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# TeamUp 2024

Business Model

September 3, 2024



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# Core reasons for start-up failure: market, team, distractions and bad luck.

Consider these as the main challenge areas for all start-ups



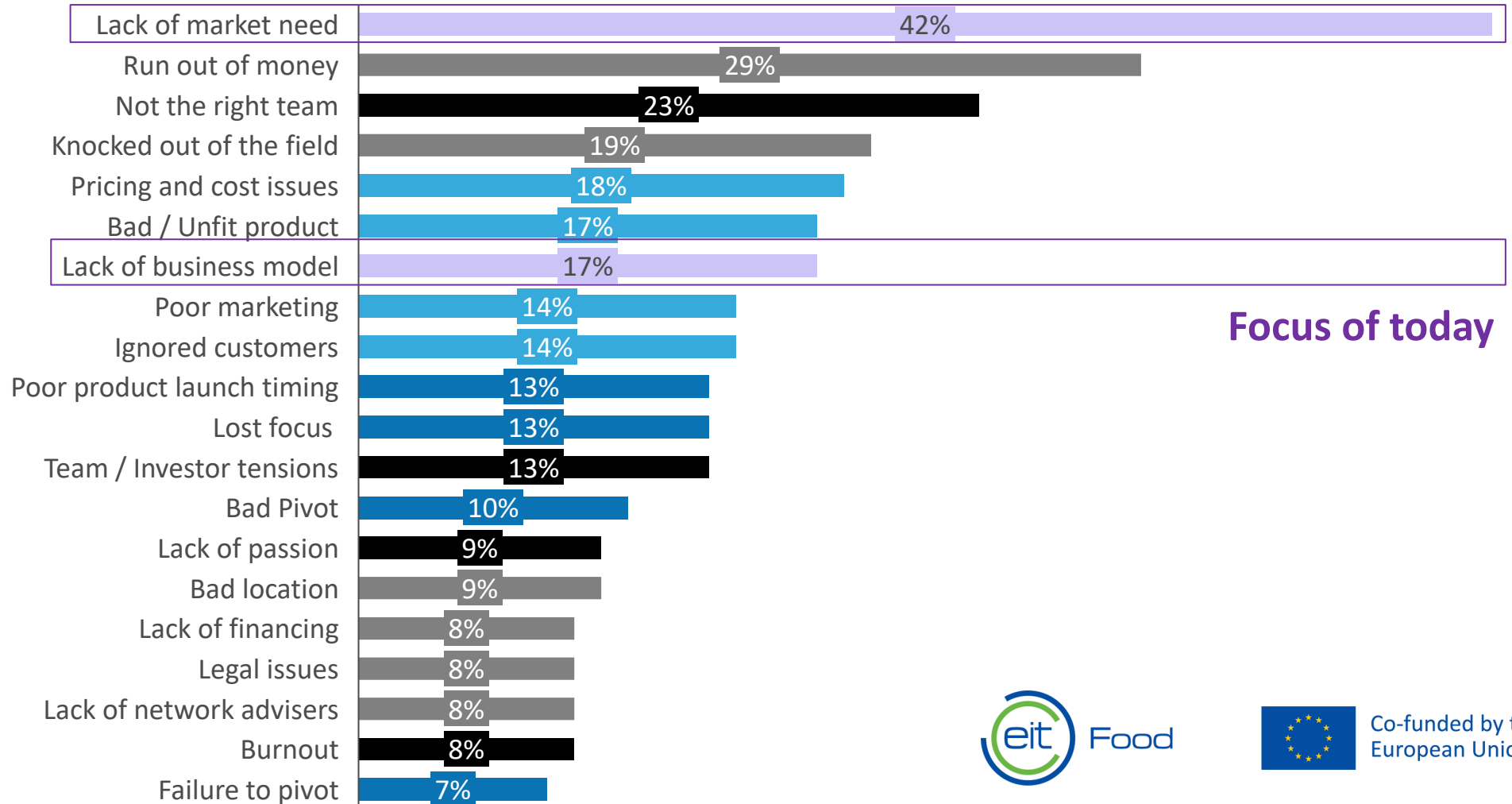
Market

Team

Distractions

Other

Source: cbinsights



Focus of today



# Business model



A business model describes the rationale of how an organisation **creates, delivers and captures value**



# Until you find a suitable and sustainable business model,

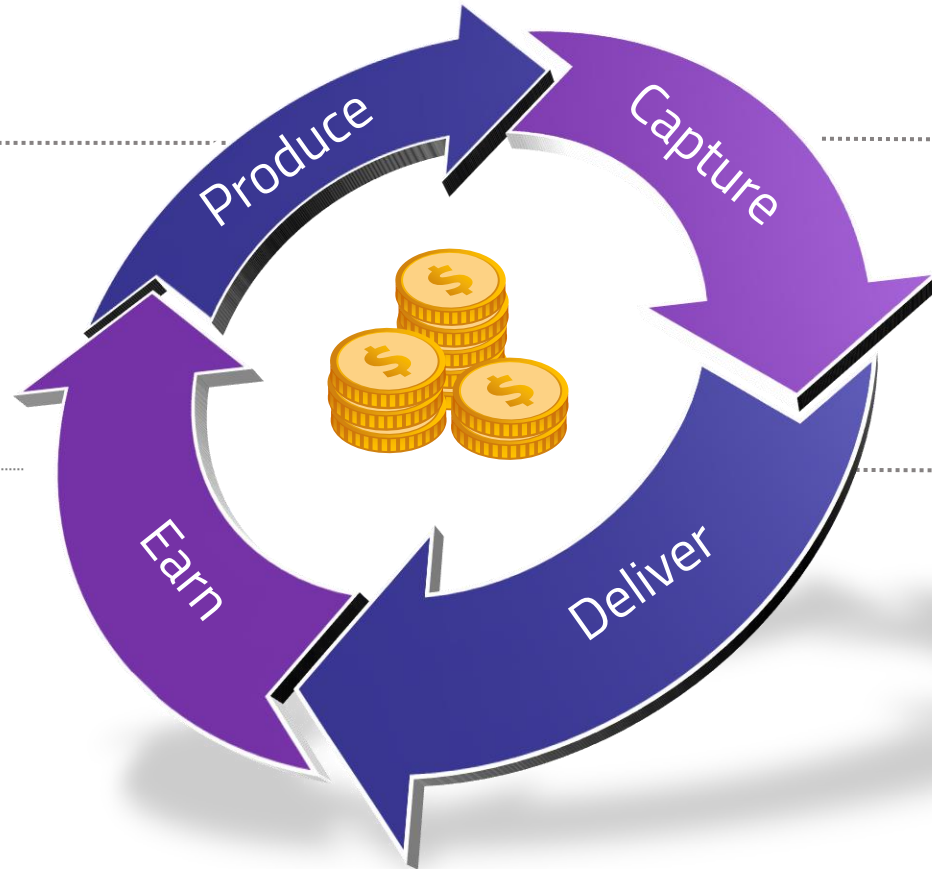
financing becomes a crucial part of start-up creation

## Product

Which product / service?  
What is the value?  
How is it delivered?

