

BLACK SEA ACCELERATOR

for a sustainable Blue Economy

**From Concept to Execution
Business Model Fundamentals**

Business Models AGENDA



Business Models - Agenda

- **Brief intro** – Matteo & Eleni
- **Business Model Theory and Tools** – Lydia
- **Exercise and presentation** – Martin
- **Market Readiness, Access to finance** – Lydia
- **Wrap-up and next steps** – Eleni & Matteo
- **Feedback from participants** – Moderated exchange on the workshop



Business Models

Basic Canvas

**Sustainable Blue Economy
'Accelerator'**

BLACK SEA ACCELERATOR

for a sustainable Blue Economy

**From Concept to Execution
Business Model Fundamentals**

**Business Models
Practical Exercise**



Approach of this session

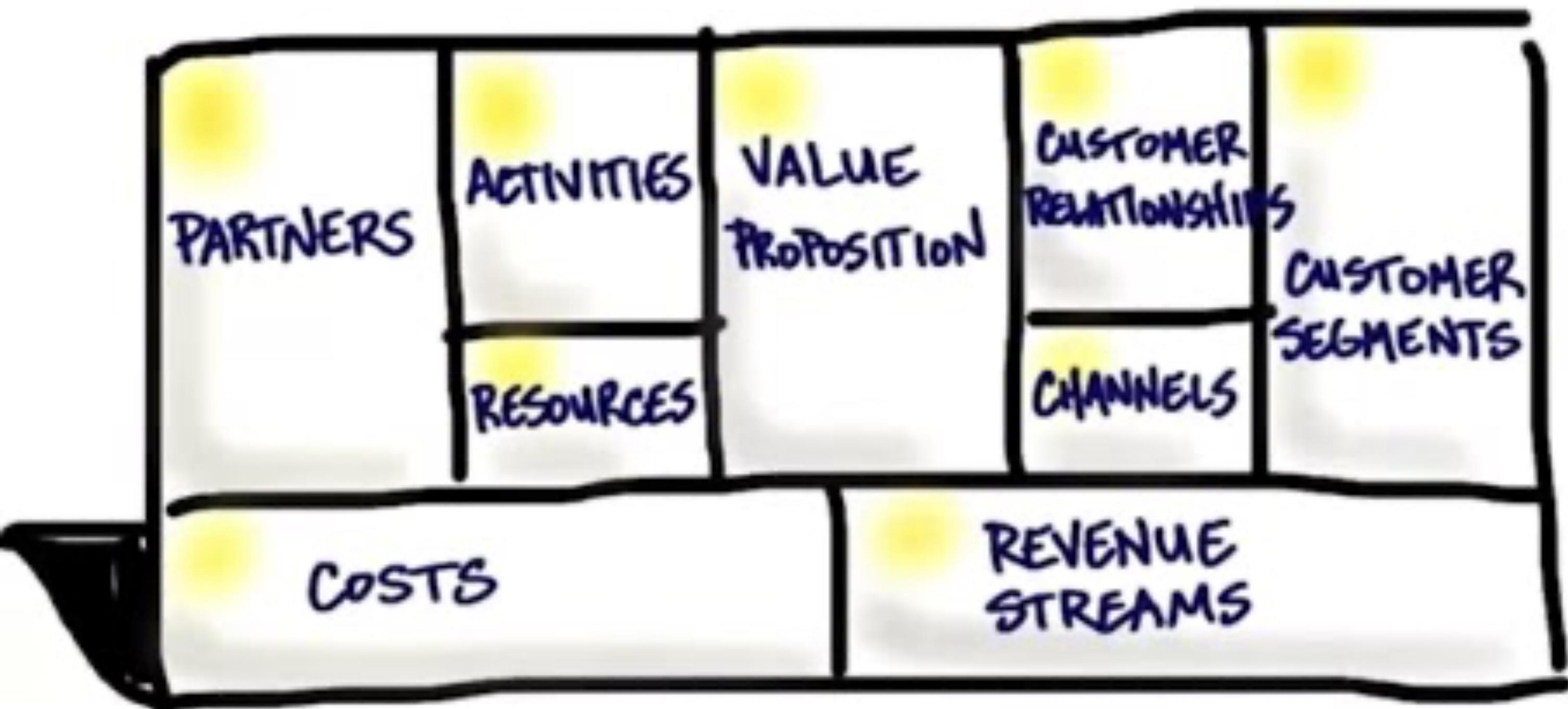
- We show the video on **‘basic canvas’**
- We proceed **‘step-by-step’** with the video
- We then pause and illustrate the **main ‘concepts’**
- We allow for **Q&A** on each step/concept
- Once done we make a **‘practical exercise’**
- We agree on **‘next phase’**



Part 1 – An overview of the ‘basic canvas’



