people would fancy the name \*YOGOCHEST\* for our product so we asked them and most people liked it.

It is believed that the product would be successful, people would buy it at least once per month and probably have a big competition but with good raw materials and advertisements would make our product competitive in the market

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### 4. SWOT ANALYSIS

Swot analysis presents an important link in the analytical process of each project as it provides information about the organization and the project team. This analytical method is often applied due to its simplicity that enables good strategic planning of project development and organization themselves.

SWOT analysis is characterized by two perspectives: organizational, conditioned in present and past time, and the prospects of the environment focused on the future. The name itself is the acronym of English phrases.

Strengths

Weaknesses

Opportunities

Threats

Benefits of SWOT analysis

The key element of the formulation option is to harmonize organizational strengths and weaknesses with the opportunities and threats that exist on the market. When properly used, SWOT analysis can provide good basis for formulating the strategy. SWOT analysis is widely recognized in marketing and management literature as a systematic way to achieve the goal.

Disadvantages of SWOT analysis

According to Mintzberg (1994) SWOT is a little effective method because it is rooted in the current perception of the organization. In practice, this is often an activity that is not being implemented well. After identifying all important points, it is not known what to do with the generated data. Regarding the use of information generated to implement strategies, the SWOT analysis is not prescriptive.



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#### 4.1. IDENTIFICATION OF STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS

##### STRENGTHS & WEAKNESSES

- the strengths of companies are identified in the form of what the company possesses and potentially leads to increased competitiveness and must be based on facts.
- Strengths and weaknesses are tangible (equipment, buildings, etc.) and inexhaustible (organizational culture, strategies, etc.) of the company's resources, SWOT analysis does not contain all the features of the company, but only those that relate to the key success factors.

##### OPPORTUNITIES & THREATS

- They are developed as a consequence of the global environment (legal, political, technical-technological, economic, social and societal influences)
- Threats are all situations that are unfavourable for the enterprise and which can endanger and slow down the achievement of organizational goals and endanger the future of the enterprise, whereas opportunities are the main favourable situations in the business environment. The purpose of the analysis is to force the manager to anticipate important events that could affect the company

STRENGTHS	WEAKNESSES
S <sub>1</sub> - high nutritional composition	W <sub>1</sub> - weak financial situation
S <sub>2</sub> - product quality	W <sub>2</sub> -short shelf life
S <sub>3</sub> - originality	
OPPORTUNITIES	THREATS
O <sub>1</sub> . increase in demand for the product	T <sub>1</sub> - unfavourable economic situation
O <sub>2</sub> - new ways of packaging	T <sub>2</sub> - the appearance of competition
O <sub>3</sub> - favourable market trends	

#### 4.2. RANKING ACCORDING TO IMPORTANCE AND PROBABILITY OF OCCURRENCE

Ranking depends on specific forces, weaknesses, opportunities and threats, where their ranking has the role of reflection on possible further procedures.

##### STRENGTHS

2x (S<sub>2</sub>)  
1x (S<sub>1</sub>)

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#### 4.3. ANALYSIS OF THE RELATIONSHIP BETWEEN THE OPPORTUNITY WITH STRENGTHS AND WEAKNESSES, AND THREATS WITH STRENGTHS AND WEAKNESSES

In this step, it is necessary to identify strengths, weaknesses, opportunities and threats by recognizing which forces can be affected by the reduction of certain weaknesses, that is, which opportunities can be used to address specific threats. By some power we can affect more weakness or more strength can affect some weakness.

RANG S	RANG W	RANG O	RANG T
S <sub>2</sub>	W <sub>1</sub>	O <sub>3</sub>	T <sub>2</sub>
S <sub>1</sub>	W <sub>2</sub>	O <sub>2</sub>	T <sub>1</sub>
S <sub>3</sub>	-	O <sub>1</sub>	-

(W<sub>1</sub>, S<sub>2</sub>, O<sub>3</sub>) – weak financial situation- product quality, favourable market trends

- We can fix our company's weak financial situations with high product quality and favourable market trends

(W<sub>2</sub>, O<sub>2</sub>) – short shelf life – new ways of packaging

- With new ways of modern packaging we can prolong our short shelf life of product.

(T<sub>1</sub>, O<sub>3</sub>) – unfavourable economic situation - favourable market trends

- The problem of unfavourable economic situation can be improved by favourable market trends

(O<sub>2</sub>, S<sub>3</sub>, T<sub>2</sub>) – The appearance of competition – new ways of packaging, originality

- The appearance of competition can be solved with new modern ways of packaging and originality of product

	S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>
S <sub>1</sub>	-	S <sub>2</sub>	S <sub>1</sub>
S <sub>2</sub>	-	-	S <sub>2</sub>
S <sub>3</sub>	-	-	-

##### OPPORTUNITIES

	O <sub>1</sub>	O <sub>2</sub>	O <sub>3</sub>
O <sub>1</sub>	-	O <sub>2</sub>	O <sub>3</sub>
O <sub>2</sub>	-	-	O <sub>3</sub>
O <sub>3</sub>	-	-	-

2x (O<sub>3</sub>)  
1x (O<sub>2</sub>)

##### WEAKNESS

	W <sub>1</sub>	W <sub>2</sub>
W <sub>1</sub>	-	W <sub>1</sub>
W <sub>2</sub>	-	-

1x(W<sub>1</sub>)

##### THREATS

	T <sub>1</sub>	T <sub>2</sub>
T <sub>1</sub>	-	T <sub>2</sub>
T <sub>2</sub>	-	-

1x(T<sub>2</sub>)

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#### 5. MARKETING

##### GOAL

Our goal of marketing our product is to manage future, predictable events with desire to achieve the best possible result and minimize unwanted business outcomes.

##### MISSION AND VISION

The mission and foundation of mere existence of our company is to improve life quality of our customers and to promote healthy life. Our company is manufacturing milk products, which are focused on health of our customers.

Mission: "One yogurt a day keeps doctor away"

Vision: "One Yogochest a day equals better day"

##### 5.1. MARKETING MIX (4P)

##### PRODUCT:

Yogurt is packed in plastic bottles, net mass 200g. The wrap around the bottle contains pictures of ingredients used in the product. The combination of colours used for decorations is a mixture of blue and red.

