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# TeamUp 2024

September 3, 2024

Business Model



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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

Lack of market need

42%

Run out of money

29%

Not the right team

23%

Knocked out of the field

19%

Pricing and cost issues

18%

Bad / Unfit product

17%

Lack of business model

17%

Poor marketing

14%

Ignored customers

14%

Poor product launch timing

13%

Lost focus

13%

Team / Investor tensions

13%

Bad Pivot

10%

Lack of passion

9%

Bad location

9%

Lack of financing

8%

Legal issues

8%

Lack of network advisers

8%

Burnout

8%

Failure to pivot

7%

Focus of today

Team

Distractions

Other

Source: cbinsights



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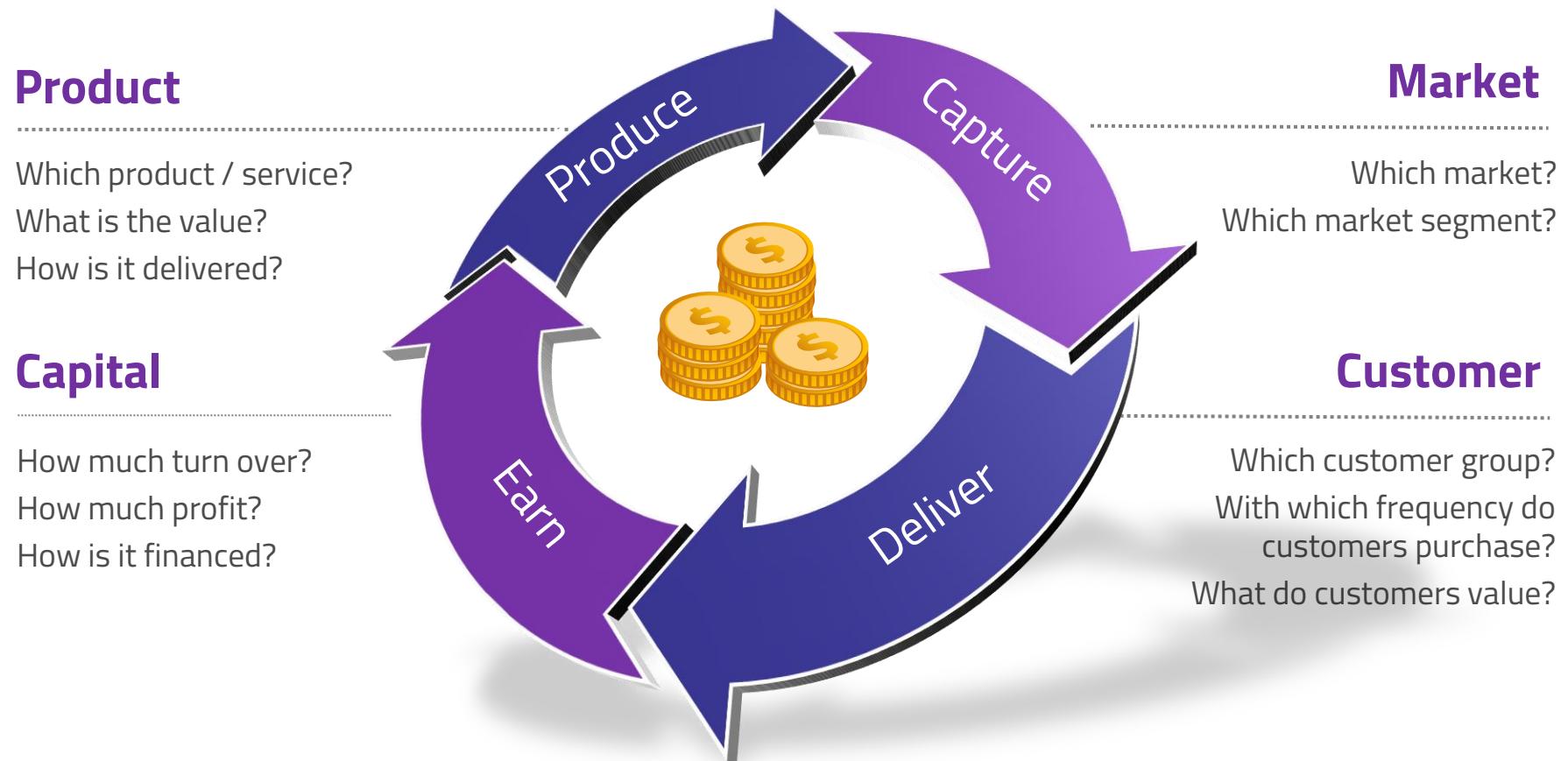
# Business model