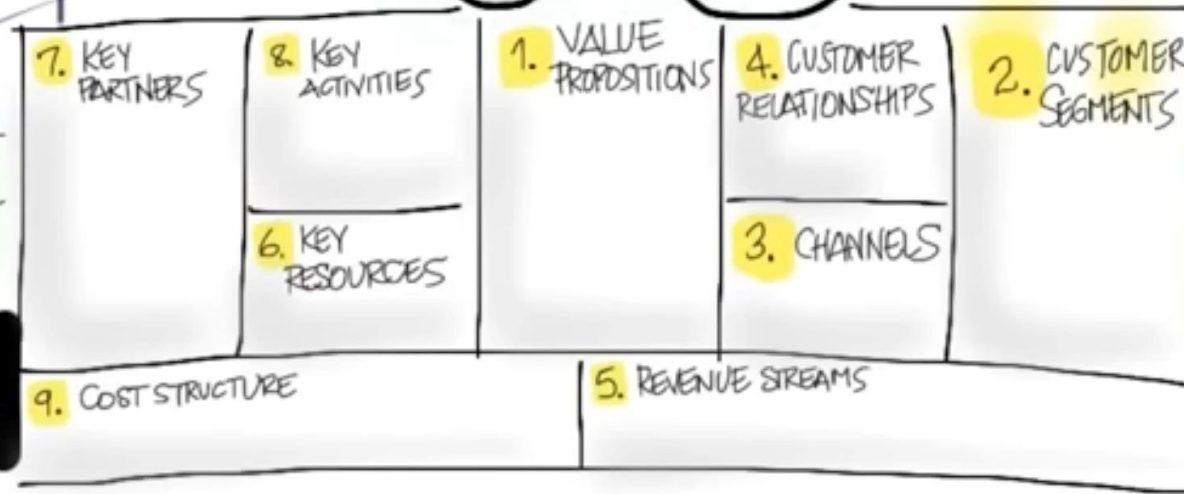
BUSINESS MODEL CANVAS



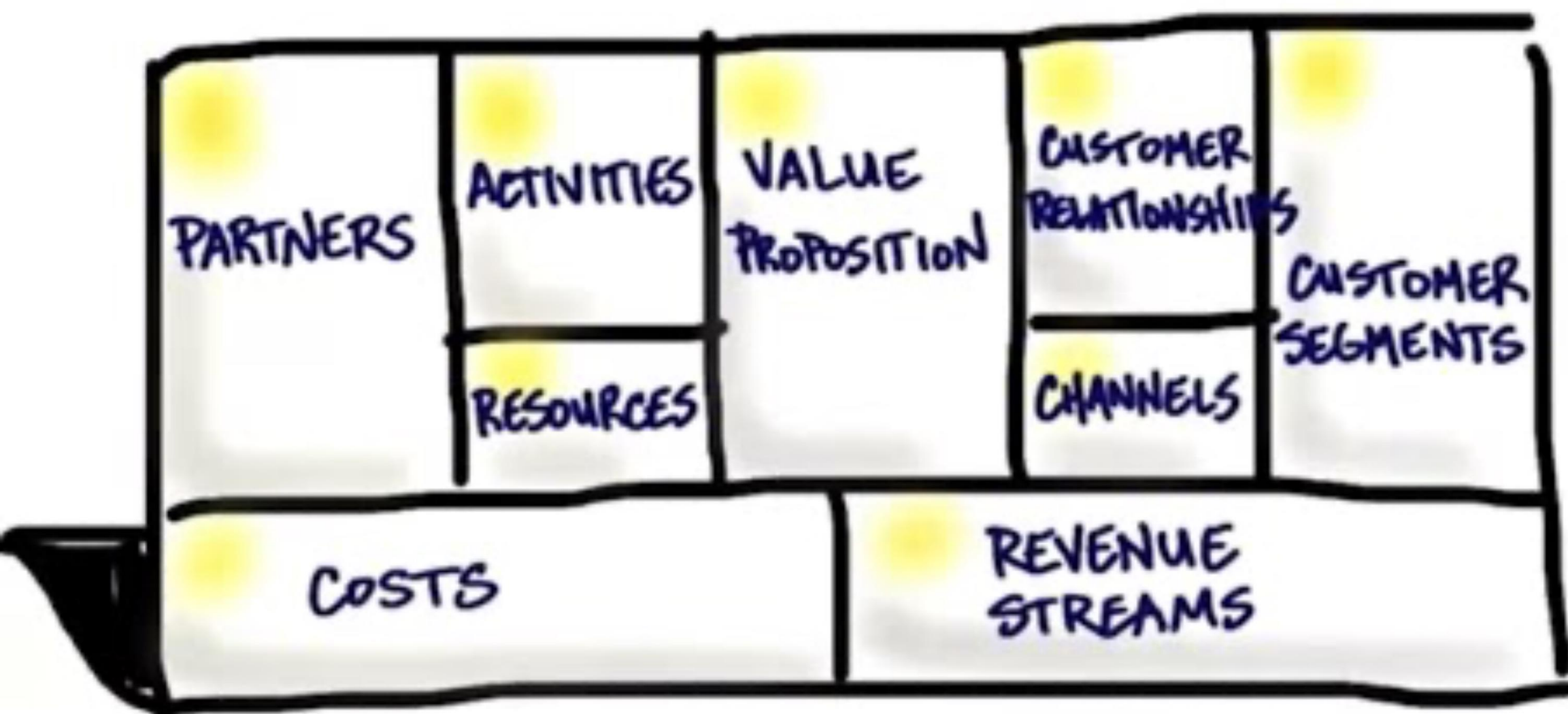
WHAT is a BUSINESS MODEL?