## Capital

How much turn over?  
How much profit?  
How is it financed?



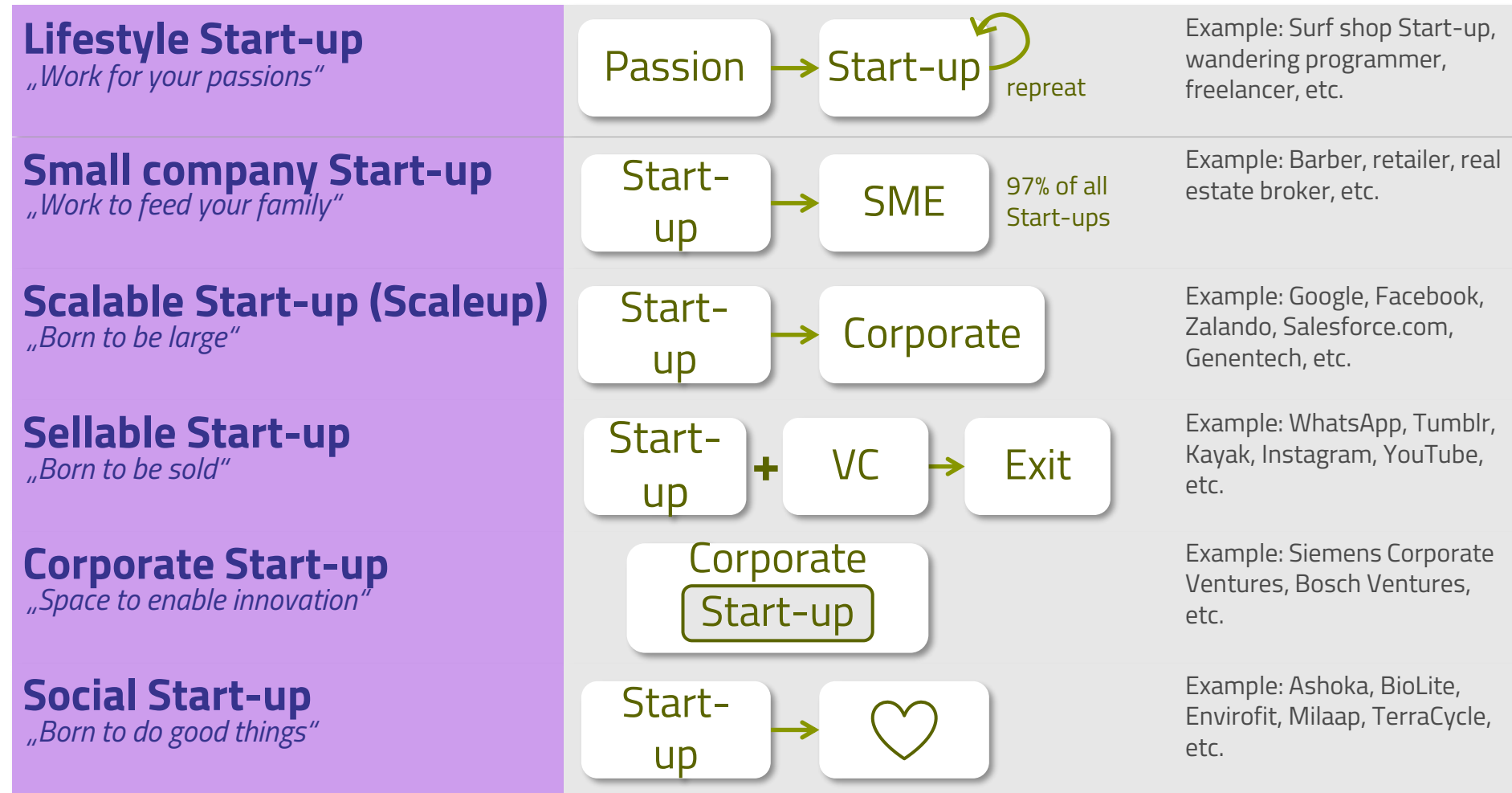
## Market

Which market?  
Which market segment?

## Customer

Which customer group?  
With which frequency do customers purchase?  
What do customers value?

# Multiple types of start-ups based on the main goals of their founders



# Many things can go terribly bad for a start-up

To thrive during the initial phase, a well aligned team is key

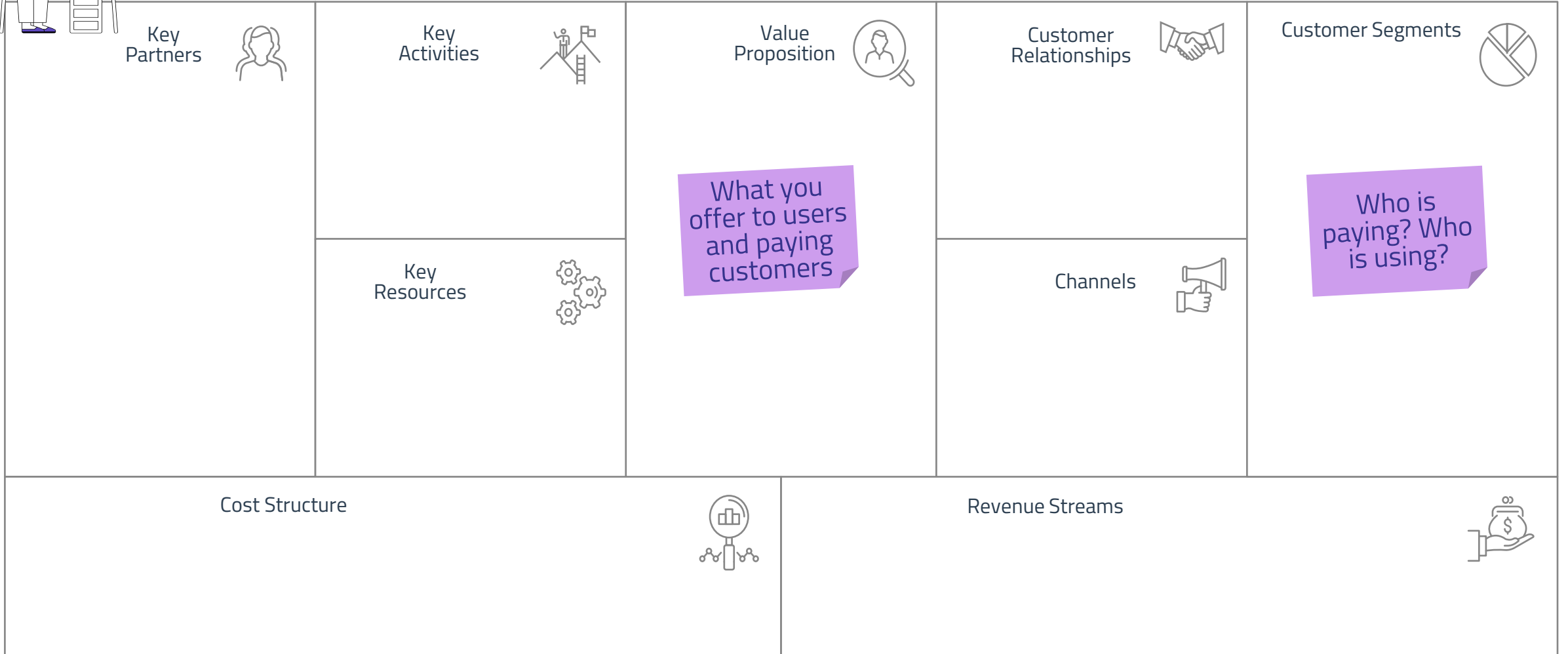
- ✓ A good, well aligned team
- ✓ An idea for a business based on a market need
- ✓ Enough resources (€) to demonstrate feasibility
- ✓ "Nerves of steel"
- ✓ Good timing and positive market trends
- ✓ Superior features than alternatives
- ✓ ...
- ✓ **And of course, some luck**