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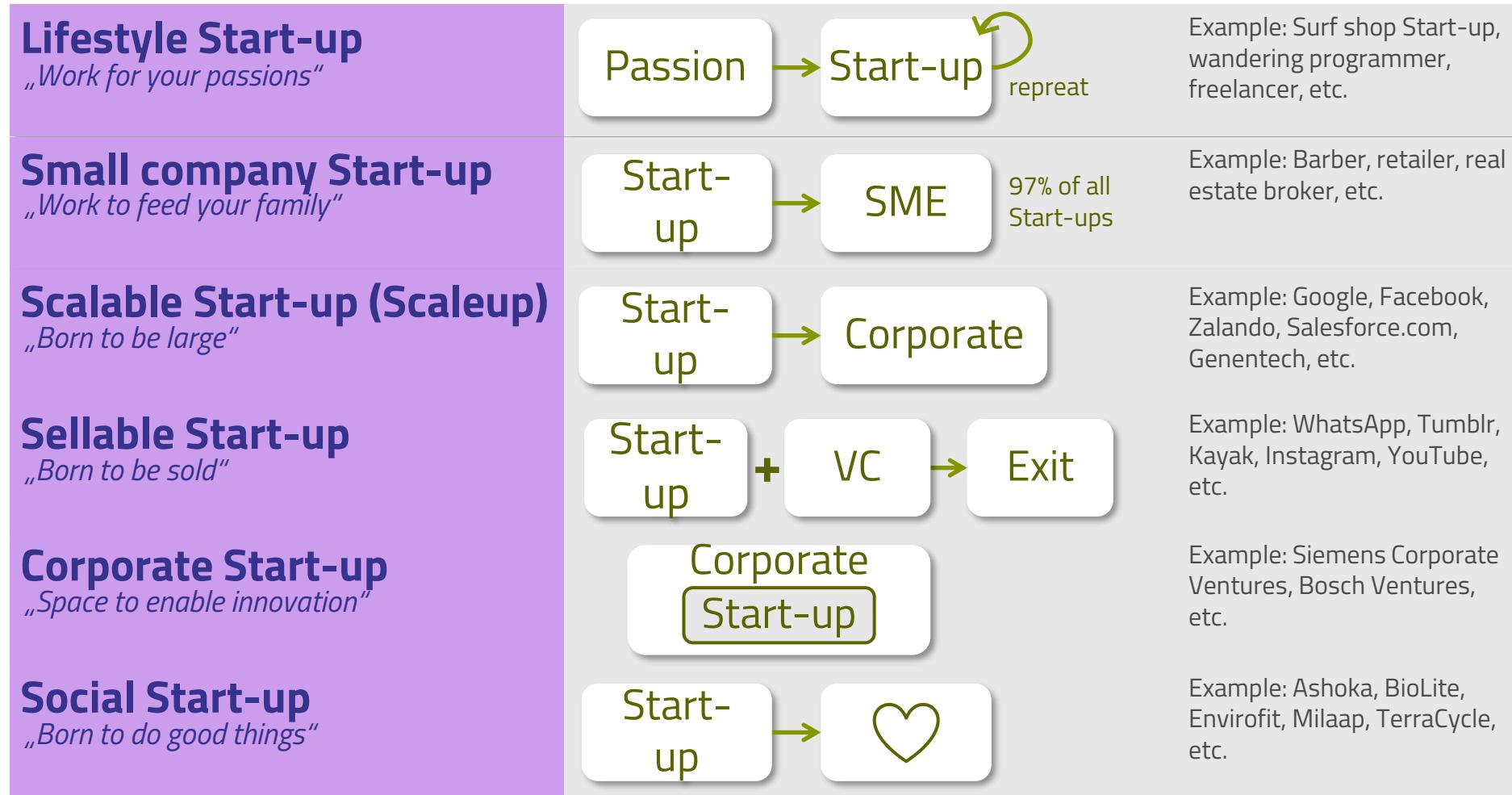
A business model describes the rationale of how an organisation **creates, delivers and captures value**



# Until you find a suitable and sustainable business model, financing becomes a crucial part of start-up creation



# 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

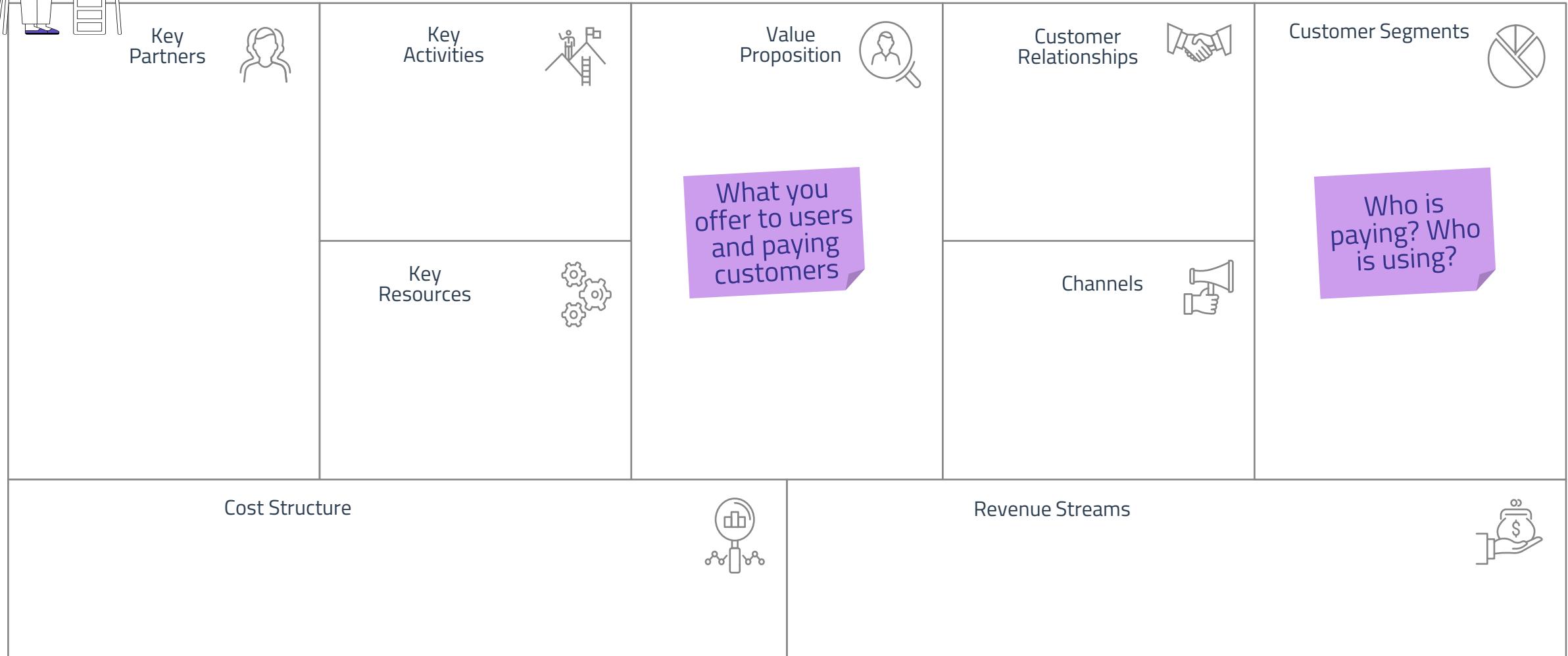
- A good, well aligned team
- An idea for a business based on a market need
- Enough resources (€) to demonstrate feasibility
- "Nerves of steel"
- Good timing and positive market trends
- Superior features than alternatives
- ...
- And of course, some luck**