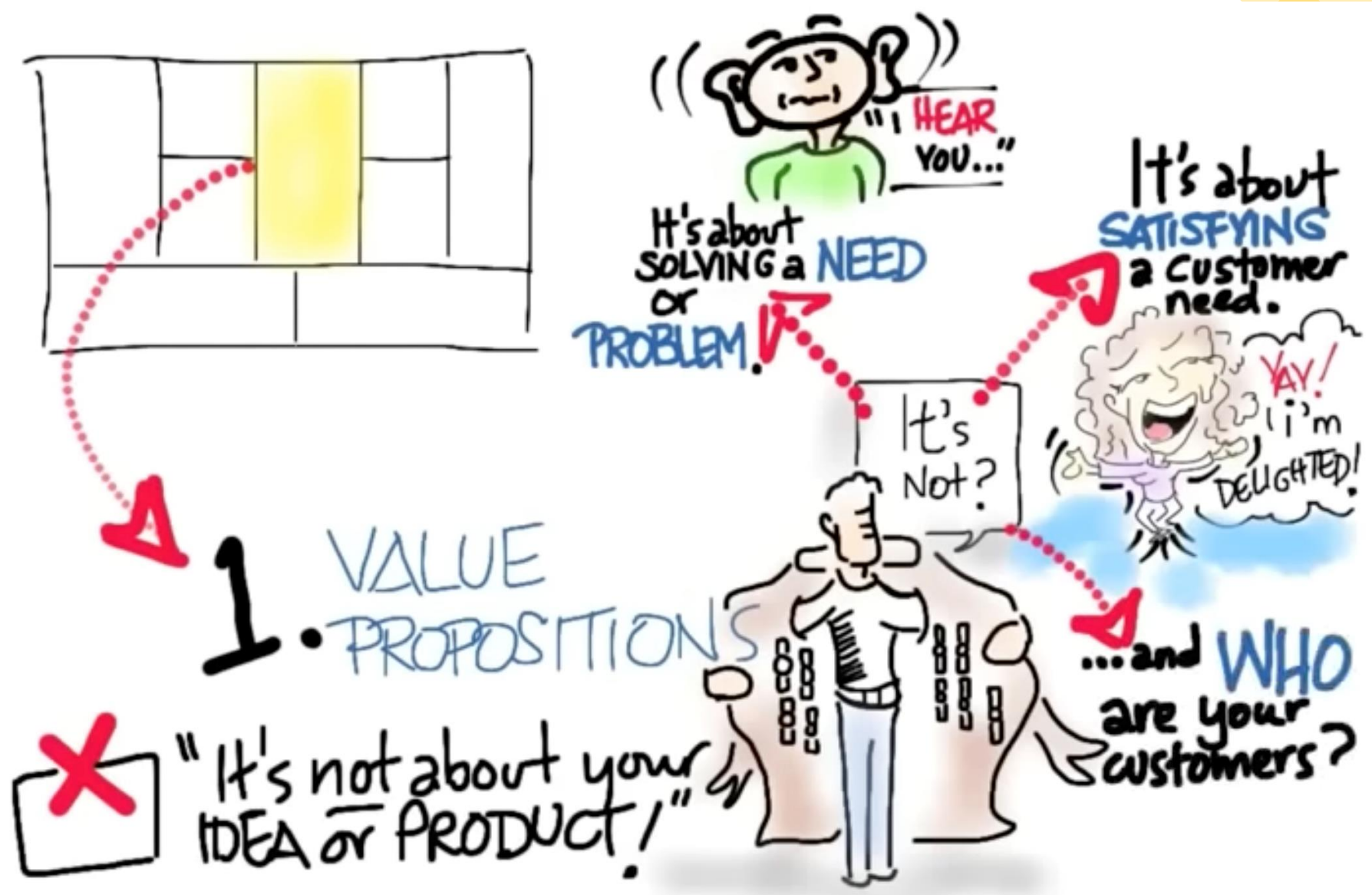
How a company
CREATES VALUE for
ITSELF while
delivering products
or services for
customers.

9 Components..



BUSINESS MODEL CANVAS





WHAT ABOUT MY TECHNOLOGY?

Customers don't care about your technology

They are trying to solve:

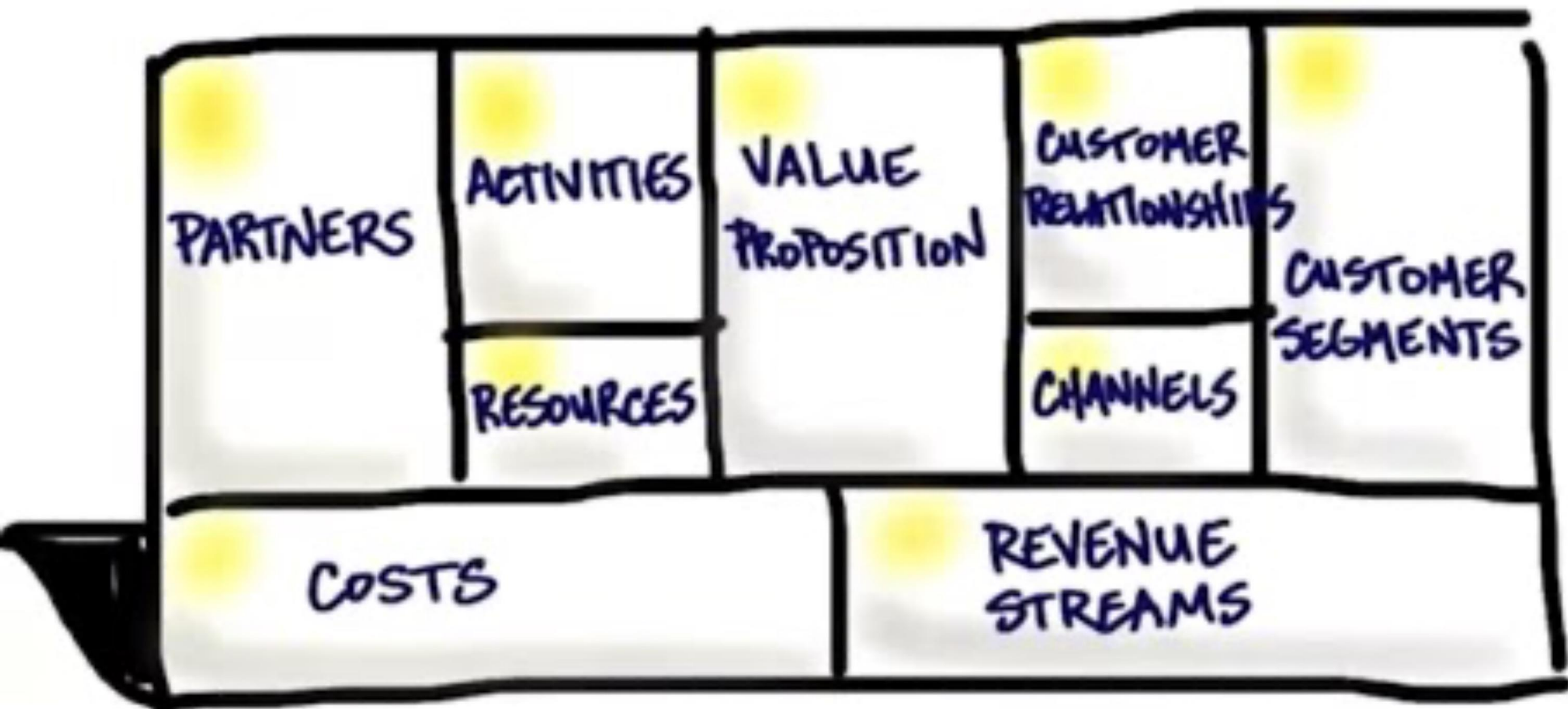
PROBLEM

Accounting
Word Processing

NEED