##### Packing:



#### Declaration:

INGREDIENTS 100g	m (g)	kcal
Yogurt	79,56	175,62
Fats	3,4	30,6
Sugar (honey)	4,48	17,9
Cinnamon	0,12	0,31
Chestnut puree	12,44	26,5
TOTAL	100	250,62
COUNTRY OF ORIGIN: Croatia		
NAME OF MANUFACTURER: "MILCO" d.o.o., Varaždin		
CONDITIONS OF WARRANTY: keep in dry and cold place		

#### PRICE

The promotion price of our product is 9kn (1,21€)

#### PROMOTION:

Free degustation on stands in shops will be used as a test for quality of our product that will be put on market. Product will be presented by video advertising.



#### PLACE (DISTRIBUTION):

Channels of distribution would be shops, bakeries, and some smaller shops. Means of transport used for this product need to be with special devices in order to contain the product unchanged.

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## 6. PRODUCTION ORGANISATION

The research and analysis, which were conducted, gave us more than satisfying results and helped us greatly with further processes and further realization of our business idea. Thus, a well-organised production process is initiated in order to produce optimal product with optimal features through minimal costs.

Solely safe and healthy ingredients will be used; raw cow milk pasteurised for about 10 minutes on temperature of 75°C (pasteurization is a thermal treatment which is conducted at temperatures between 55°C and 75°C, it kills microorganisms and inactivates enzymes in food), in addition to a microorganism culture, fermented at 40°C for about 12 hours.

After the fermentation, the milk is cooled and a fermented milk base is added followed by homogenisation of the product. Furthermore, ingredients necessary for achieving taste, smell and other features of the final product are added. That includes chestnut puree (manufacturer: Ledo), chestnut honey, ground cinnamon (manufacturer: Kotanyil), rum-sugar (manufacturer: Podravka). Milk is obtained from a farm in the surroundings of Varaždin.

In the end the mixture is chilled and packed in adequate packaging. The product is stored in appropriate conditions.

The experimental process of chestnut puree yogurt production has been conducted in laboratories of our school, Graditeljska, prirodoslovna i rudarska škola Varaždin.

#### Product recipe :

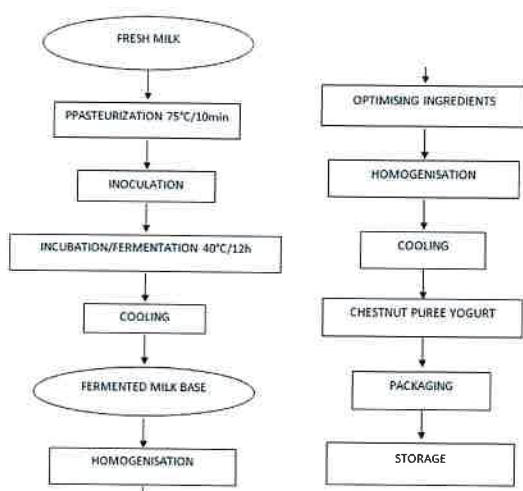
RECIPE	MASS (g)	MASS FRACTION (%)
Milk	500	82.96
Chestnut puree	75	12.44
Chestnut honey	23	3.82
Milled cinnamon	0.75	0.12
Rum sugar	4	0.66
IN TOTAL	602.75	100

The number of needed workers and structures are: one technologist and five workers. Number of working hours per day is 8 h, per week is 40 h and per month is 176 h. Investors are: bank (credit) and own resources.

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### 6.1. PRODUCTION SCHEME

The production scheme shows the basic processes in the production of yogurt: pasteurization, fermentation, optimising ingredients (Chestnut puree and honey, cinnamon, rum-sugar).



Scheme: Production scheme

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## 7. FINANCIAL ANALYSIS

Financial analysis is an important tool that a financial manager uses when deciding on business operations. Financial analysis indicators are the numbers which when put in a relationship of a certain size show the success of a business. The quantity of product produced at 8 hours is 2863. The daily cost of production is 7996,86 kn. After we had made calculations shown in the table, we came to the price of the product, which amounts to 10,56 kn or 1,41 €.

#### Calculation of production costs:

Costs	Price	Quantity	Amount	
<b>Raw materials</b>	<b>kn / kg</b>	<b>kg</b>	<b>kn</b>	<b>€</b>
milk	2,2	500	1100	
chestnut puree	35	75	2625	
chestnut honey	25	23	575	
milled cinnamon	110	0,75	82,5	
rum sugar	140	4	560	
in total		602,75	4942,5	659
loss (5%)		30,1375		
IN TOTAL		572,6125		
net mass (kg/pack)		0,2		
amount of products (pack)		2863,0625		
amount of products (pack)		2863		
<b>Energy</b>	<b>kn / h</b>	<b>h</b>	<b>kn</b>	<b>€</b>
water	0,45	8	3,6	0,48
electricity	1,62	8	12,96	1,728
<b>Work force</b>	<b>kn / h* worker</b>	<b>worker</b>	<b>kn</b>	<b>€</b>
worker	25	5	1000	133,3333
technologist	40	1	320	42,66667
<b>Packaging</b>	<b>kn / pack</b>	<b>pack</b>	<b>kn</b>	<b>€</b>
foil	0,15	2863	429,45	57,26
plastic	0,45	2863	1288,35	171,78
IN TOTAL		2863	7996,86	1066,248
	kn / pack	increase	kn / pack	€ / pack
PRODUCER PRICE	2,793174991	1,4	3,910444988	0,521393
WHOLESALE PRICE	1,8	7,038800978	0,938507	
RETAIL PRICE	1,5	10,55820147	1,40776	

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## 7.1. MONTHLY ANALYSIS

Work days: 22

Daily costs: 7996,86kn

Daily production: 2863 p

Wholesale price: 7,04kn/p

### Monthly production:

22 days \* 2863 p = 62986 p

### Expenses (monthly costs):

22 days \* 7996,86 kn/day = 175930,92kn

### Revenues:

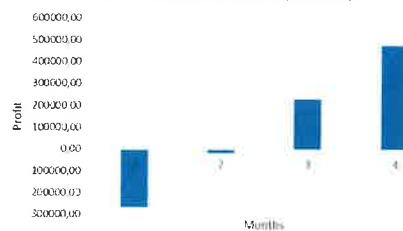
62986 p \* 7,04kn/p = 443421,44kn

After the monthly cost calculation it is obvious that during the first two months we work with a loss. In the first month we work with a – 262074,92 kn (-34943,3226 €) and in second month with -16584,40 kn (-2211,25333 €) cost. But in the other two we already work with profit; in the third month we will work with 228906,12 kn (30520,816 €) and in the fourth month we will work with 474396,64 kn (63252,88533 €) of profit. We can see that annual profits increase from year to year.