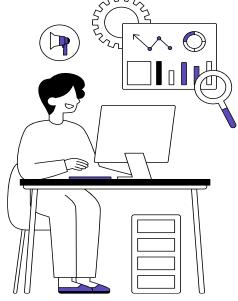


# Business modelling

## customers and value proposition



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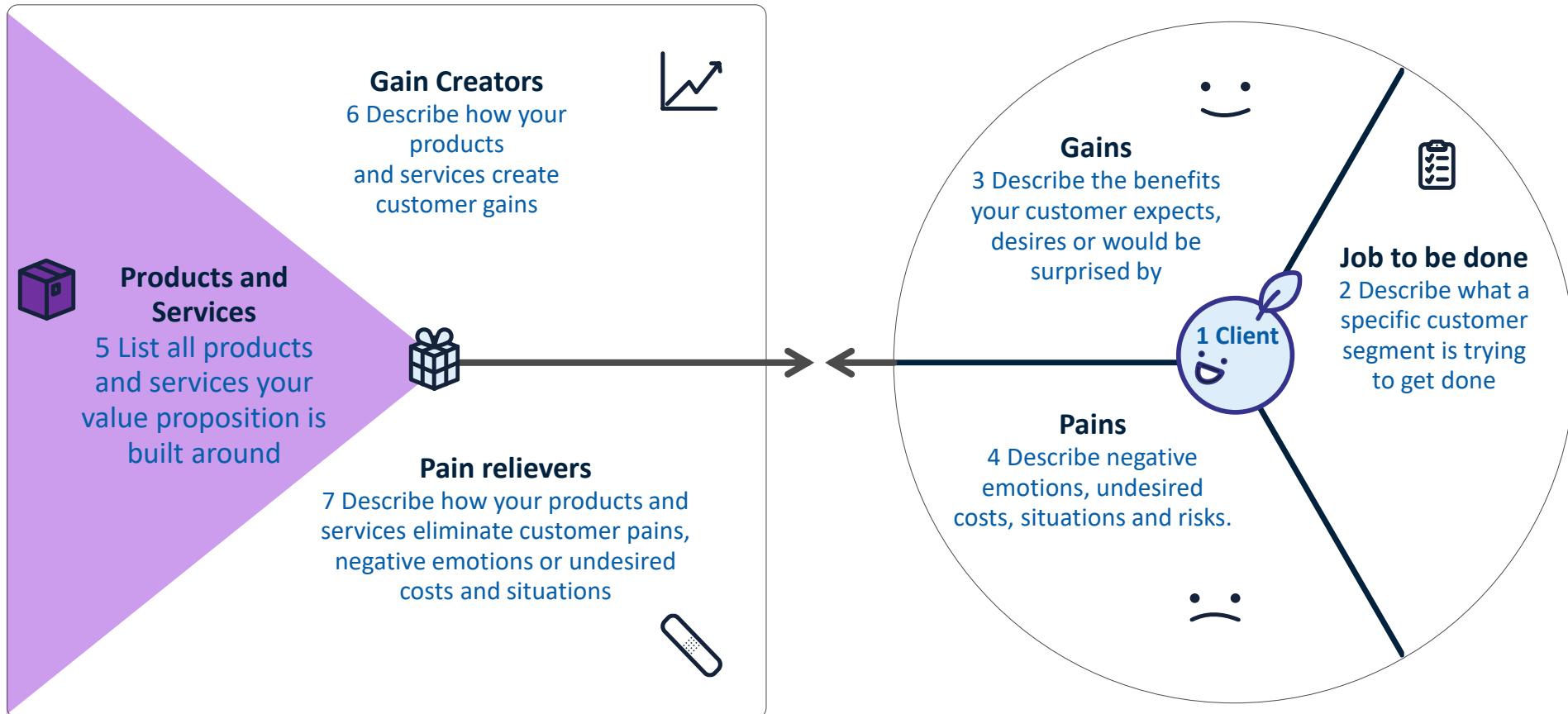


# Business modelling

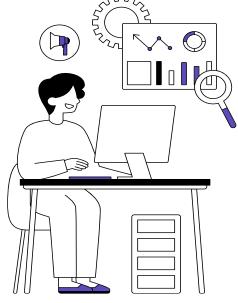
## customers and value proposition

PRODUCT

CUSTOMER



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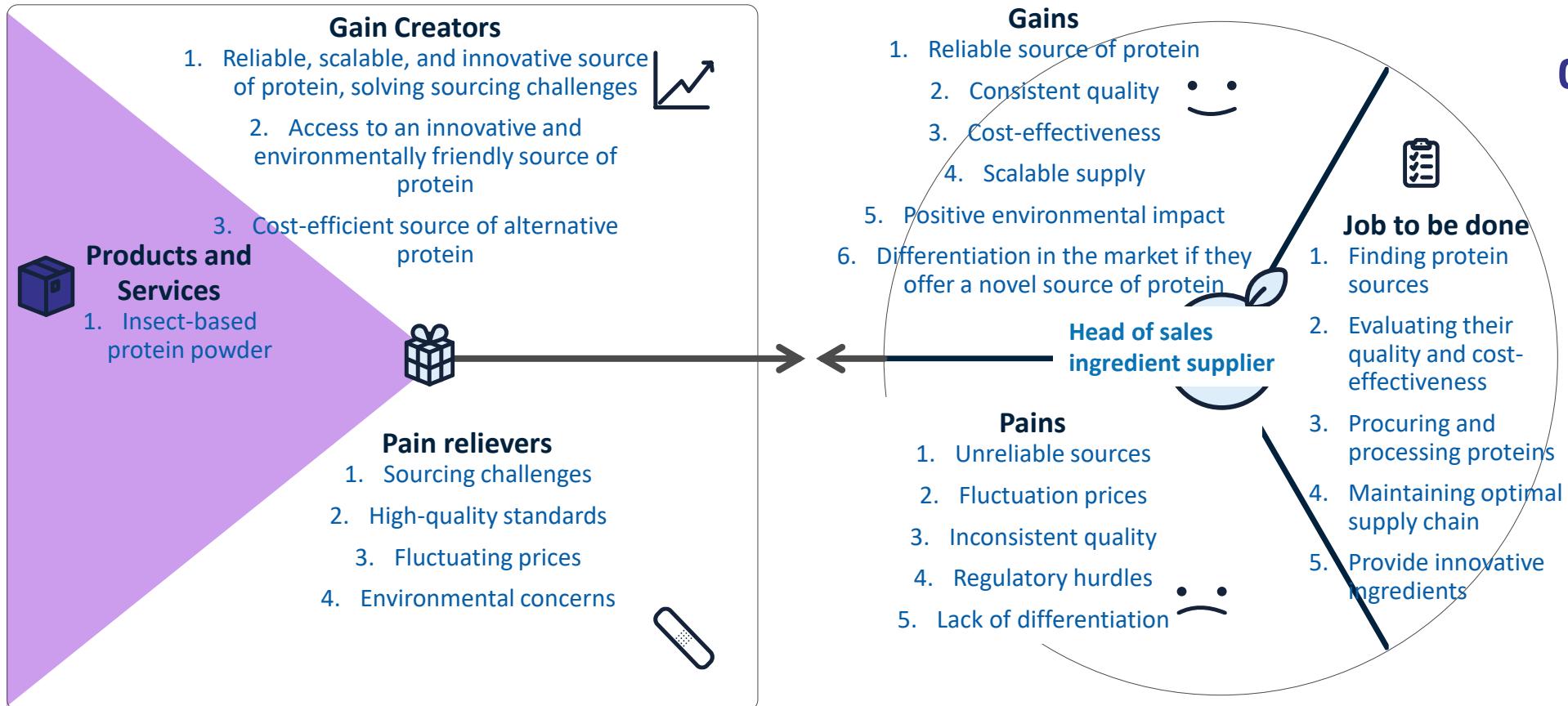