# Business modelling

## customers and value proposition

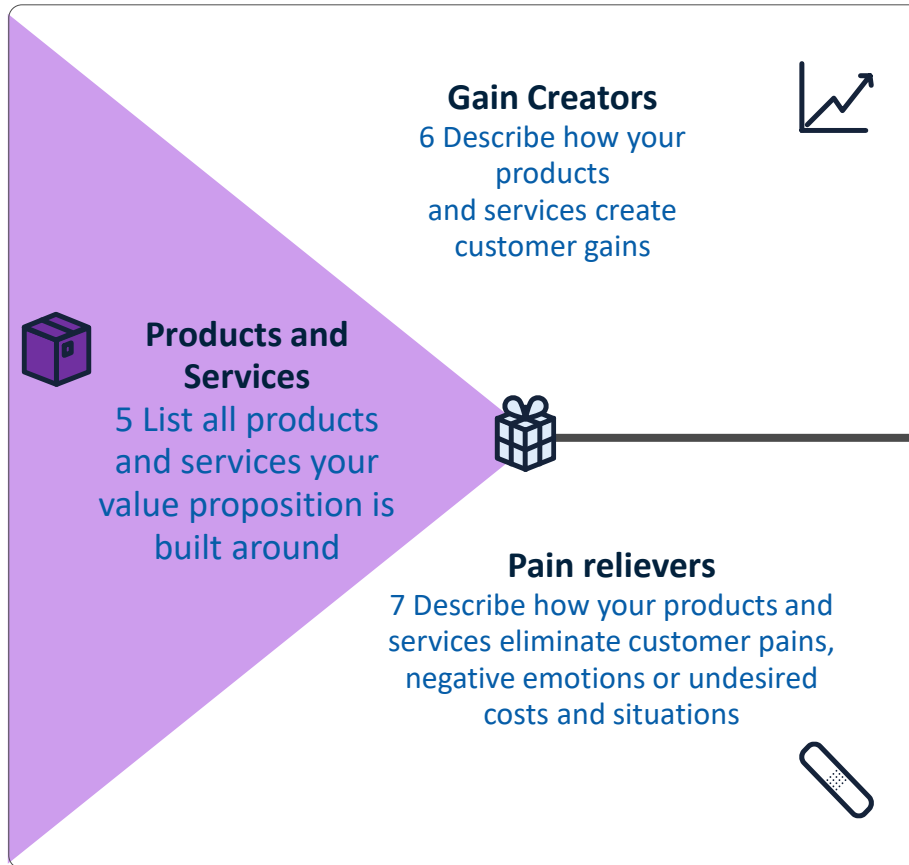




# Business modelling

## customers and value proposition

### PRODUCT



### CUSTOMER



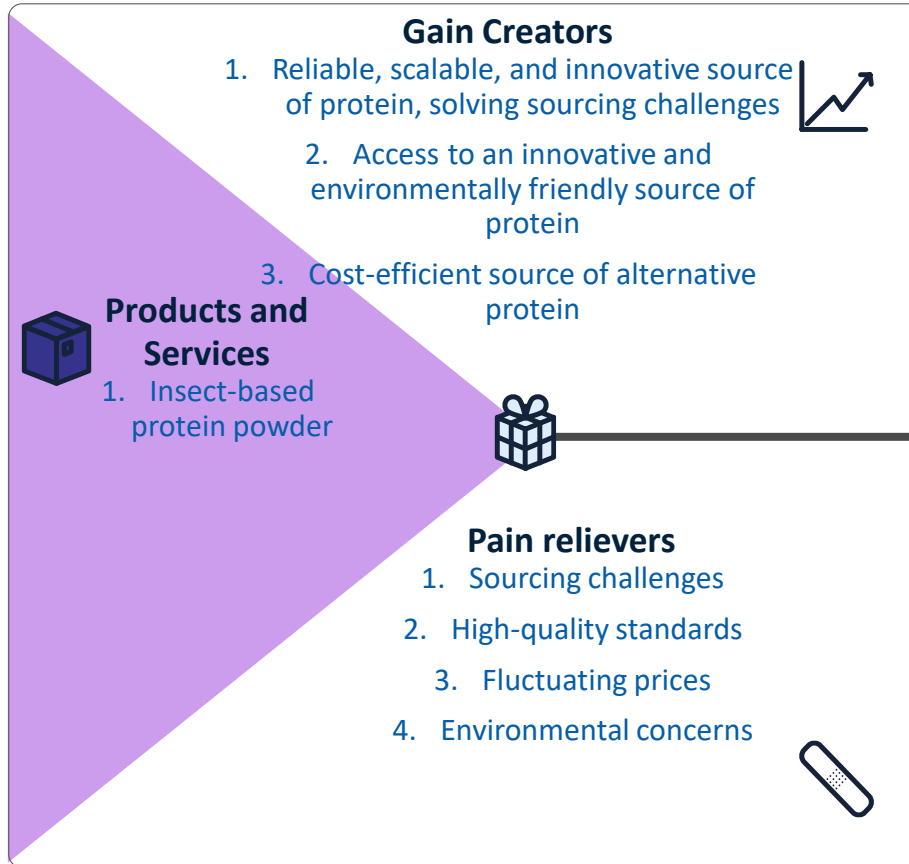




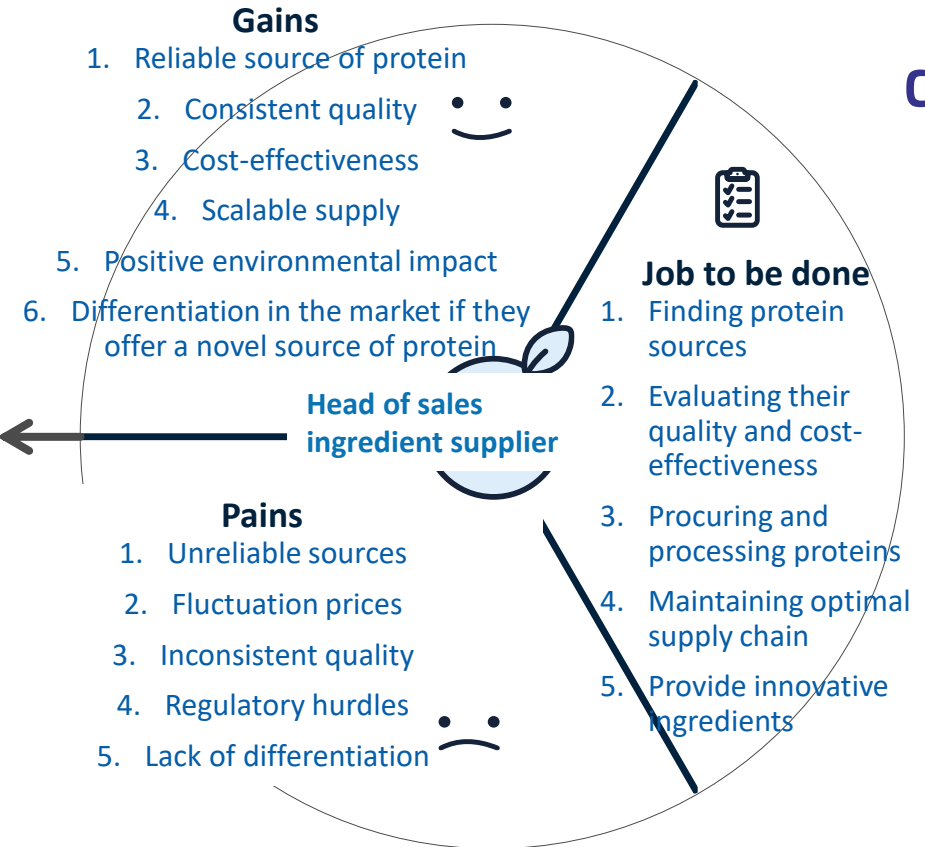
# Business modelling

## customers and value proposition

### PRODUCT



### CUSTOMER



Our  **Insect-based product** helps  **head of sales** who  **seek for alternative proteins** to  **provide reliable** and  **high-quality protein powder** through   
**innovative** and  **environmentally friendly sources of raw material.**