### Monthly profit display:

	1.	2.	3.	4.
INITIAL INVESTMENT (credit)	250000,00			
REVENUES	185856,00	443421,44	443421,44	443421,44
EXPENSES	175930,92	175930,92	175930,92	175930,92
CREDIT RATES	22000,00	22000	22000	22000
PROFIT (kn)	-262074,92	-16584,40	228906,12	474396,64
EURO(€)	-34943,32267	-2211,253333	30520,816	63252,88533

Graphical view of time dependency



## 7.2. ANNUAL ANALYSIS

Work days: 256

Yearly vacation: 20 days

Daily costs: 7996,86 kn

Daily production: 2863 p

Wholesale price: 7,04 kn/p

### Annual production:

256 days \* 2863p = 732928 p

### Expenses (monthly costs):

256 days \* 7996,86kn = 2047196,16 kn

### Revenues:

732928 p \* 7,04 kn/p = 5159813,12kn

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### Annual profit display:

	1.	2.	3.	4.
INITIAL INVESTMENT (kn)	250000,00			
REVENUES (kn)	5063491,84	5321057,28	5321057,28	5321057,28
EXPENSES (kn)	2111171,04	2111171,04	2111171,04	2111171,04
CREDIT RATES	264000	264000		
PROFIT	2438320,80	2945886,24	3209886,24	3209886,24
PROFIT TAX ( 20 % )	487664,16	589177,248	641977,248	641977,248
NET PROFIT (kn)	1950656,64	2356708,99	2567908,99	2567908,99
EURO(€)	260087,552	314227,8656	342387,8656	342387,8656

## 8. CONCLUSION

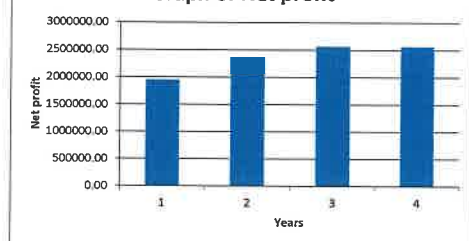
After the overall market research had been conducted we realized that the product did not exist in the market and we started planning a business plan. We surveyed the market and received positive responses that motivated us for further work. We conducted a SWOT analysis in which we used the positive side (strengths and opportunities) to solve the problems of the negative side (weaknesses and threats).

By calculating the cost of production of energy, packaging and labour inputs, we calculated the price of the product, which is 10.56 kn (1.41 €).

By developing marketing tactics (marketing mix), we have created a form of packaging and declaration. The mission and vision as well as the promotional price (€ 1.21) helped us to enter the market and attract new customers.

With a detailed financial analysis we can conclude that we already work with a 3-monthly profit. Annual analysis shows us that with continuous quality work we can succeed!

Graph of Net profit



## 9. LITERATURE

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## CEMERY SPORTING CLUB

A simulated training enterprises experience

Classe 4C

IIS Via Emery 97 ITC Calamandrei

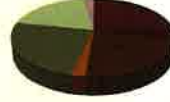
Tutor: prof.ssa Orietta Vozzi

## THE BUSINESS IDEA

Our first idea was to create a sporting club

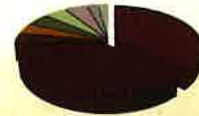
Have you ever practiced sport in your life?

AGE



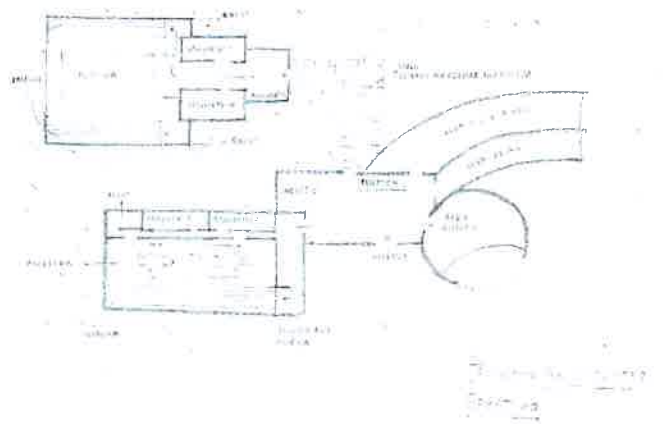
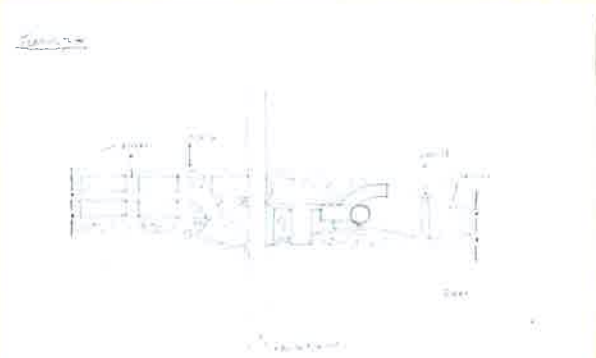
■ SI  
■ NO

What sport did you do in your life?



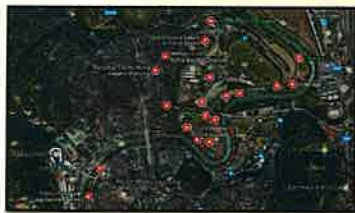
■ Soccer  
■ Swimming  
■ Gymnastic  
■ Rugby

## THE PROJECT



## THE CONCEPT

- From the field analysis it emerges that the area of reference is lived mainly by young families with children.
- There are many sporting center



**BUT**

- No one which gives parents the possibility to match the gymnastic activity with those of their kids.



## THE INNOVATION 1

- In our investigation, it arised the importance for a fun and productive waiting time for many parents, while they wait for their children's sport activities.



- As a consequence, gymnastic courses or any other sport activities have been organized matching children timetable.

## THE INNOVATION 2

- For those who are not interested on sport activities, a nice looking room will be set up and it will be furnished in a comfortable way.
- Wifi and computers with the possibilities to listen to music though headphones. Furthermore, there will be a cross-bookng corner



## LOCATION

- We have chosen as location an organized crime confiscated assets



- We took it over on a cheaper price but, at the same time, paying attention on shared and solidarity values.
- We would like that our business can be not only an income for us, but a social utility as well.

- In the statute it is underlined that in our club there will be also an open part for the public.
- There will be games for children together with another place dedicated to integrated sport.



**Solidarity and sport values will be part of our mission**

## THE CHOICE OF THE LEGAL FORM

- As legal form, we chose an SSDSRL (ASLLC = Amateur Sports Limited Liability Company) because it has a perfect patrimonial autonomy with limited liability
- Therefore, the partners do not risk their personal patrimony for the social obligations
- We have also some fiscal support.