# Business modelling

## 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



TEAM UP

 Food

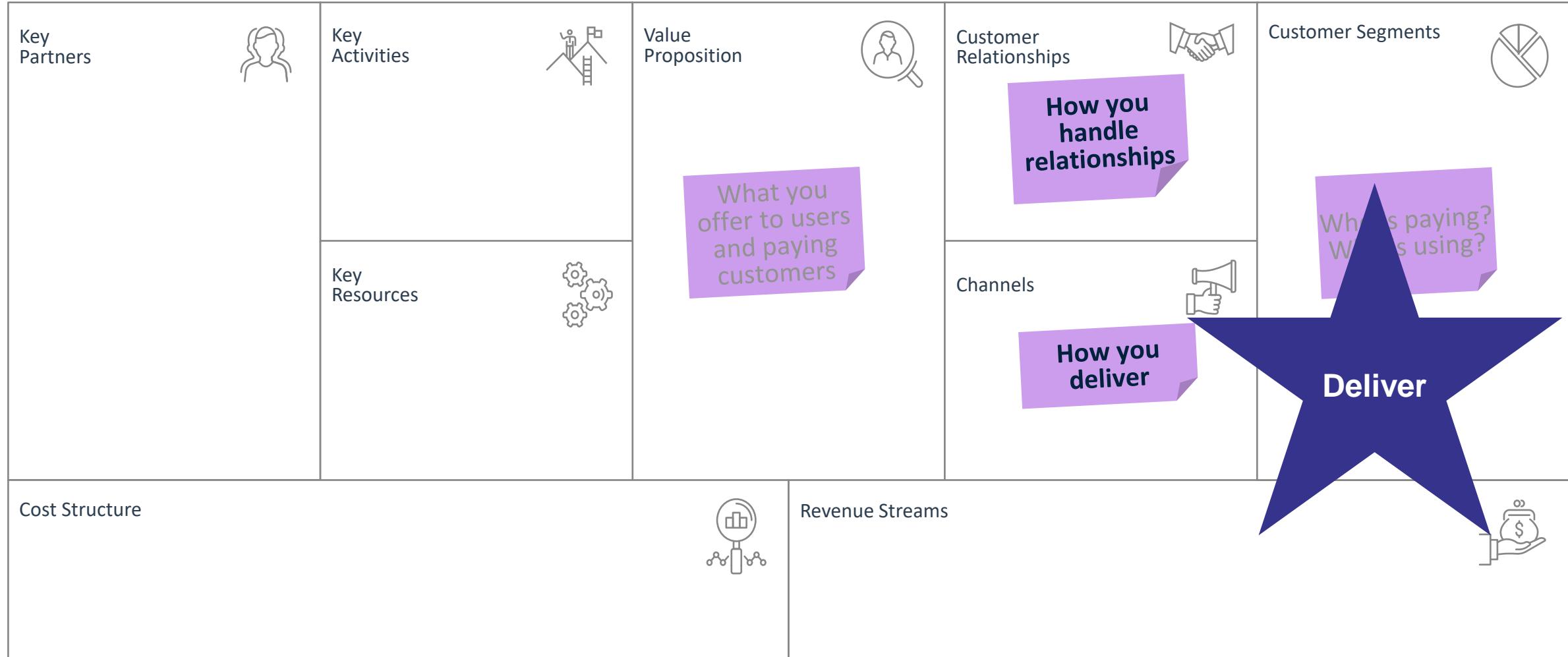


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# Business modelling

## production and delivery

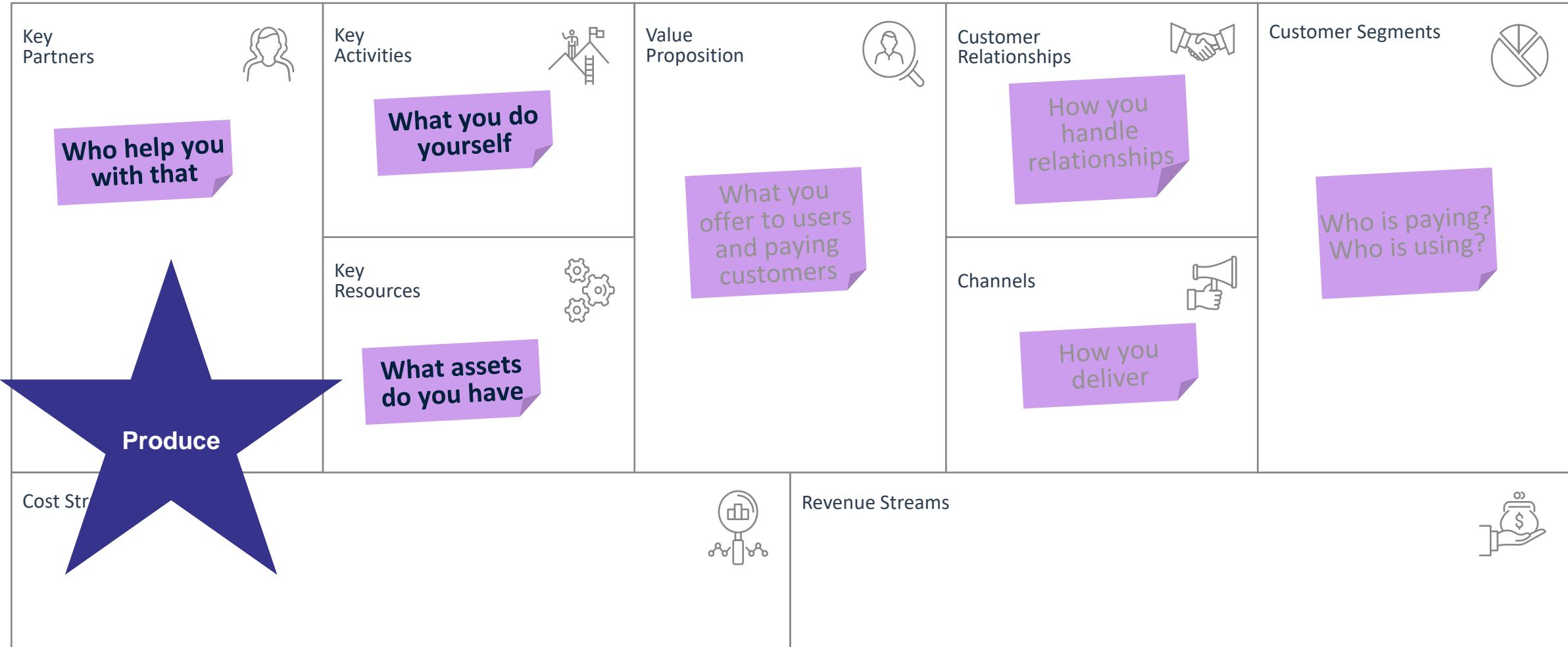


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# Business modelling

## production and delivery

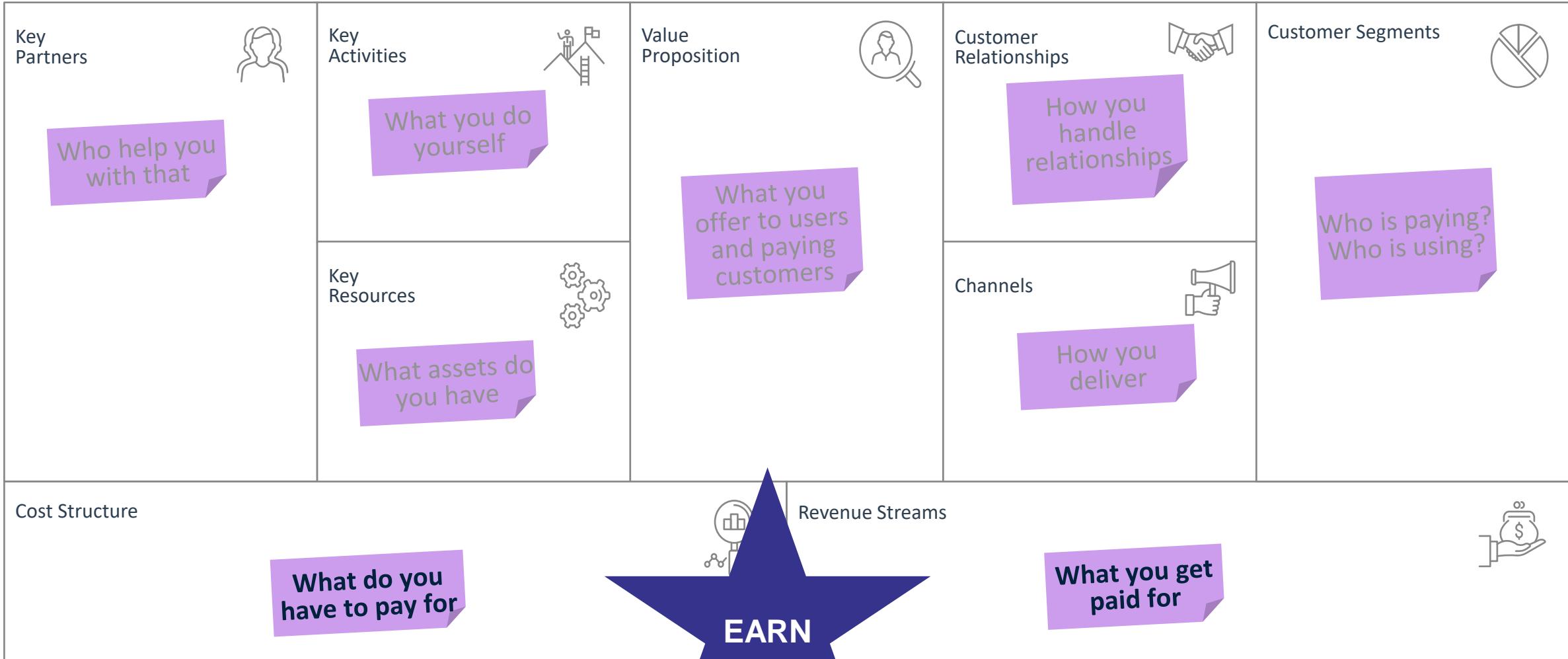


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# Business modelling