# Business modelling

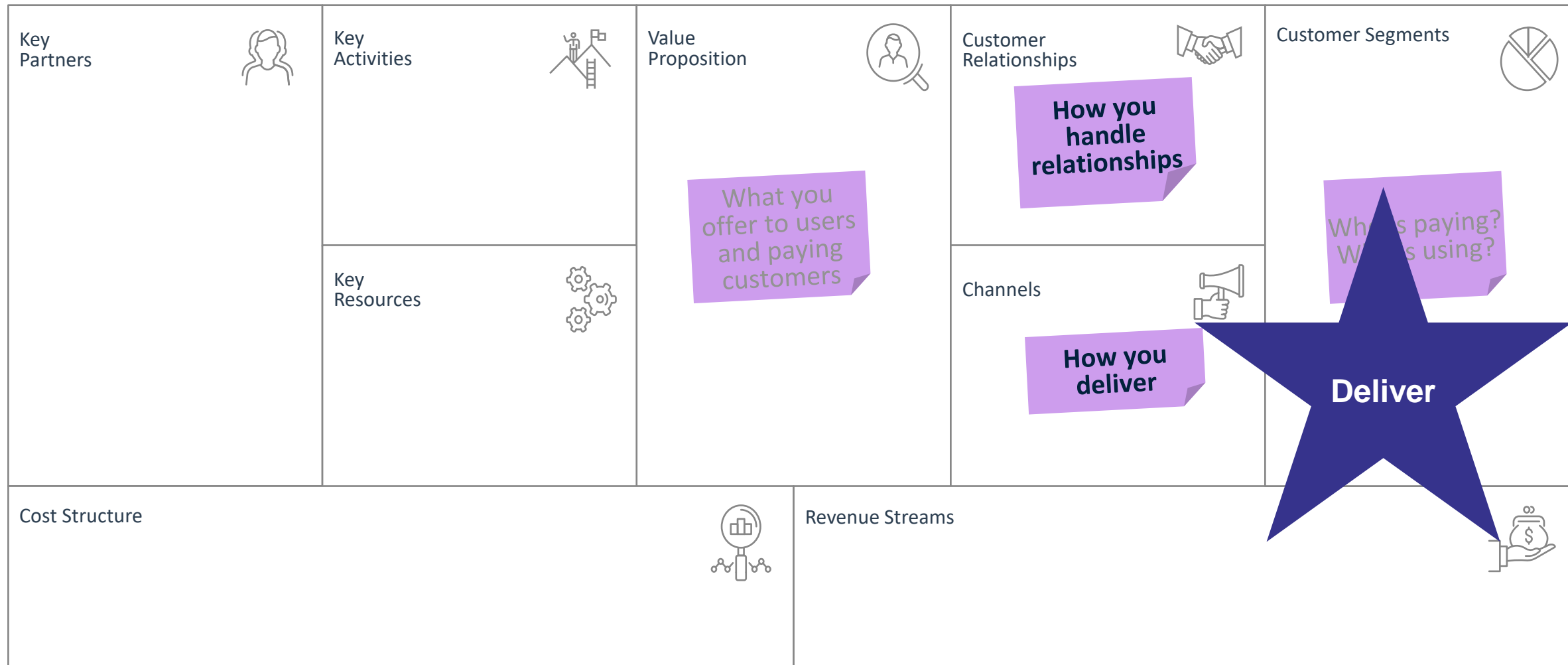
## customers and value proposition





# Business modelling

## production and delivery

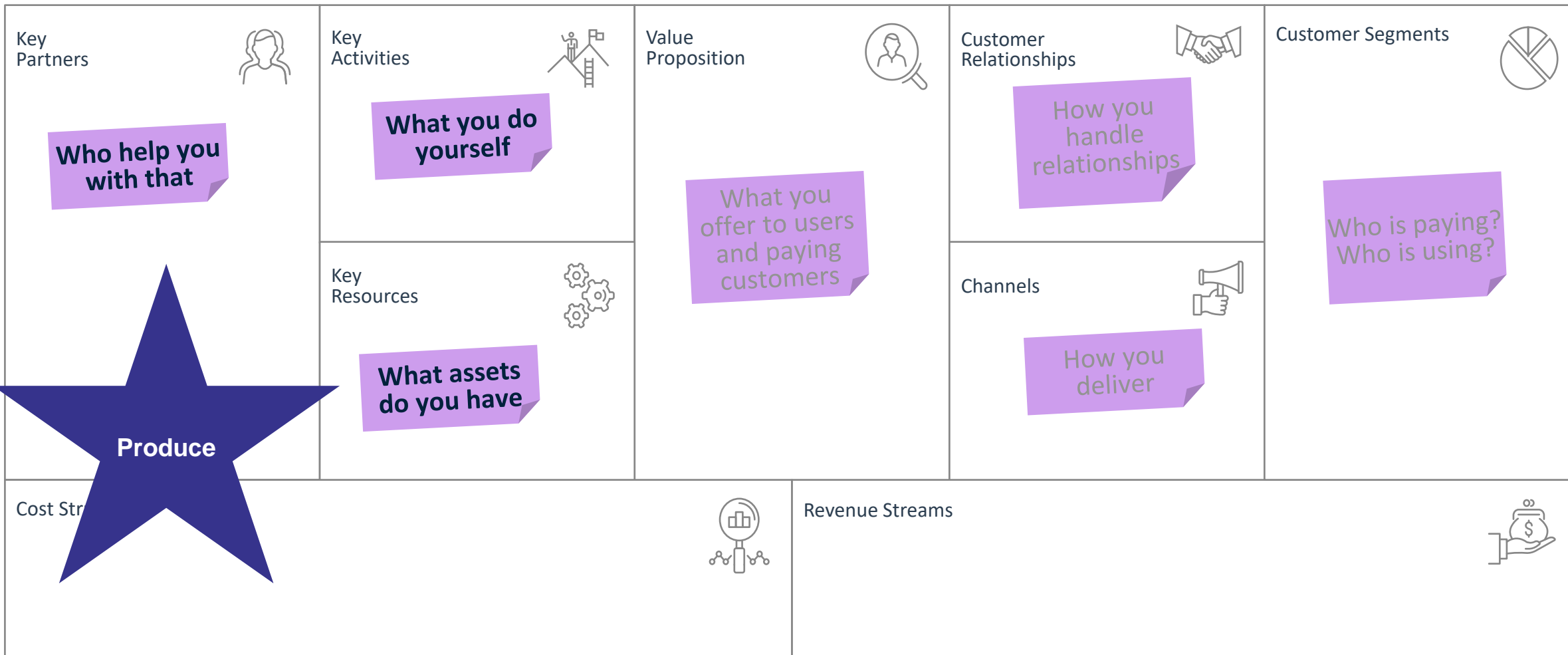


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# Business modelling