Internal origin  
(attributes of the organization)

External origin  
(attributes of the environment)

### Helpful to achieving the objective

#### STRENGTHS

- Available and expertised staff
- Innovative courses for adults, elderly and disabled.
- Areas: restaurants, children entertainment, reading and relaxation corners.
- Possibility for activities to families.
- Tax aids.

#### OPPORTUNITIES

- The location is easily reached by private car or public transport.
- In the area there are no sport clubs that offer the same innovative facilities.
- Proximity of the river Tiber which will allow the organization of possible rowing courses

### Harmful to achieving the objective

#### WEAKNESS

- Possible fees to organize some areas of the sport centre which suffers from humidity as they are located near the river.
- Complex management caused by the large size of both the field and the sport club with the risk of a high maintenance fee

#### THREATS

- High chance to find other sport clubs around.
- High accumulation of humidity caused by the nearby river.

ANALYSIS SWOT

## MISSION

- New ways and timing to sport
- The importance of being together during free time in a healthy way.
- Educating towards the idea of sport and solidarity.





## VISION

THE PLEASURE FOR SPORT IS LIKE AN OUTBREAK  
FOR HEALTH  
THAT IS WORTHY TO LIVE AND TO SHARE.



## BUSINESS PLAN

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### CONTO ECONOMICO

<b>Valore della produzione</b>	€	258.440,00
+ cavi di esteri	€	242.100,00
+ cavi basket, pallavo, pallam. da tennis	€	13.240,00
<b>Costi produzione</b>	€	204.300,00
Canone locazione (agevolate) 25004 mensil	€	30.000,00
Costi di personale	€	50.000,00
Energia ed elettrica	€	15.000,00
Acqua	€	10.000,00
Manutenzione pulza	€	7.500,00
Ammortamento	€	75.800,00
Utenze e varie	€	15.000,00
<b> differenza A-B</b>	€	69.840,00
<b>Gestione finanziaria</b>		
interessi passivi	€	3.000,00
<b>totale</b>	€	3.000,00
<b>risultato economico prima delle imposte</b>	€	46.040,00
imposte di competenza	€	27.400,00
<b>risultato economico dell'esercizio</b>	€	18.640,00

THANK YOU FOR YOUR ATTENTION...



...by Italian team



Take your mind and hit it With the **FREEDOM**

## Extreme hiking expeditions mixed with traveling in cooperation with locals

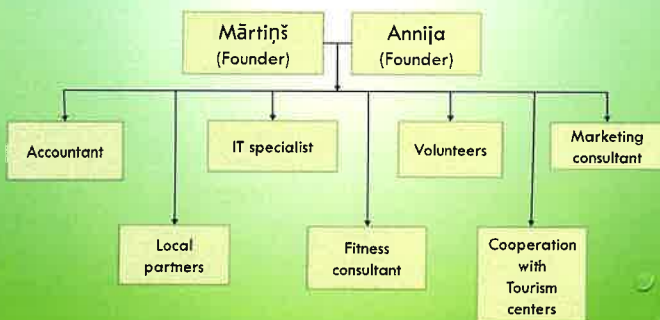
Founders: Annija & Mārtiņš

Date: 20.12.2017.

## THE TEAM

- FOUNDERS OF THE BUSINESS – MĀRTIŅŠ & ANNIJA
- ACCOUNTANT
- LOCAL PARTNERS – IN FOREIGN COUNTRIES
- IT SPECIALIST
- VOLUNTEERS
- TOURISM CENTERS
- MARKETING CONSULTANT

## ORGANIZATION CHART



## BUSINESS CONCEPT

- OUR MOST IMPORTANT CONCEPT OF TRAVELING AND HIKING IS TO MAKE IT UNUSUAL AND DISCOVER PLACES WHICH ARE NOT INCLUDED IN TOURIST GUIDES
- IT IS PLEASURE TO HAVE A HELPFUL LOCAL WHO CAN TRAVEL WITH US AND SHOW THE RIGHT ROAD AT THE SAME TIME. ALTHOUGH, IT IS BENEFICIAL FOR LOCAL
- WE ARE LOOKING FORWARD INTO THE NEW GENERATION'S DESIRE NOT TO FOLLOW SOCIETY BUT ENJOY FREEDOM

## NEEDS FOR BUSINESS CONCEPT

- KNOWLEDGEABLE TEAM WITH GOOD COOPERATION
- LOCAL PARTNERS WITH KNOWLEDGE OF THE SURROUNDINGS AND BEAUTIFUL PLACES
- START-UP CAPITAL AND OTHER RESOURCES
- MARKETING PLAN AND FINANCIAL PLAN

## CANVAS MODEL

<b>Key Partners</b> Local municipality; Blogger; Tourism information centers; Volunteers, Equipment	<b>Key Activities</b> Team building. Compilation of information about places Routes testing. Development of travel plans.	<b>Value Proposition</b> Hiking with a developed route and high-quality equipment. Various thematic events in different areas. Extremes, unpopular areas.	<b>Customer Relationships</b> Website design. Video of last events.	<b>Customer Segments</b> Active, sporty, adventurous people. Collective, Sports clubs. People who have lost the meaning of life.
<b>Cost Structure</b> Equipment. Marketing Expedition team		<b>Revenue Streams</b> Collective routes Hiking for active people		

## MISSION STATEMENT

WE WANT TO SHOW PEOPLE HOW BEAUTIFUL UNDISCOVERED NATURE IS. OUR EXPEDITIONS ARE CREATED TO GET PEOPLE OUT OF USUAL LIFE AND TAKE UNUSUAL CHALLENGES TO ACHIEVE NEW PHYSICAL AND MENTAL GOALS.

## SWOT analysis

### Strengths

Product is demanded on the market as a brand new hiking way. It is our goal to expand business around Europe.  
Quality treatment to every client and participant.  
The routes are planned according to local advises and security.

### Weaknesses

As in the first business project our marketing skills are improving in the same time of managing company. Clients are looking for different options.  
We have to solve all the complications incurred during the expedition.

### Opportunities

Internet platform with all information and booking opportunity.  
We are collaborating with locals who know the surroundings.  
Our company's competitors do not offer locals to join the hike and get paid in the same time.

### Threats

Our company should create a good reputation and feedbacks.  
The price must be equivalent to the quality of the service.  
We have to make new distribution channels and find new partners.  
If the turnover is increased taxes do not stop the activity.