## production and delivery



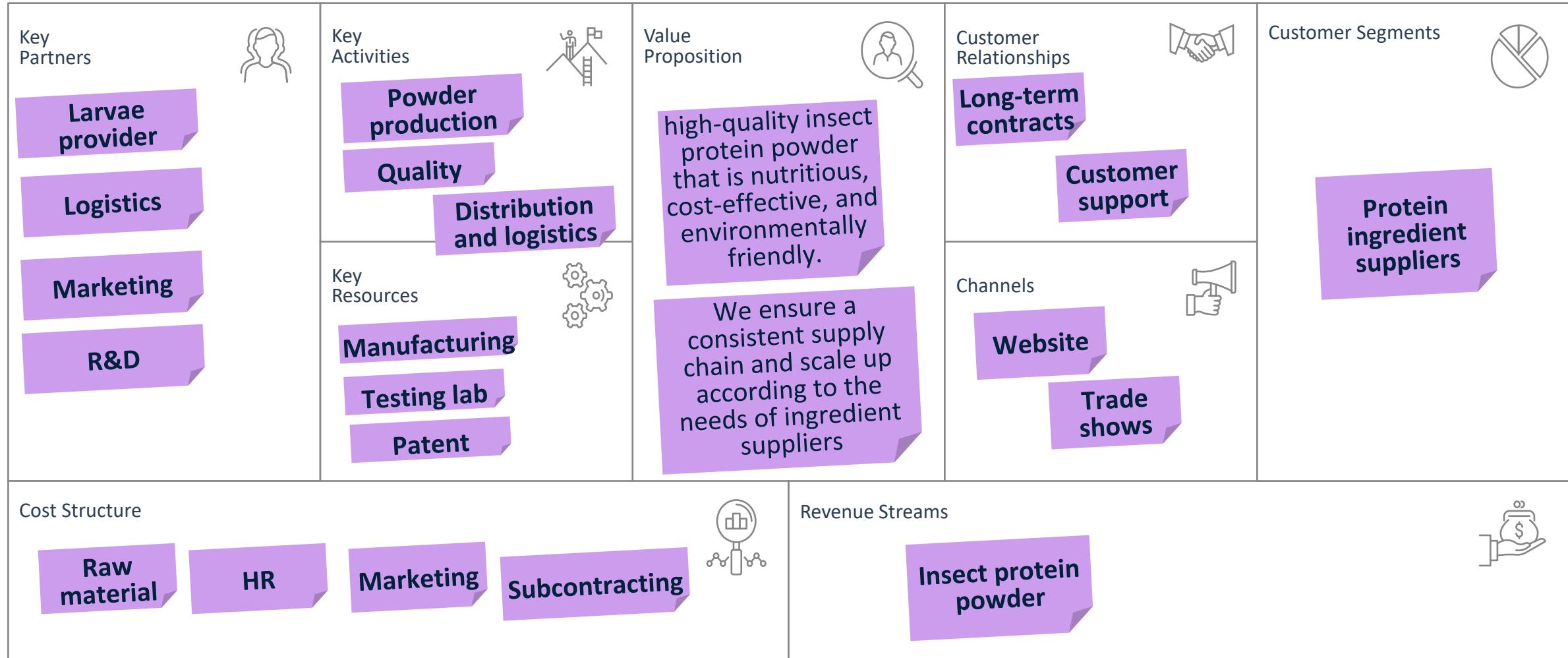
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# Business modelling



TEAM UP

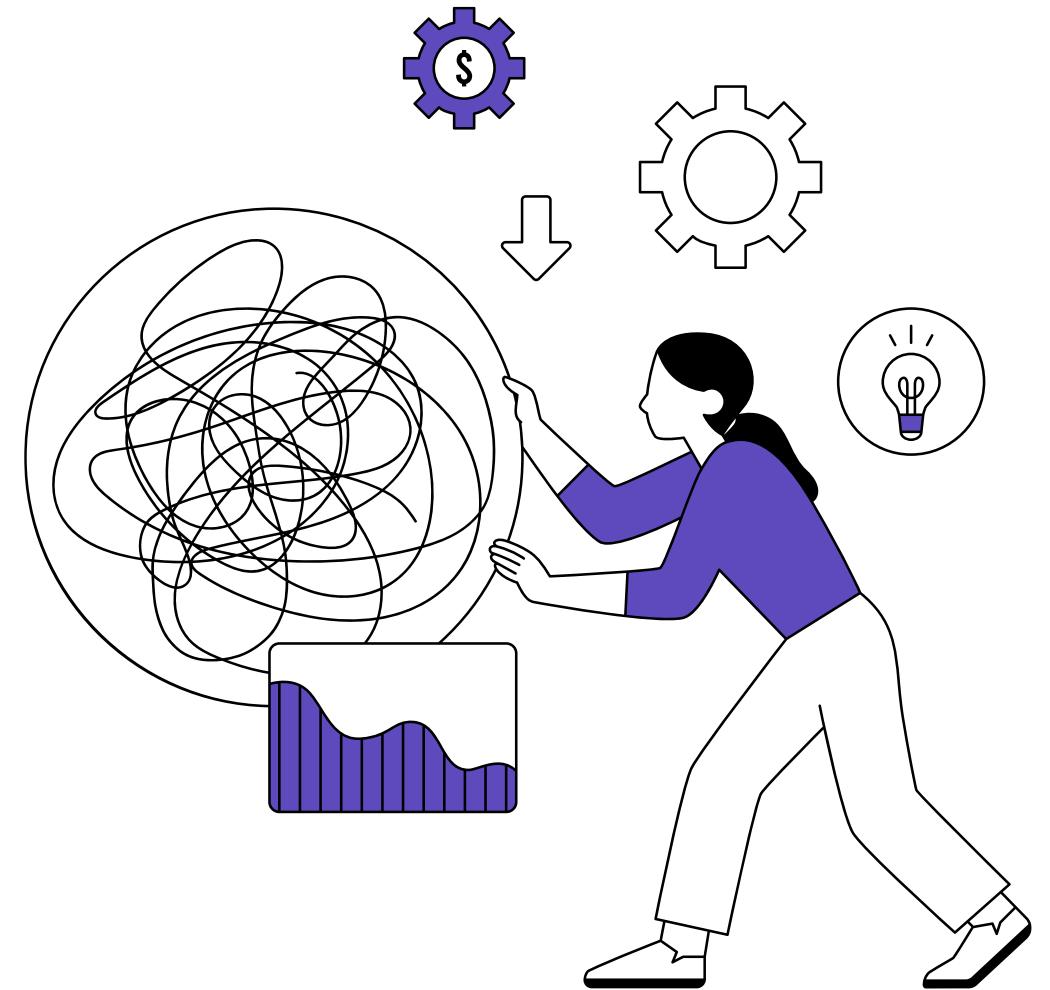
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# Questions

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# Excercise

## Team work



TEAM UP

Number	Team Name	Team members
1	BARBELO	Viktoria Ferencz
		Ricardo Esteruelas Tesán
2	Behavix	Massimiliano Carraro
		Stefania Malfatti
3	Bionova	Luisa Poisa
		Ayşe Sultan Akgün
4	BizToys Ltd	Melike Arslan Samhouri
		Stoyna Wahdat
		Roxana Lazar
5	Earthfarms Collective	Sara Featherston
		Cem Bokeer
6	FutureFastFood	Mari Aasmäe
		Martin Mintchev
7	Gojenie	Daniela Yordanova
		Ebrar Yildirim
8	KELPEAT	Emre Ertem
		Luca Cerruti
		Tea Vrcic
		Alberto Navajas
9	DonaViva	Marko Petkovic
		Felipe Salmeri
10	Nexodify	Syed Tajmeel Hussain
		Jelena Nedeljkovic
11	NutrisAvlIng 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 Ćiprijanović
		Arman Aksoy