## production and delivery

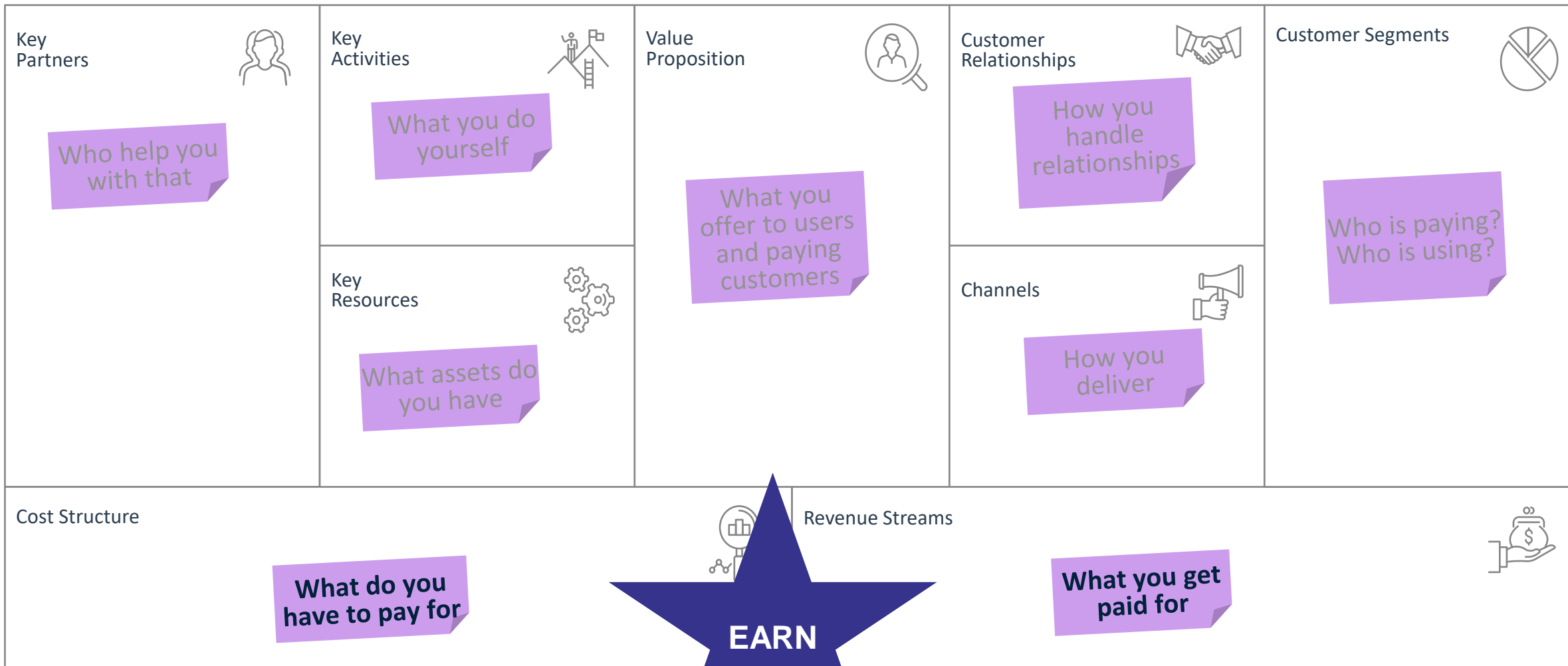


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# Business modelling

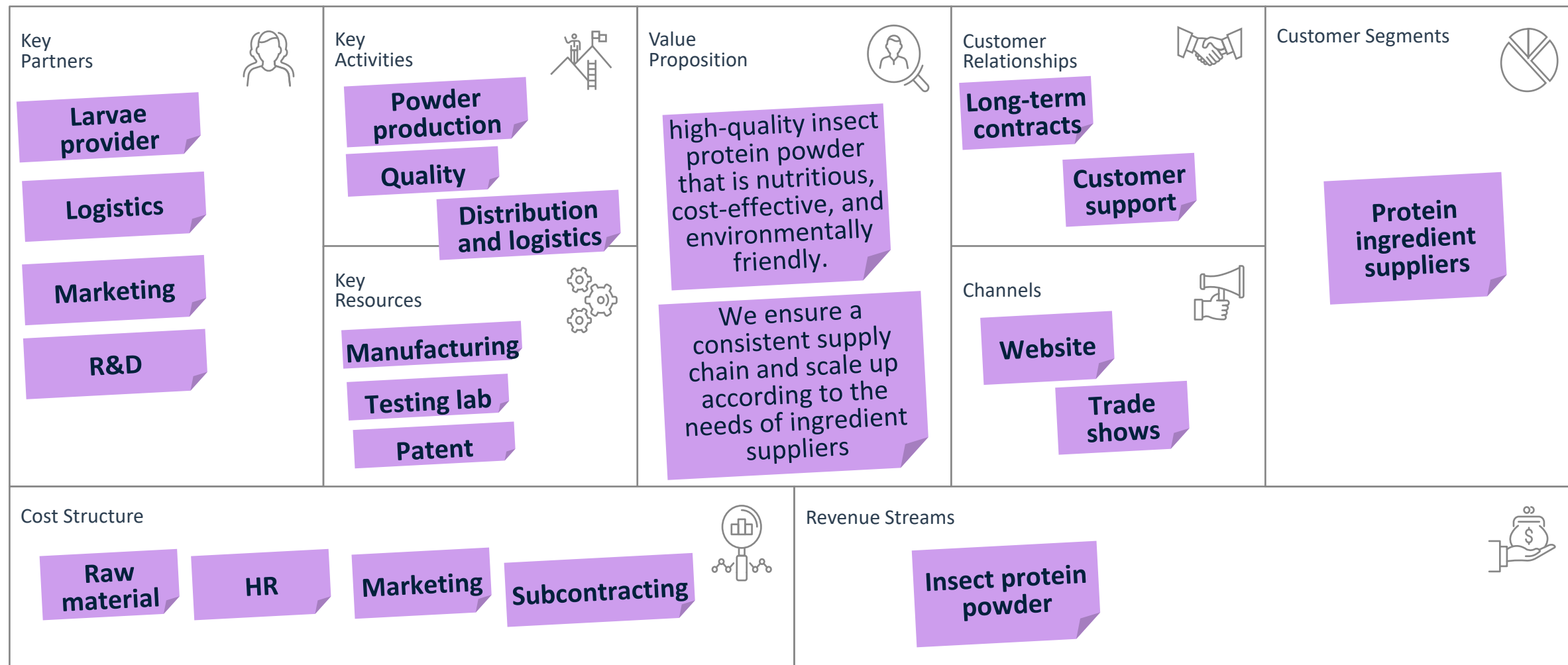
## production and delivery



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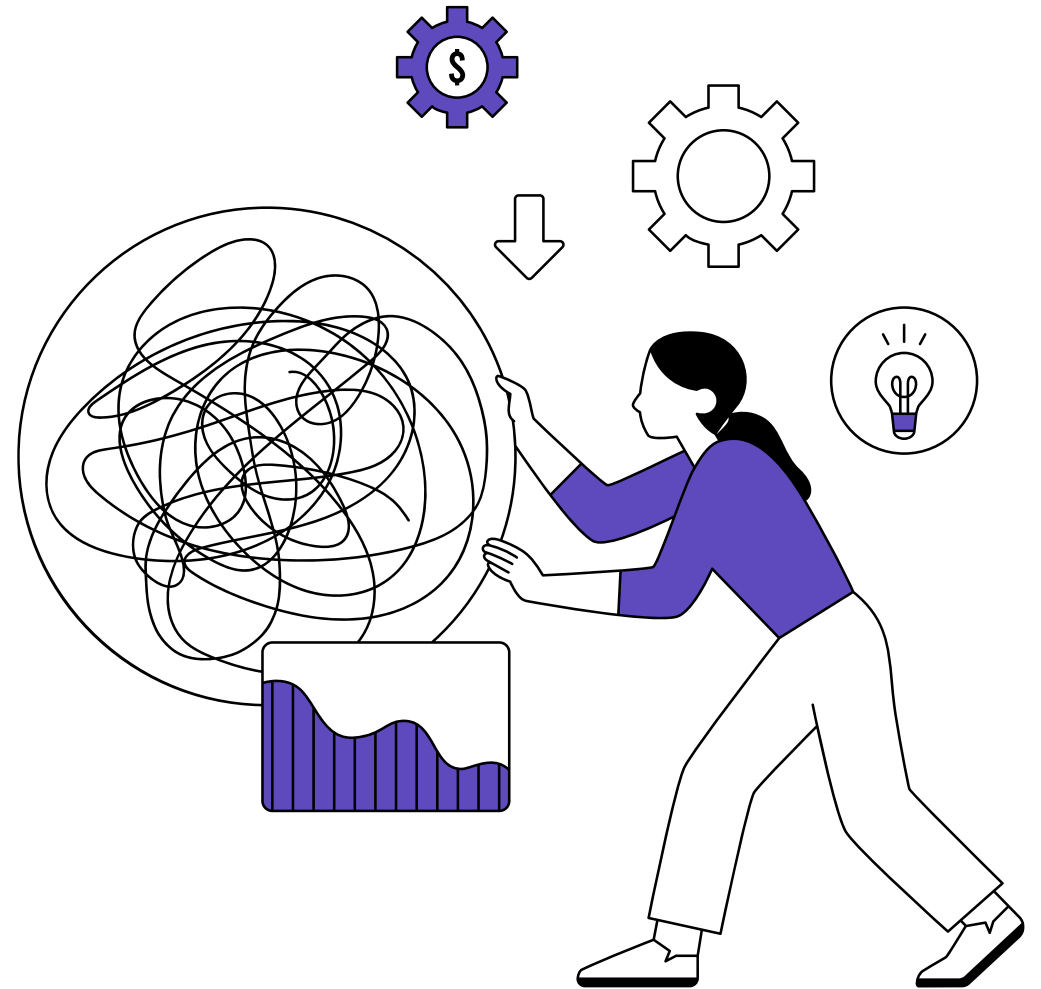