## GOALS AND OBJECTIVES

- LONG TIME GOALS:
- INTERNATIONAL BUSINESS WITH LOCALS AS A PARTNERS
- CREATIVE WEBSITE WITH DESCRIPTIONS OF ORGANIZED EXPEDITIONS
- UNUSUAL THEMATIC EXPEDITION AND HIKING ROUTES THAT ARE SECURE

## OBJECTIVES DESCRIPTION

### • GOAL 1: INTERNATIONAL BUSINESS WITH LOCALS AS A PARTNERS

WITH LOCAL PARTNERS ASSISTANCE ALL ROUTES ARE MADE SECURE. LOCAL PEOPLE ARE PAID FOR PARTICIPATION IN EXPEDITIONS AND ALL EQUIPMENT IS THEIR RESPONSIBILITY.

### • GOAL 2: UNUSUAL THEMATIC EXPEDITION AND HIKING ROUTES THAT ARE SECURE

THE ROUTES ARE BASED ON THE RECOMMENDATIONS OF LOCAL PEOPLE. ALL ROUTES HAVE BEEN TESTED PREVIOUSLY BY OURSELFE AND SECURITY CONSULTANT.

### • GOAL 3: CREATIVE WEBSITE WITH DESCRIPTIONS OF ORGANIZED EXPEDITIONS

- WEBSITE WILL BE MADE BY IT SPECIALIST AND ALL INFORMATION AND DESCRIPTION THERE WILL BE SHOWN. PEOPLE COULD LEAVE THEIR FEEDBACKS AND SHARE THEIR PHOTOS OF THE HIKES. OUR MAIN IDEAS AND BUSINESS MISSION WILL BE PUBLICLY AVAILABLE.



## INCREASING CIRCLE PROCESS

First steps in 2017/ Beginning of 2018



## MARKET ANALYSIS

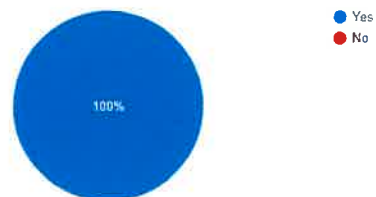
## OUR INFORMATION SOURCES

- WE CHECKED OUT OUR FRIENDS AND FAMILY NEEDS AND DREAMS ABOUT TRAVELING
- ALSO THERE IS THE QUESTIONARY ABOUT PEOPLE DESIRES
- WE READ A LOT OF INFORMATION ABOUT WHAT MARKET IS OFFERING IN THIS BUSINESS NICHE NOW
- WE EVALUATED COMPETITORS OFFERS AND ADVANTAGES

## MARKET RESEARCH - QUESTIONARY

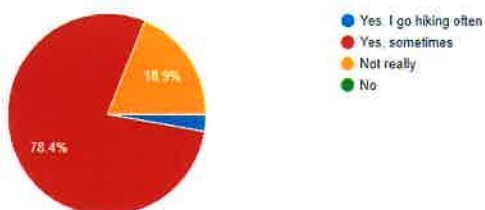
Would You like to go out of your frames and relax in nature for few days?

37 responses



Do You like hiking expeditions?

37 responses



## WHAT WOULD YOU LIKE TO SEE AND TRY AS A CHALLENGE IN THE HIKE?

- NATURE, MOUNTAINS, WALKING
- I WOULD LOVE TO EXPLORE NEW PLACES
- I WOULD LIKE TO HIKE IN VERY HIGH MOUNTAINS
- PHYSICAL DIFFICULTIES
- CROSSING A RIVER
- FIND WOOD, MAKE A SHELTER



## WHAT WOULD YOU LIKE TO SEE AND TRY AS A CHALLENGE IN THE HIKE?

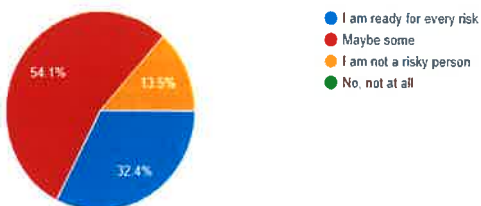
- SEE PLACES WHERE YOU MOSTLY WILL NOT GO
- DAY IN EXTREME WEATHERS
- MOUNTAIN VILLAGES AND THEIR CUISINE
- ROCK CLIMBING, CLIFF JUMPING
- BEAUTIFUL VIEWS
- SURFING FROM TOP OF THE MOUNTAIN
- SMOKE A JOINT ON TOP OF THE HILL

## WHAT WOULD YOU LIKE TO SEE AND TRY AS A CHALLENGE IN THE HIKE?

- CLIMBING ON THE HILL
- EXTREME WEATHER CONDITIONS, WILDLIFE
- TO BE IN CONTACT WITH THE NATURE
- HOW TO KEEP GOING FACED WITH DIFFERENT SITUATIONS
- WALK AROUND MALPILS
- MAKE FOOD IN FOREST

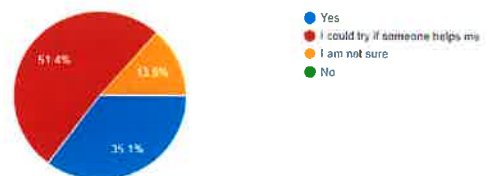
### Are you ready to take some risks?

37 responses



### Would You be ready to make your own meal by yourself into the wild?

37 responses



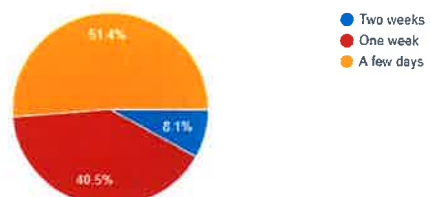
### How many times per year would you want to take part in extreme hikes?

37 responses



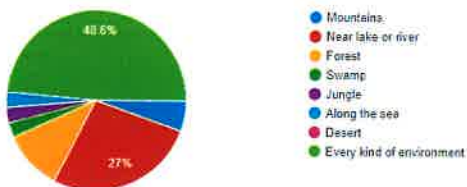
### What would be the most suitable duration of expedition for you?

37 responses



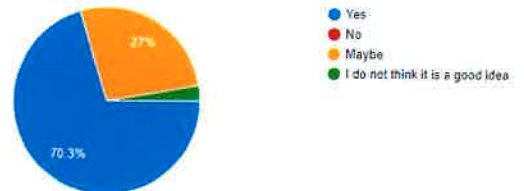
In what kind of environment would you like to go hiking?

37 responses



Would You like to mix extreme hiking and traveling in one trip?