# Excercise

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Create your business model

Come back to the main session  
at 18:15 CET



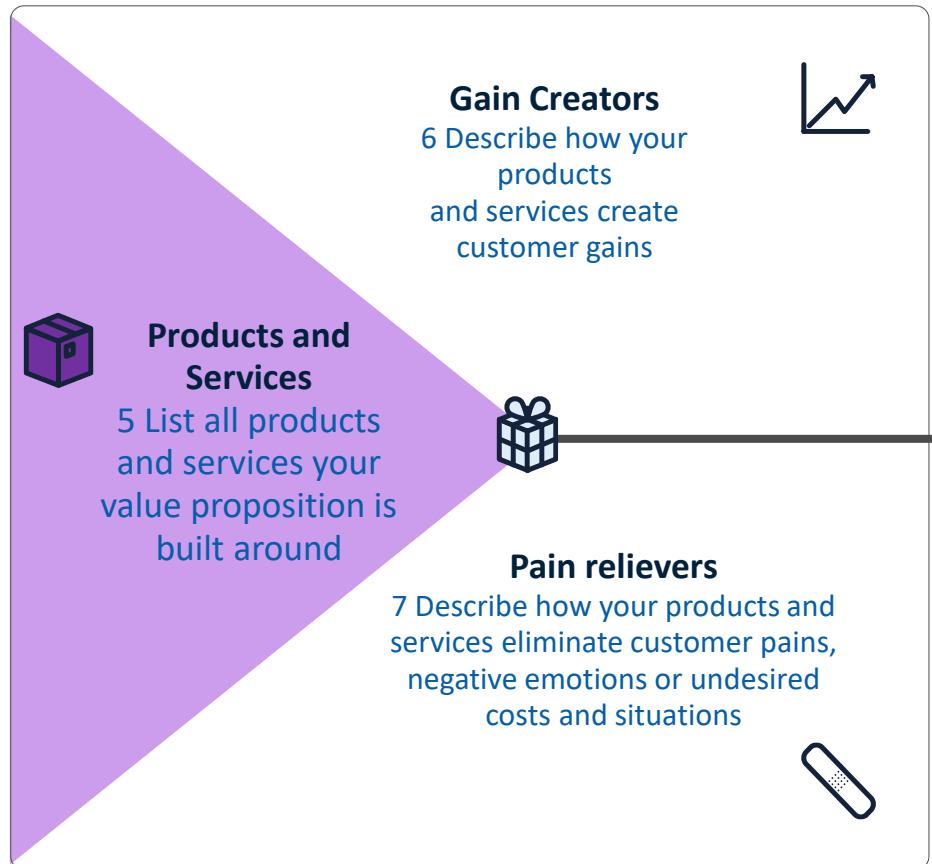
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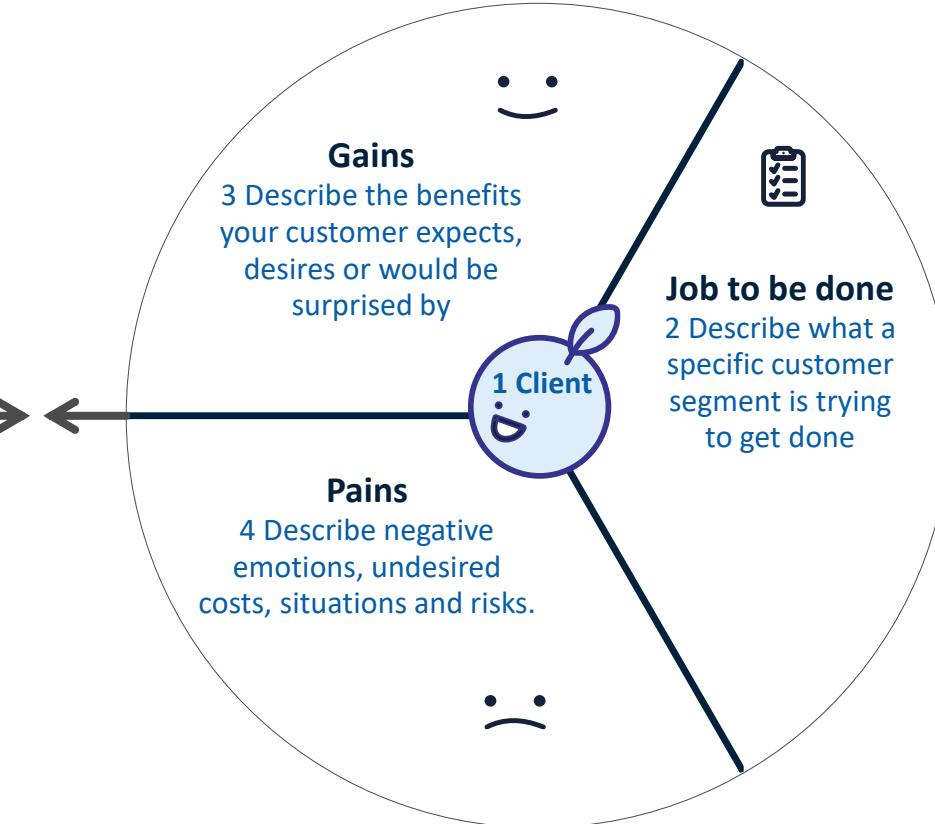
# Business modelling