# Business modelling



# Questions

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# Excercise

## Team work



Number	Team Name	Team members
1	BARBELO	Viktoria Ferencz Ricardo Esteruelas Tesán
2	Behavix	Massimiliano Carraro Stefania Malfatti Luisa Poisa
3	Bionova	Ayşe Sultan Akgün Melike Arslan Samhour
4	BizToys Ltd	Stoyna Wahdat Roxana Lazar
5	Earthfarms Collective	Sara Featherston Cem Bokeer
6	FutureFastFood	Mari Aasmäe Martin Mintchev Daniela Yordanova
7	Gojenie	Ebrar Yildirim Emre Ertem
8	KELPEAT	Luca Cerruti Tea Vrcic Alberto Navajas
9	DonaViva	Marko Petkovic Felipe Salmeri
10	Nexodify	Syed Tajmeel Hussain Jelena Nedeljkovic
11	NutrisAvIng Advisor	Ítala Marx Pablo Baleirón Pampín
12	RegenFarm	Cosmin Ghinea Aleksander Stefanowicz
13	The Green Float	Vasco Abreu Carlota Abreu Diogo Moura
14	TropicStream	Carlo Antonio Ng Nuno Catarino Emma Barrios Casasus
15	Vevibal	SELEN ŞENAL Mert Kalayci
16	Yield Hunter	Miloš Lazarevic Miloš Čiprijanović Arman Aksoy