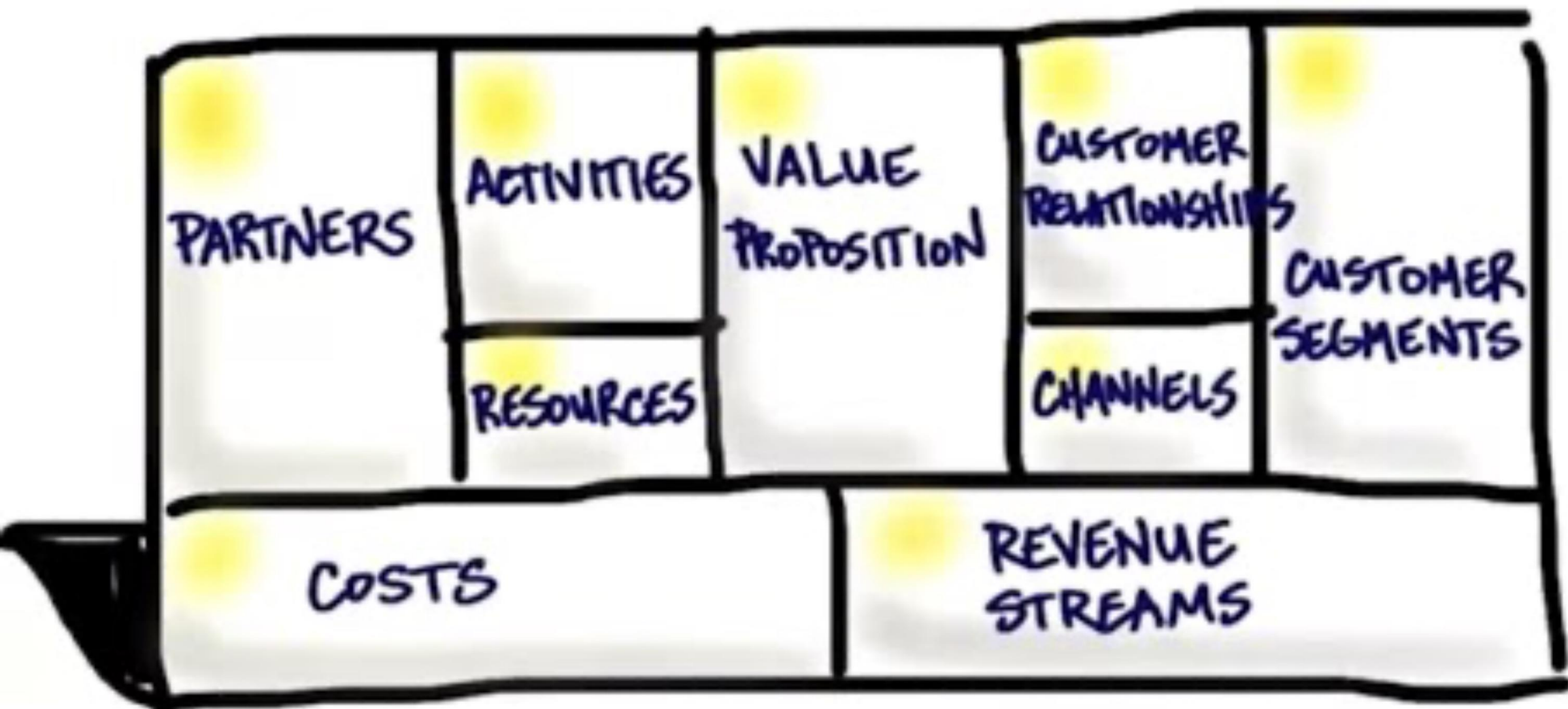
Entertainment
Communication

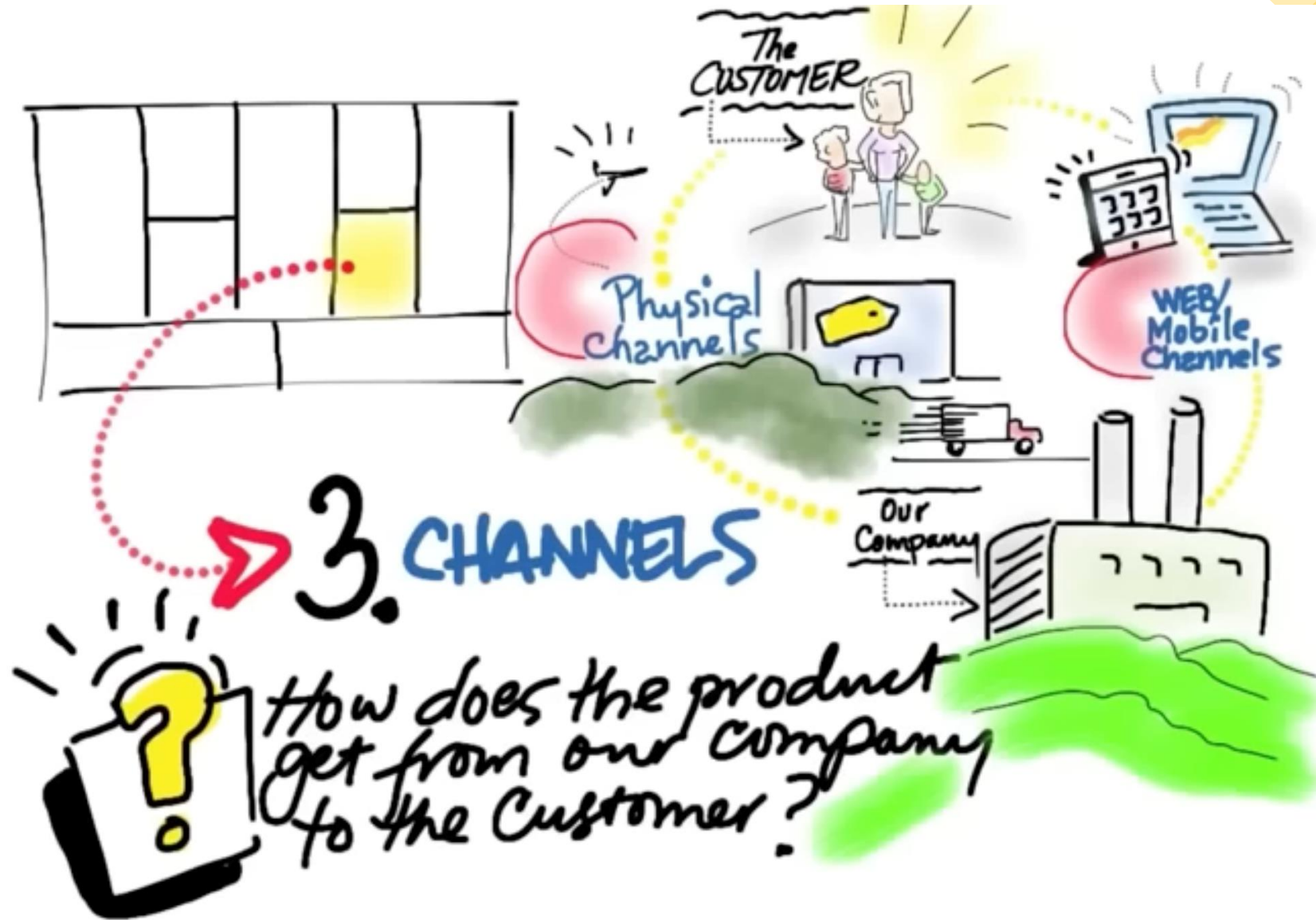