## customers and value proposition

PRODUCT



CUSTOMER

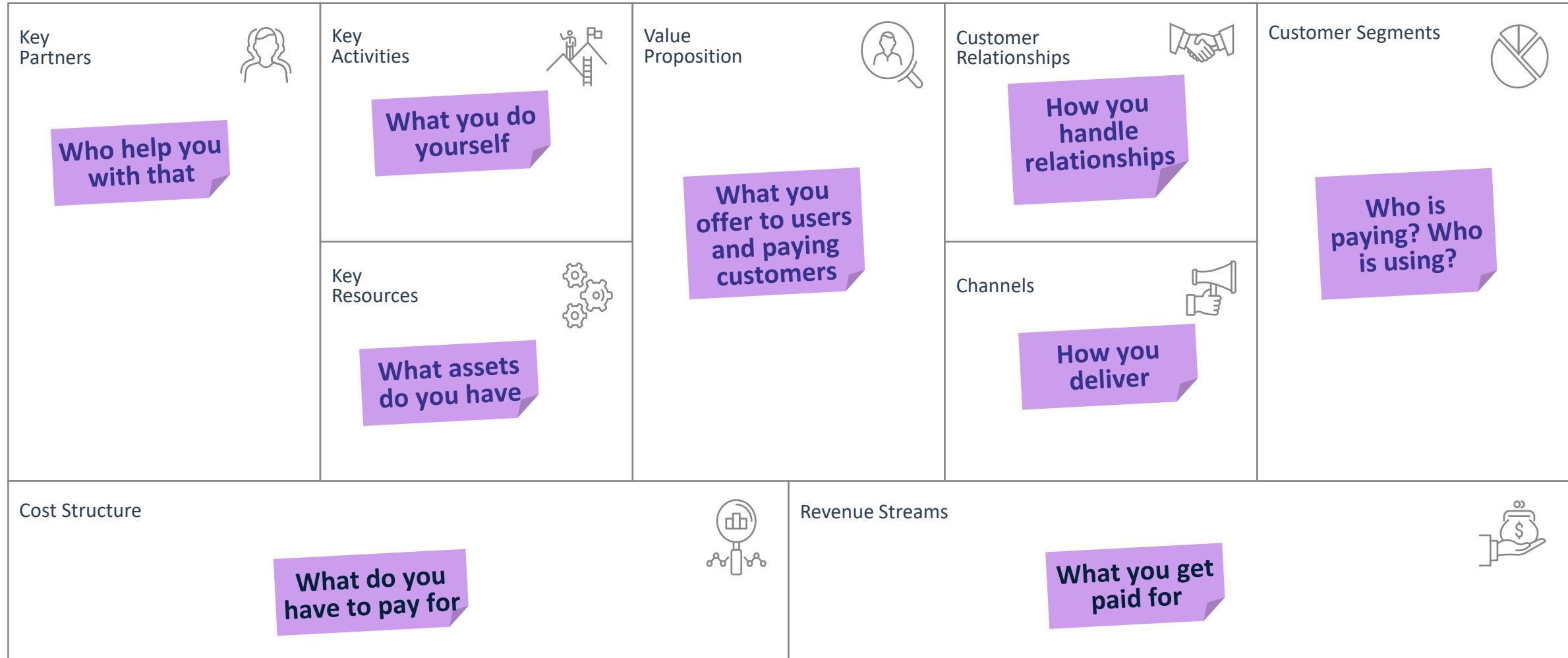


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# Business modelling

## production and delivery



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# Conclusions

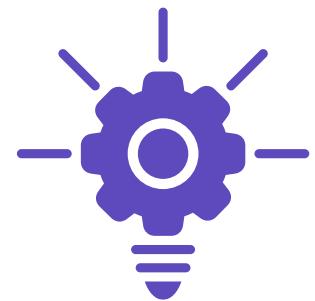
Create your business model



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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 ned 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

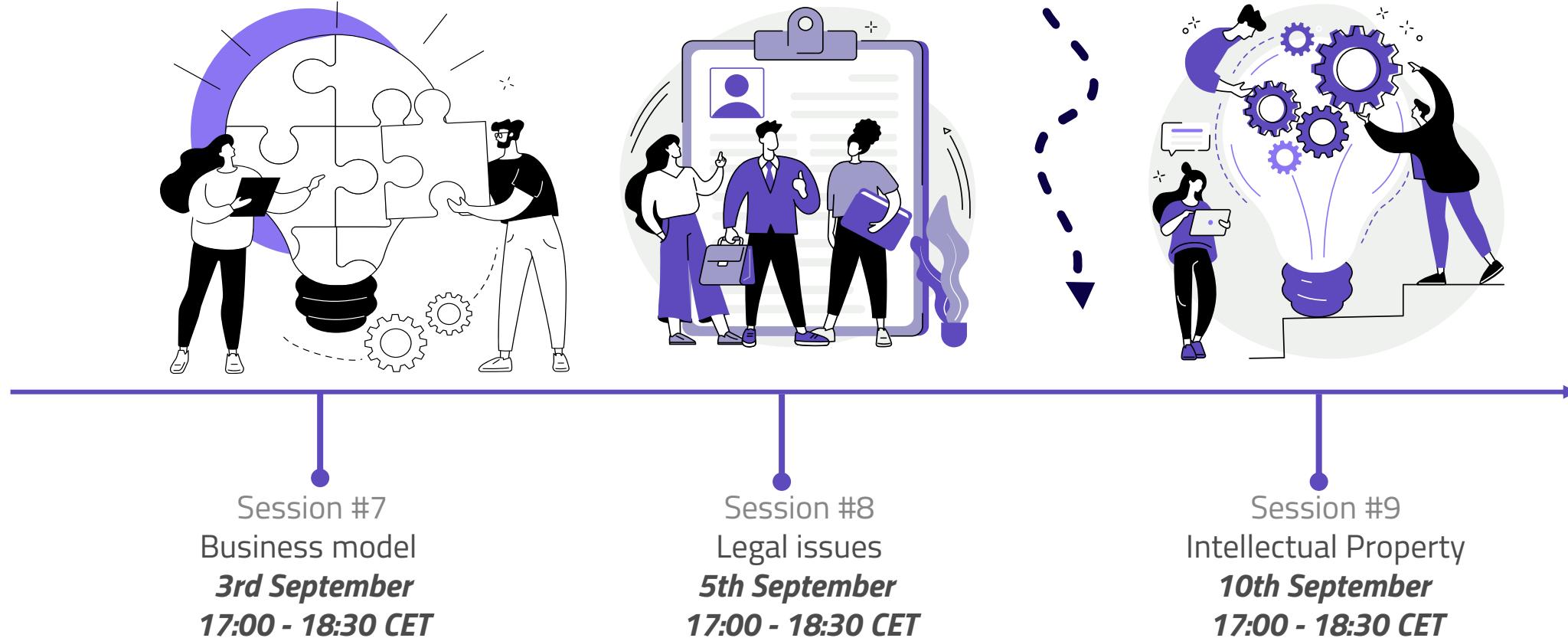
**Wait for action** until you finally thought through every detail

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



# Next Steps

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



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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 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 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 CET</b>	Session #13 Roadmapping <b>21th September</b> <b>17:00 - 18:30 CET</b>
Session #2 Team Building <b>15th August</b> <b>17:00 - 18:30 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 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 CET</b>	
			<i>Deliverable #1:            Business Model            and Team Canvas</i> <b>9th September</b>		 Food	 Co-funded by the European Union