# Excercise

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Create your business model

Come back to the main session  
at 18:15 CET

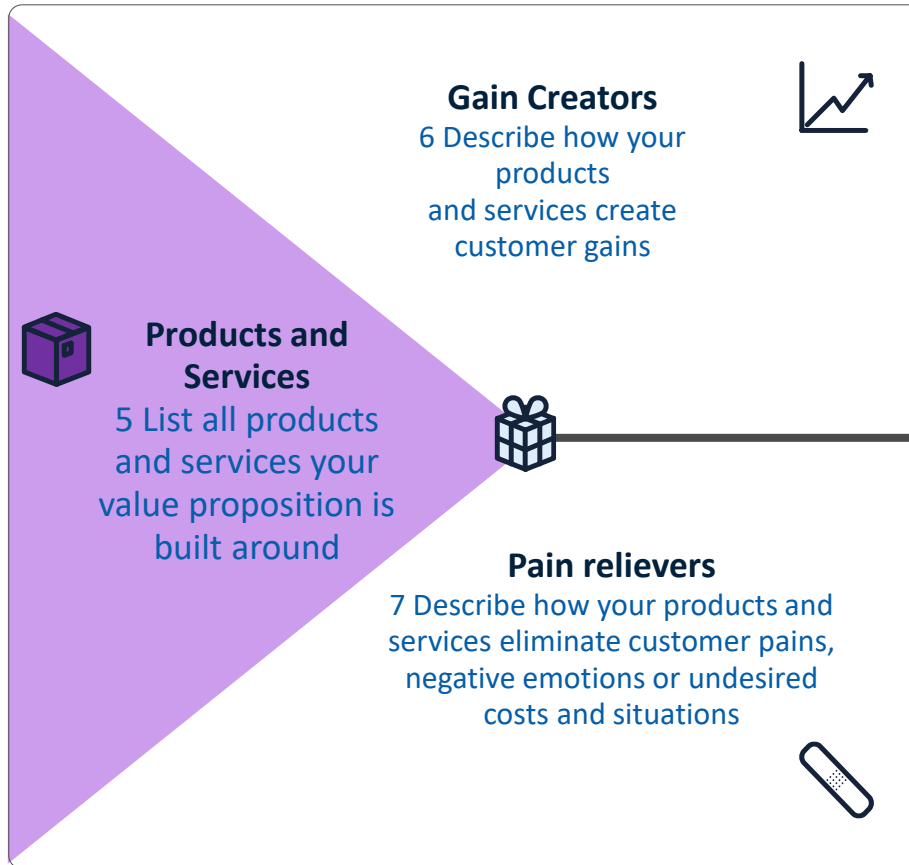




# Business modelling

## customers and value proposition

### PRODUCT



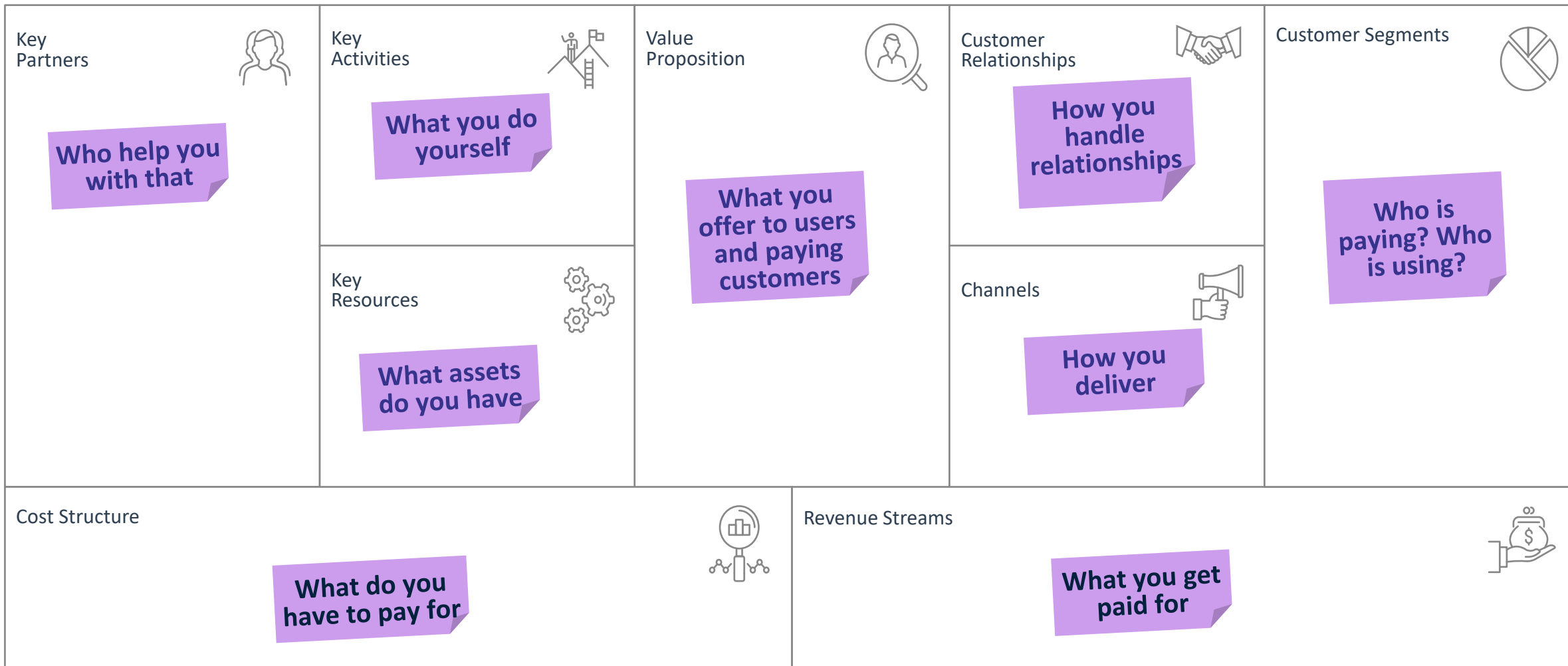
### CUSTOMER





# Business modelling

## production and delivery



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# Conclusions

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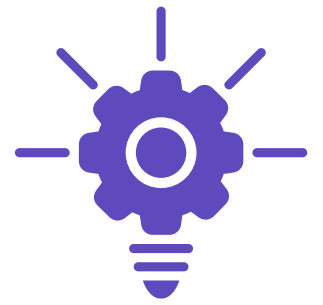
Create your business model



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# Common pitfalls

## (basic examples)



### Business Modelling

#### Pitfall 1

Solving an **irrelevant** customer job

To create value for your business, you need to create value for your customer

To sustainably create value for your customer, you need to create value for your business

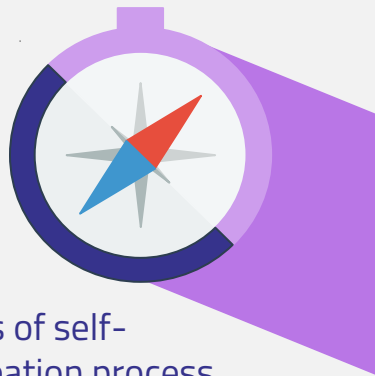
#### Pitfall 2

A **flawed** Business Model

#### Pitfall 3

Neglecting **external threats** in the business environment

Use market analysis as means of self-reflection and input for the creation process



#### Pitfall 4

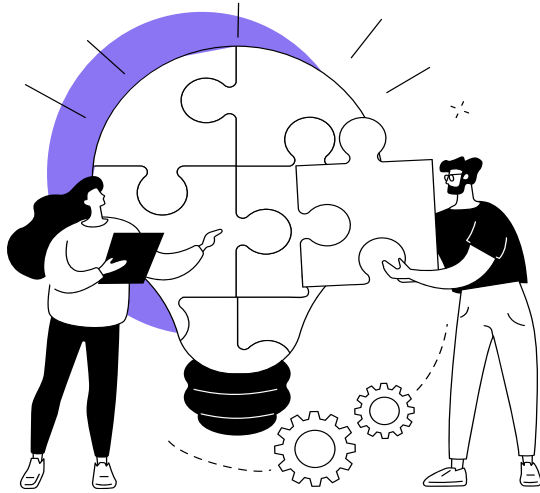
**Wait for action** until you finally thought through every detail

Validate and test your business model as early as possible (Interviewing can help)



# Next Steps

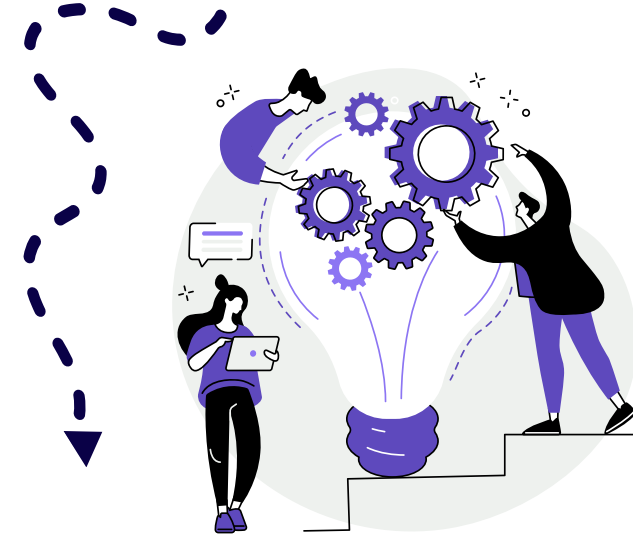
**Deliverable #1:**  
**Business Model and Team**  
**Canvas**  
**9th September**



Session #7  
Business model  
**3rd September**  
**17:00 - 18:30 CET**



Session #8  
Legal issues  
**5th September**  
**17:00 - 18:30 CET**



Session #9  