BUSINESS MODEL CANVAS



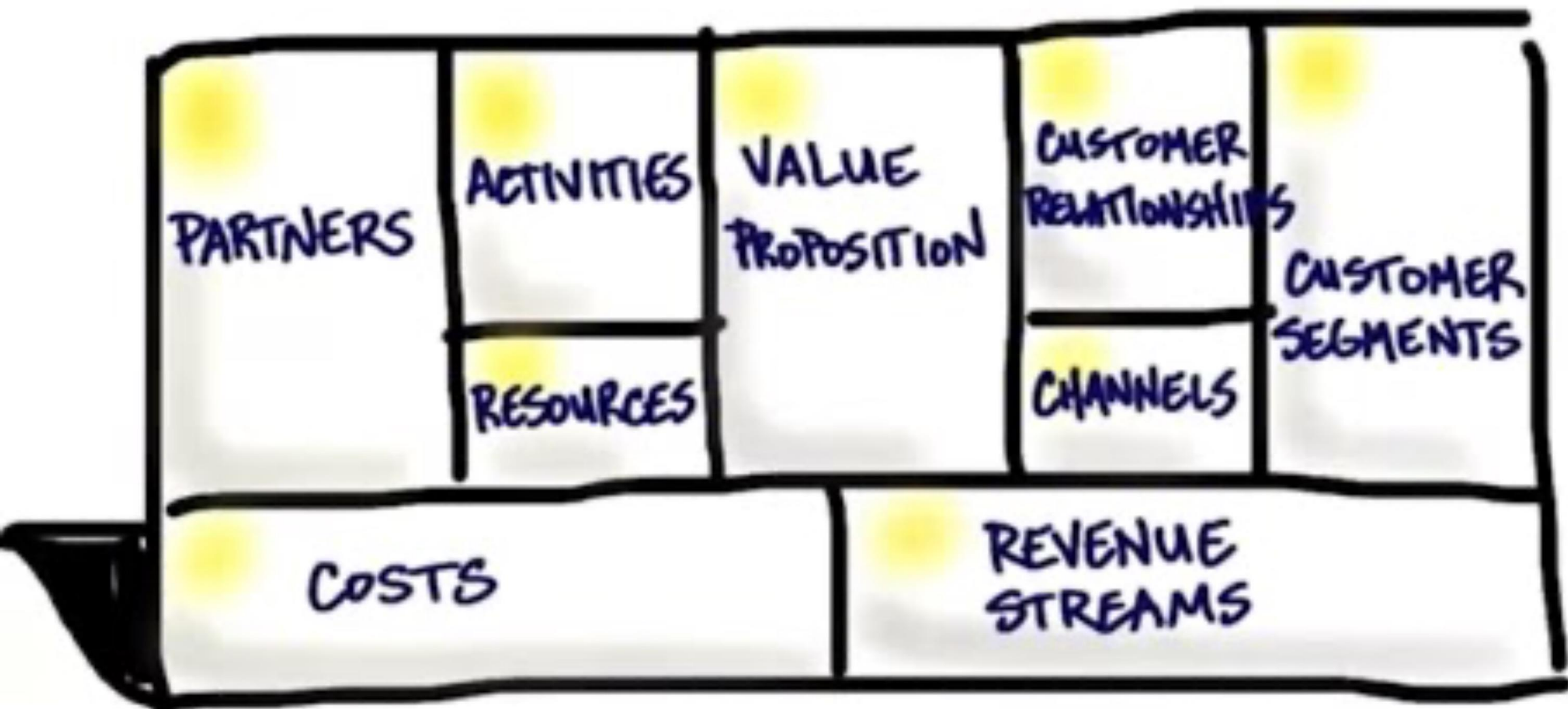


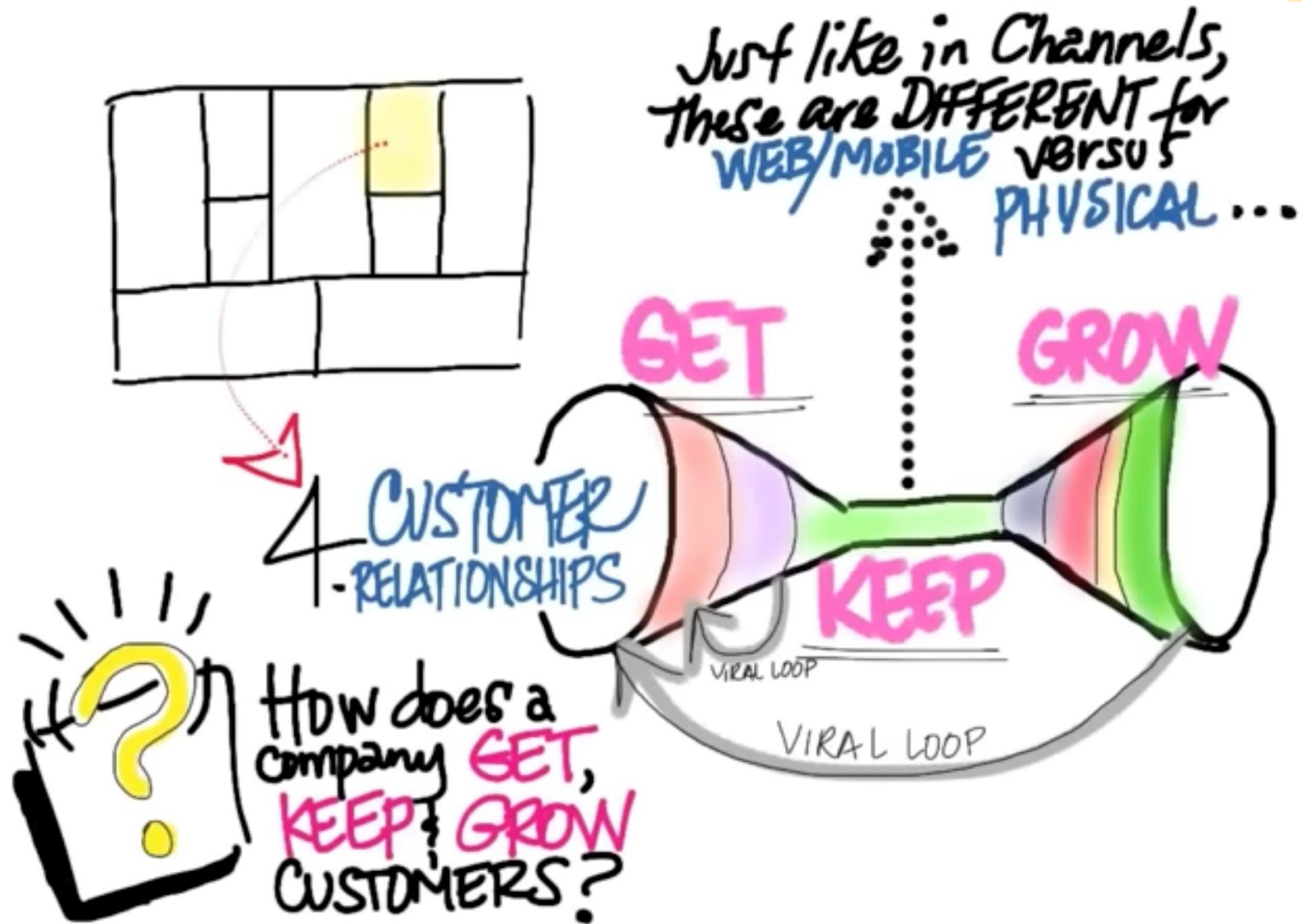