37 responses



## PROFILE OF TYPICAL CUSTOMER

- ADVENTUROUS PERSONALITY
- INDEPENDENT CHARACTER
- NO AGE LIMIT
- THIRSTY FOR FREEDOM
- OPEN-MINDED PERSON WITH ACTIVE LIFESTYLE
- TRAVELER
- PEOPLE WHO ARE TIRED AND BORED OF LIFE



## LOCAL COMPETITORS

- HIKING LATVIA
- PARGAJIENI.LV
- LATVIA TRAVEL AND TOURS



- Baltic travel company



- THE AMBER ROAD TREKKING CABINS



- Coastal Hiking Route along the Baltic Sea Coastline in Latvia and Estonia

## WHO ARE THEY? COMPETITORS ADVANTAGES

- THEY OFFER ORGANIZED EXCURSIONS COOPERATING WITH SOME SPONSORS
- WEBSITE IS ALREADY KNOWN BY LOCAL CLIENTS
- COMPETITORS HAVE THEIR MARKET SEGMENT AND EXPERIENCE
- THE BUSINESS OF COMPETITORS IS ALREADY WELL KNOWN

## WHO ARE WE? OUR COMPETITIVE ADVANTAGES

- WE ARE YOUNG BUSINESS OWNERS SO WE ARE ABLE TO INSPIRE OTHER YOUNG PEOPLE
- ALL OUR ROUTES ARE BASED ON DREAMS AND DESIRES
- WE OFFER ALSO THEMATIC EXPEDITIONS WITH DIFFERENT ACTIVITIES
- LOCAL PEOPLE HAVE THE OPPORTUNITY TO EARN MONEY COOPERATING WITH OUR BUSINESS

## MARKETING PLAN

MARKETING MIX

## SERVICES

- THEMATIC EXPEDITION WITH CERTAIN ACTIVITIES
- NATURE DISCOVERING HIKE (IN DIFFERENT ENVIRONMENT)
- SPORTY HIKE
- FAMILY EXPEDITION ROUTE
- HIKING MIXED WITH EXTREME SPORTS

## PRICE

Product – Expedition/Hike types	2 – 4 days (EUR)	5 – 8 days (EUR)
<u>Thematic expedition with certain activities</u> (price depends on the theme of expedition and the season)	50,00 – 250,00	200,00 – 600,00
<u>Nature discovering hike</u> (price depends on route and additional services)	50,00 – 200,00	150,00 – 600,00
<u>Family expedition route</u> (price depends on special activities for kids)	50,00 – 200,00	200,00 – 550,00
<u>Sporty hike</u> (price depends on the route and sporting activities)	50,00 – 200,00	250,00 – 600,00
<u>Hiking mixed with extreme sports</u> (price depends on coach membership and type of the extreme sport)	200,00 - 450,00	450,00 - 800,00

## PLACEMENT

- MOST OF OUR FIRST ROUTES IN 2018 WILL BE ORGANIZED IN THE MOST BEAUTIFUL PLACES OF LATVIA
- WE ALSO WILL MAKE OUR FIRST ROUTES AND EXPEDITIONS IN NEARBY COUNTRIES – LITHUANIA, ESTONIA, POLAND.
- IN FIRST YEAR WE ARE GOING TO TAKE PART PERSONALLY IN ALL HIKES AND EXPEDITIONS TO BE SURE ABOUT SAFETY, ACTIVITIES AND OUR GUIDES PROFESSIONALISM
- OUR GOAL IS TO MAKE OUR BUSINESS INTERNATIONAL AND EXPAND IT ALL OVER EUROPE



## PROMOTION

- 20% DISCOUNT FOR GROUPS WITH 5+ PEOPLE
- 50% DISCOUNT IF YOUR BIRTHDAY IS ON THE DAY OF THE HIKE
- OUR ADVERTISEMENT IS POSITIVE FEEDBACKS
- AMAZING WEBSITE WITH OUR STORY AND EXPEDITIONS
- FACEBOOK PAGE WITH ALL NEW INFORMATION
- PARTICIPATION IN THE INTERNATIONAL TOURISM EXHIBITION «BALTOUR»
- IF CLIENT BUY OUR PRODUCTS MORE THAN 5 TIMES PER YEAR HE GETS ONE EXPEDITION FOR FREE

## SALES PROJECTION 2018

Month	Units	Month	Units
January	1	July	3
February	3	August	3
March	2	September	2
April	2	October	2
May	3	November	1
June	3	December	1

## Sales plan

Products	2018	2019
Thematic expedition	7	7
Nature discovering hike	8	8
Family expedition route	4	4
Sporty hike	4	5
Hiking mixed with extreme sports	3	5

## FINANCIAL PLANS

## RESOURCE REQUIREMENTS

- LIST REQUIREMENTS FOR THE FOLLOWING RESOURCES:
  - PERSONNEL – TEAM, STAFF
  - FINANCES – SAVINGS
  - DISTRIBUTION – FACEBOOK PAGE, WEBSITE, FEEDBACKS
  - PROMOTION – DISCOUNTS, WEBSITE,
  - SERVICES – DIFFERENT TYPES OF EXPEDITIONS AND HKES

## START-UP COSTS

Item	Amount EUR
Portable GPS (Garmin eTrex Touch 35t)	230,00
Route checking	50,00
Staff seleries + consultations	60,00
Insurance	50,00
Cooperation with local partners	50,00
Website creation	100,00
Foundation	10'000,00
Registration	100,00
<b>Total</b>	<b>10,890</b>



## HOW DO WE FINANCE THE PROJECT?

- TO ESTABLISH THE COMPANY "FREEDOM KISS" AND COVER ALL START-UP COSTS WE WILL INVEST OUR SAVINGS AND PARENT LOAN

## OPERATING COSTS (YEARS)

Cost factor	2018 EUR	2019 EUR
Expedition organizing costs	5000,00	6000,00
Staff seleries	1500,00	1700,00
Specialists consultations	1000,00	1200,00
Insurance	537,00	600,00
Cooperation with local partners	1300,00	2000,00
<b>Costs total</b>	<b>9337,00</b>	<b>11500,00</b>

## OUTCOME

	2018 EUR	2019 EUR
<b>Income</b>	8405,00	13900,00
<b>Costs</b>	9337,00	11500,00
<b>Outcome (EBITDA)</b>	-932,00	2400,00
<b>Outcome before tax- Tax 9%</b>	-932,00	2400,00
<b>Outcome</b>	<b>-1688,45</b>	<b>1149,00</b>

