

BIOENTREPRENEURSHIP LABORATORY

1. Brief description of the idea/product.
2. Potential partners and their contribution: production model (self-production/subcontractor?).
3. First considerations: legal problems, needs for human capital, capacities, etc.
4. First financial considerations: duration of the action, initial budget estimation, source, etc.
5. Identification of first “next” steps: determination of cost/price, etc.
6. Market options: existing product in a new market/new product in an existing market?
7. Marketing strategy: dynamic/conservative? Means (social media, tv, participation in expositions/congresses, leaflets, etc)?

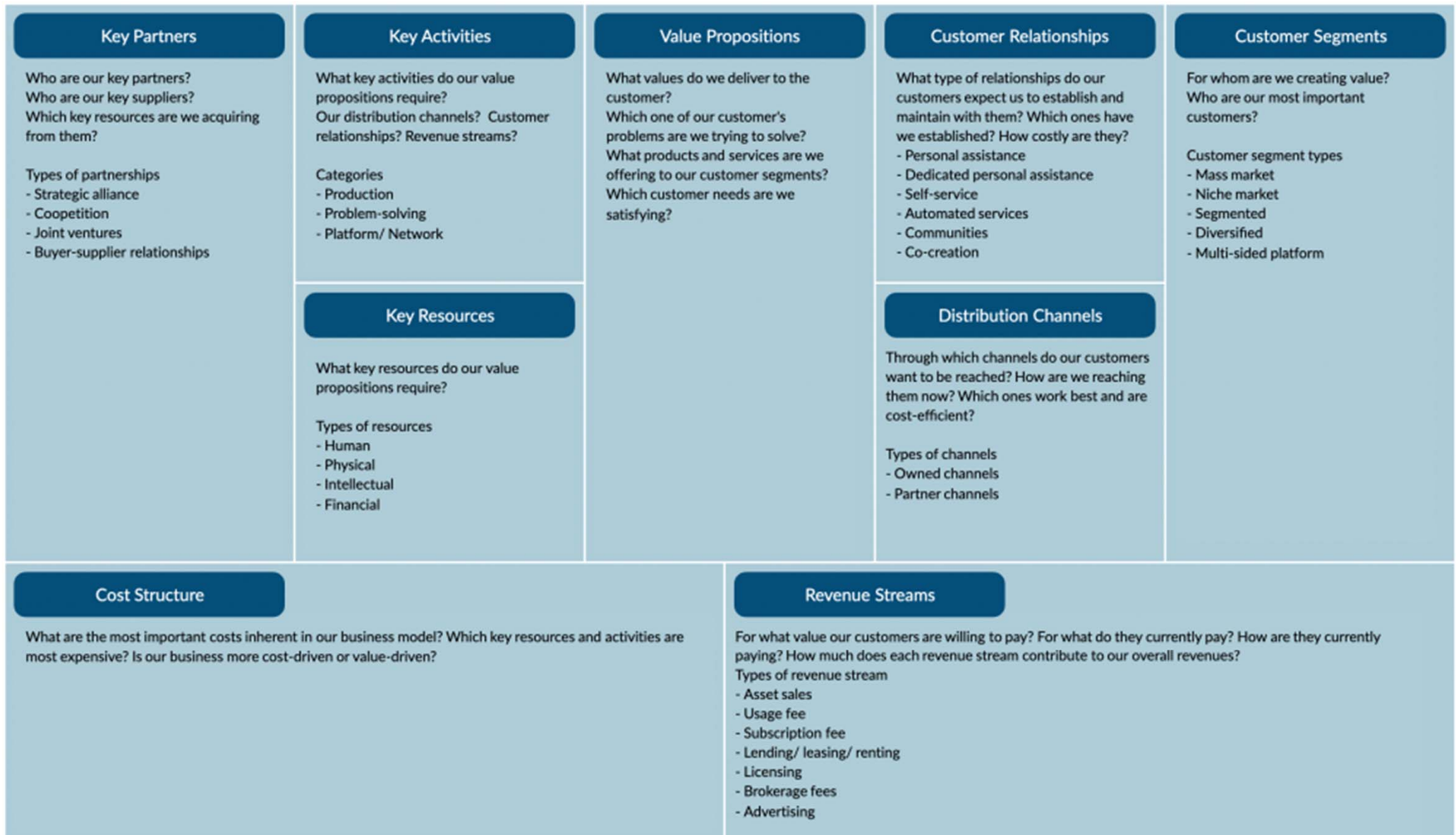
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Value Proposition/Business Model Design

1. What do we offer?
2. Which are the target customer groups?
3. Which are the most appropriate ways of communication (workshops, social media, webpage, etc)?
4. Which are my partners (technology transfers, subcontractors)?
5. Which is my estimated income?
6. Which are my estimated costs (partners costs, infrastructure costs, etc)?
7. Is my model sustainable?
8. What do my customers expect? For example, to distinguish, to develop innovative products, to develop products with health effects, etc
9. What are my customers' fears?
10. Which products my customers offer?

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Business Model Canvas



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SWOT Analysis

Strengths

- Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on.
- It must then decide how to use those results to attract new investors.

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SWOT Analysis

Weaknesses

- Weaknesses stop an organization from performing at its optimum level.
- They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

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SWOT Analysis

Opportunities

- Opportunities refer to favorable external factors that could give an organization a competitive advantage.

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SWOT Analysis

Threats

- Threats refer to factors that have the potential to harm an organization.
- For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield.
- Other common threats include things like rising costs for materials, increasing competition, tight labor supply and so on.