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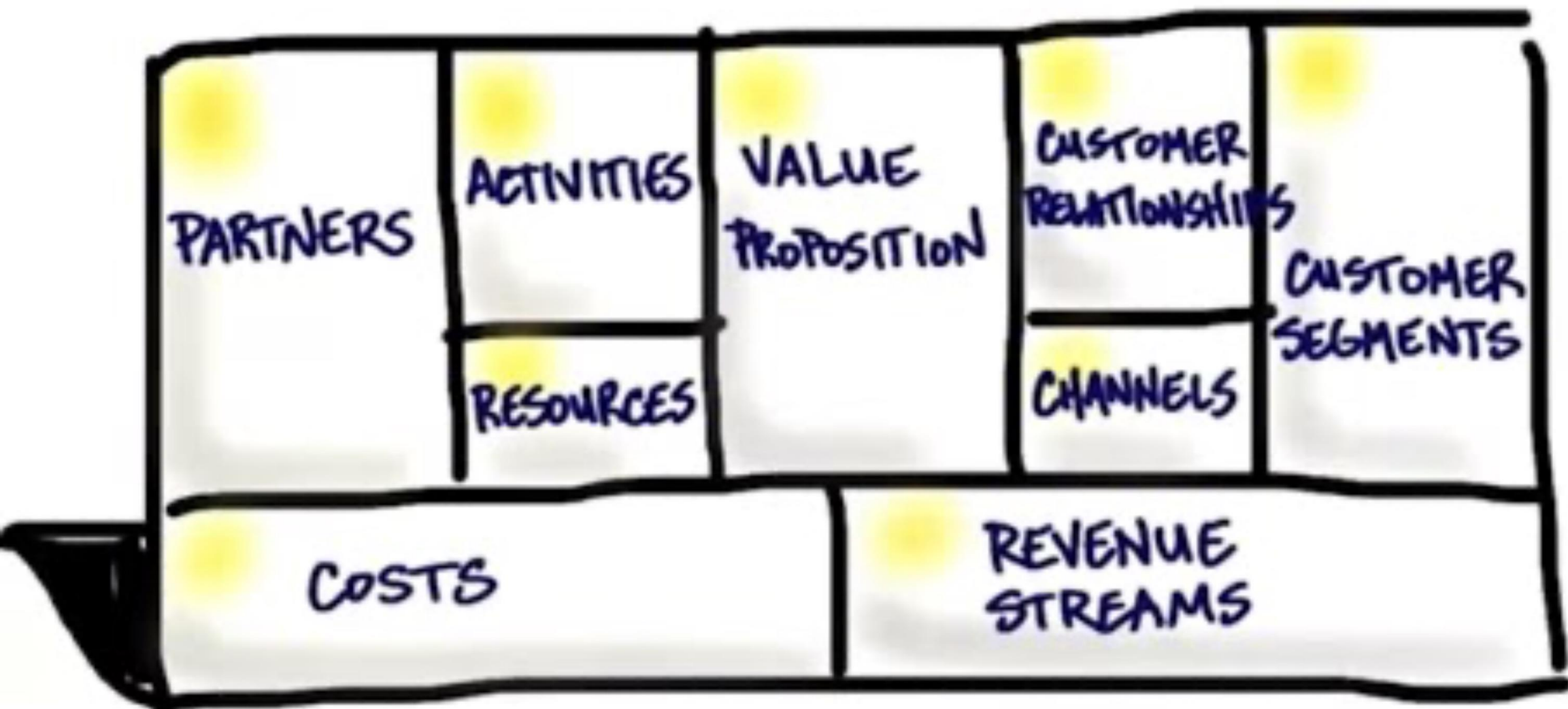