Intellectual Property  
**10th September**  
**17:00 - 18:30 CET**

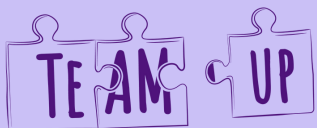


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# Contact Us!

Do you have any questions?

[teamup@eitfood.eu](mailto:teamup@eitfood.eu)



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# Exploration: Save the Dates

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Session #1 Kick off <b>13th August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #3 Team Building 2: Equity distribution <b>20th August</b> <b>17:00 - 18:30 CET</b>	Session #5 Target Groups <b>27nd August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #7 Business model <b>3rd September</b> <b>17:00 - 18:30 CET</b>	Session #9 Intellectual Property <b>10th September</b> <b>17:00 - 18:30 CET</b>	Session #11 Negotiation skills (external) <b>17th September</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #13 Roadmapping <b>21th September</b> <b>17:00 - 18:30</b> <b>CET</b>
Session #2 Team Building <b>15th August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #4 Analysing markets (2nd) and finding right market niche <b>22th August</b> <b>17:00 - 18:30 CET</b>	Session #6 Primary research <b>29th August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #8 Legal issues <b>5th September</b> <b>17:00 - 18:30 CET</b>	Session #10 Start-up creation <b>12th September</b> <b>17:00 - 18:30 CET</b>	Session #12 Negotiation skills (internal) <b>19th September</b> <b>17:00 - 18:30</b> <b>CET</b>	
			<b>Deliverable #1:</b> <b>Business Model</b> <b>and Team Canvas</b> <b>9th September</b>			



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