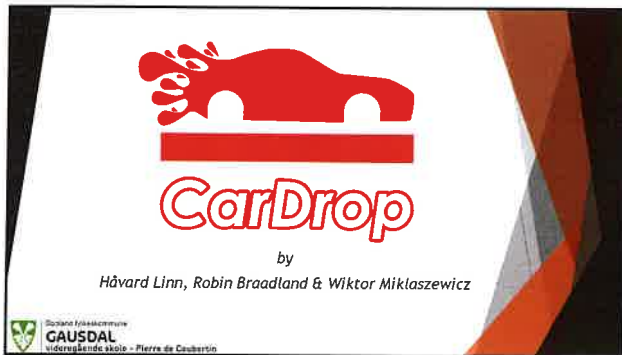
## RISKS

- MARKET RISKS - DECLINE IN DEMAND AND PURCHASING POWER. THE EMERGENCE OF NEW COMPETITORS
- FINANCIAL RISKS - UNEXPECTED EXPENSES
- ECONOMIC AND POLITICAL RISKS - UNFAVORABLE ECONOMIC SITUATION IN THE COUNTRY, INFLATIONARY GROWTH
- RISKS ASSOCIATED WITH NATURAL DISASTERS - UNEXPECTED NATURAL DISASTERS

## REWARDS

- WE WILL GET UNFORGOTABLE EXPERIENCE AND SKILLS IN BUSSINESS
- OUR MAIN MOTIVATION IS PROFIT AND INTERNATIONAL BUSINESS
- OUR DREAM OF LIVING IS CONECTED WITH TRAVELING AND GOING TO THE EXPEDITIONS





## Business Concept

- Our business concept is an app where you can either rent out your car or rent a car.
- Familiar to the concept of Airbnb but with rental cars.
- Easier and cheaper way of renting cars than renting from dealerships.
- People renting out cars will be background-checked and we are going to use a review system much like UBER.

## The Team

### ► Key management:

- Håvard, Robin and Wiktor
- Best business idea in class
- We have worked with business development since August 2017



WIKTOR  
(aka God of Photoshop)  
Snap: wiktork



ROBIN  
(aka The rich one)  
Snap: robin.braadland



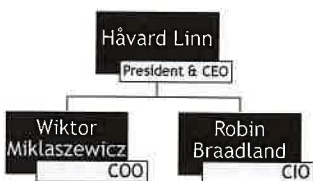
HÅVARD  
(aka The cringe one)  
Snap: haavardfc

## The needs

- Employees who work with maintaining and updating the app.
- A financial team.
- Support team.
- Advertisement team.
- Office spaces.
- Customers.



## Organization Chart



## Mission Statement

- Achieve a reputation as a safe and valid option to rent cars.
- Be competitive all over the world.
- We among the top recognized businesses.



<b>Strength</b> <ol style="list-style-type: none"> <li>1. New market in Scandinavia</li> <li>2. Great support team</li> <li>3. Good security</li> <li>4. Financial safety</li> <li>5. Cheap option</li> </ol>	<b>Weakness</b> <ol style="list-style-type: none"> <li>1. Financing</li> <li>2. Minimal experience</li> <li>3. Minimal recognition</li> </ol>
<b>Threat</b> <ol style="list-style-type: none"> <li>1. Competition</li> <li>2. Tough market</li> <li>3. Gain recognition</li> <li>4. Laws and restrictions</li> <li>5. Security flaws</li> </ol>	<b>Opportunity</b> <ol style="list-style-type: none"> <li>1. Reaching a new market</li> <li>2. Open target group</li> <li>3. Few global competitors</li> <li>4. Attractive to investors</li> <li>5. Advertising</li> </ol>

## Typical customer

- Man/Woman
- Between 20-40 years old
- Likes to visit other cities/countries without a car, but has a driving license



## Goals and Objectives

- Long term goals
  - Over 10 000 active users in 12 months
  - Active income from ads in the app
  - Payback debt we used to start the project in 12 months
  - Good rating from users

## Who are they? Our advantage

### Competition

- Turo
- HyreCar
- Getaround
- Uber
- Taxi

### Competitive Advantage

- Cheap
- Good service
- Trusted partners
- New for the market in Scandinavia

## Target

- Everyone within age 18+ with driving license
- Travellers and tourists
- Scandinavia

## Market research



## Price

- Our app is free to downloads, and the only thing you'll need to pay for is the renting fee itself.



## Financial plans



## Placement

- The placement of our product will be on the appstore and on Google play
- Everyone who downloads the app will have access to our product

## Resource Requirements

- Personnel
- Technology
- Finances
- Promotion
- Advertisement
- Products
- Funding



## Promotion

#ad

- marketing advertisement

## Start-up costs

Item	Amount
Personel	500 €
Research	1000 €
Technology	2500 €
Development	2000 €
Infrastructure	750 €
Advertisement	1500 €
Office location	4400/month
Total	8250 €



## Operating costs (years)

Cost factor	2018	2019
Personell (salary)	225 000 €	450 000 €
New Technology	4000 €	5000 €
Advertisement	2000 €	4000 €
New Products	3000 €	3500 €
Product placement	10 000 €	10 000 €
Development	75 000 €	50 000 €
Countinous updates	12 000 €	12 000 €
Costs total	331 000 €	534 500 €




## Outcome

	2018	2019
Income	534 000 €	791 000 €
- Variable costs	84 000	62 500 €
- Fix costs	247 000 €	472 000 €
= Outcome (EBITDA)	203 000 €	256 500 €
- Interests, depr.	50 000 €	42 500 €
= Outcome before tax	153 000 €	214 000 €
- Tax	19 125 €	26 750 €
Outcome	133 875 €	187 250 €

## Risks and Rewards

- Risks : Big market, competitors and investments
- How we deal with it: Make our app modern and better
- Rewards: If successful, we could change the way of renting cars.
- Huge market for easy car rental



The renewable pen and the new alternative energies

2018, April 9th

### THE TEAM!

- Belén Tereno - Director  
I'm 15 years old and I like to do a little of everything.
- Inês Agostinho - Director of the Financial Department  
I'm 15 years old too and I like music, listening and playing.
- Rúben Ferreira - Public Relations Officer  
I'm 17 years old and I like going out and having fun with my friends.

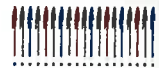


### BUSINESS CONCEPT

- To create energy: using an activity that is exercised daily by students, writing!

Why?

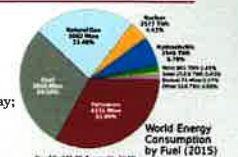
- It is a renewable and alternative energy;
- It doesn't pollute.



### BUSINESS CONCEPT

The needs behind the business concept:

- Every day, during classes, students write a lot;
- Many non-renewable energies are still used today;
- We must bet on alternative energies.



World Energy Consumption by Fuel (2015)

### MISSION STATEMENT

- Make use of renewable energy;
- Motivate students to write in class;
- Improve school success;
- Encourage students to have new goals.

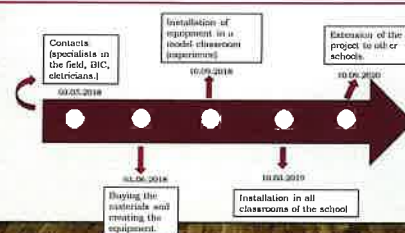
<b>Strengths:</b> <ol style="list-style-type: none"> <li>1. To create and save energy;</li> <li>2. Involvement of students;</li> <li>3. Municipal support.</li> </ol>	<b>Weaknesses:</b> <ol style="list-style-type: none"> <li>1. Damage of the material;</li> <li>2. Not wanting to write;</li> <li>3. Wear of the material.</li> </ol>
<b>Threats:</b> <ol style="list-style-type: none"> <li>1. The mass use of new technologies that could jeopardize the use of the pen.</li> </ol>	<b>Opportunities:</b> <ol style="list-style-type: none"> <li>1. School community involvement;</li> <li>2. Collaboration and community involvement.</li> </ol>

### OUR MAIN GOALS

- To use digital skills at school;
- To encourage students' performance;
- To transform our school and others into a school of the future;
- To save the schools' energy;
- To be innovative;
- To be "green".



### BASIC TIMELINE



### MARKET RESEARCH - QUESTIONNAIRE

Our questionnaire is focused on:

- Age of the student;
- Grade;
- Subject where you write the most;
- Subject where you write the least;
- How do you write regularly?: A lot / Little / Very little



### TARGET AUDIENCE



According to research made showing in the graph, our target audience is clearly that of students in grades 7, 8 and 9 (3rd cycle of studies).

### TARGET MARKET (SEGMENTS)

- Population - Portugal/ schools' local communities;
- Location - Agrupamento de Escolas de Amareleja;
- Education;
- Future jobs;
- Lifestyle;
- Future careers and salaries.

### TYPICAL USERS

- Students



## COMPETITION

- Innovative concept;
- Unique idea;
- Technologically upstart;
- Ecological.




## MARKETING PLAN



## PLACEMENT



Agrupamento  
de Escolas de  
Amareleja

Portugal 

## PUBLICITY

- Brochure;
- The Media (Radio, Newspapers and TV);
- The Internet / Social Networks;



## FINANCIAL PLAN

- Our financial plan will depend on European Union grants to start up and then further investment as the company grows.



Thank you very much for your  
attention!



The Future is just in our "Hands"!



## THIS IS OUR BUSINESS PLAN:

Haavard Linn  
Ruben Ferreira  
Bencic Anamaria  
Ieva Ozola  
Mercurio Davide  
Di Paolo Serena  
Pietrolucci Gaia  
Nissolino Sara  
Storti Christian  
Fiasco Lorenzo  
Soldatini Marta



## Business idea

- › An app that makes parking easier
- › Free to use and free to download
- › Shows available parking spots
- › Easier parking in big cities



## Goals

- › Help people find parking
- › To become a dominant app on the market
- › Become an widely used app



## Problems

- › Competition
- › Funding
- › Users
- › Infrastructure of the app



## QUESTIONARY



1. Do you drive a car?
2. Where do you park the car?
3. Do you have a problem parking the car?
4. Where is the most difficult place for find parking?
5. Do you need to save time?
6. Do you often forget where your car is parked?
7. If we do this app would you download it?
8. Do you think this app would help you?

We didn't have time to share a questionnaire to people, but we told them the idea and they like it. They think the idea is good because it will help them to park and then to find car.

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS

### STREIGHTS:

S1 - Free  
S2 - Easy to use  
S3 - Fast access

### WEAKNESS:

W1 - Funding  
W2 - Operating  
W3 - Low quality

### OPPORTUNITIES:

O1 - Big market  
O2 - Need for an app like this  
O3 - Faster

### THREATS:

T1 - Competition  
T2 - Trust

## STREIGHTS

	S1	S2	S3
S1	-	S1	S3
S2	-	-	S3
S3	-	-	-

## WEAKNESS

	W1	W2	W3
W1	-	W1	W1
W2	-	-	W3
W3	-	-	-

## OPPORTUNITIES

	O1	O2	O3	O4
O1	-	O2	O3	O4
O2	-	-	O3	O4
O3	-	-	-	O3
O4	-	-	-	-

## THREATS

	T1	T2
T1	-	T1
T2	-	-

RANG S	RANG W	RANG O	RANG T
S3	W1	O3	T1
S1	W3	O4	T2
S2	W2	O2	-
-	-	O1	-

## Mission

Help people  
to find  
parking



## Vision

Help all,  
help fast

## Target group

- People over the age of 18
- With drivers licence

## Typical customer

- Between ages of 20–50
- Likes to visit cities
- Has a hard time finding parking

## Price

- The app is free to download and you don't have to pay any extra fees.



## Placement



Google Play

- The placement of our product will be on the appstore or on Google play
- Everyone who downloads the product have access to the product

## Promotion

- ▶ Advertisement on other apps
- ▶ Banner for promotion

## Resource requirements

- ▶ Technology
- ▶ Funding
- ▶ Advertisement
- ▶ Promotion
- ▶ Products



## Start-up costs



Item	Amount
Personell	1 000 €
Technology	3 500 €
Advertisement	1 500 €
Development	5 000 €
Infrastructure	3 000 €
Office location	4 500 €/month

## Operation costs



Cost factor	2018	2019
Salary	200 000 €	235 000 €
Technology	3 500 €	4 000 €
Advertisement	2 000 €	3 000 €
Development	5 000 €	5 000 €
Product placement	7 500 €	7 500 €

## Risks

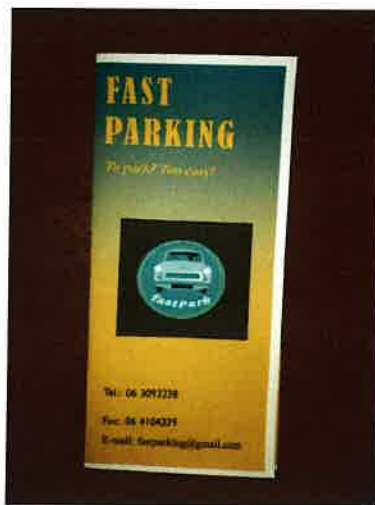
Risks: Big market and other competition

How we deal with it:  
Make our app more modern and better

## Rewards

Rewards: If we advertise good, we can make our app popular





ERASMUS 2018