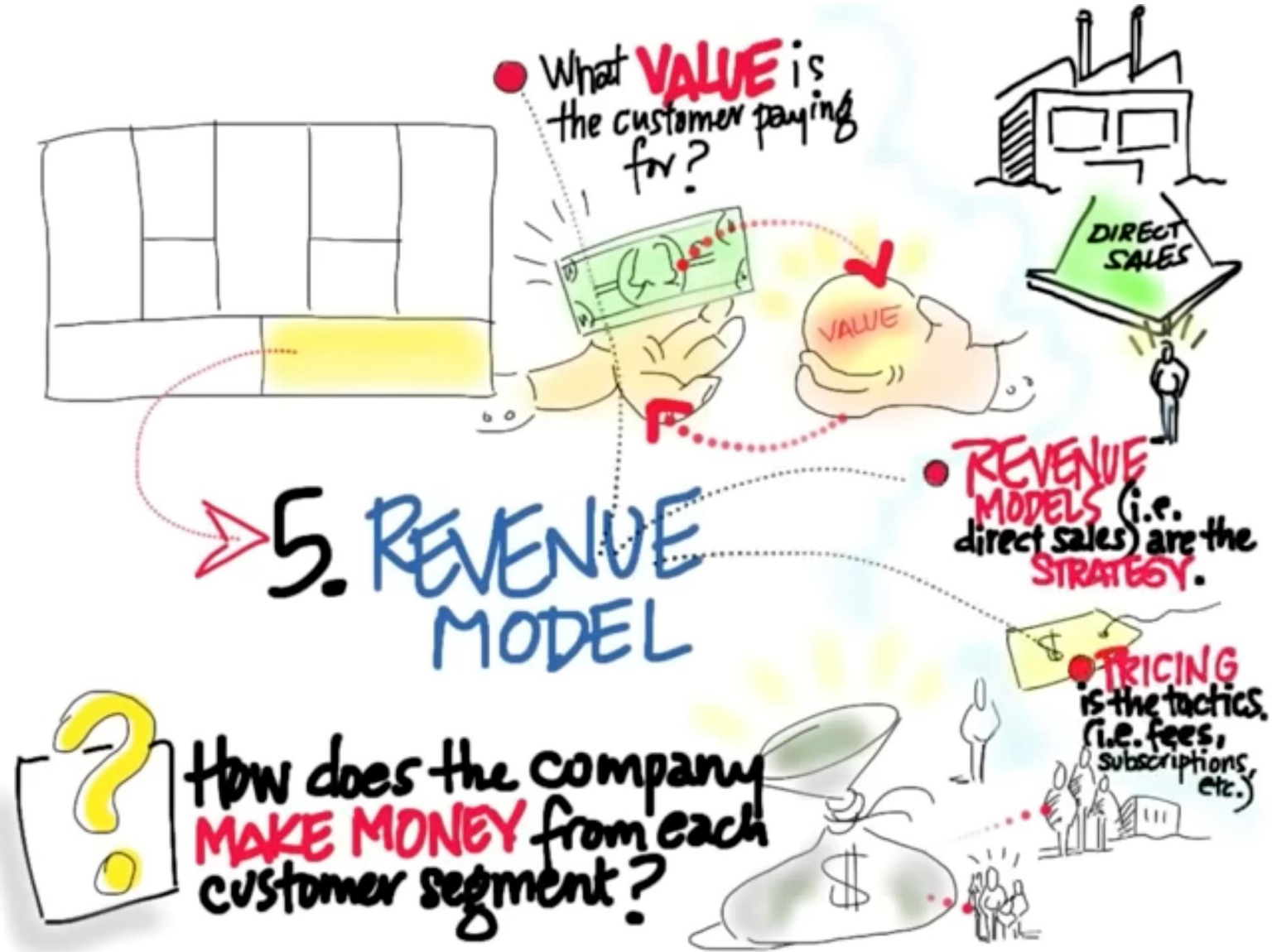
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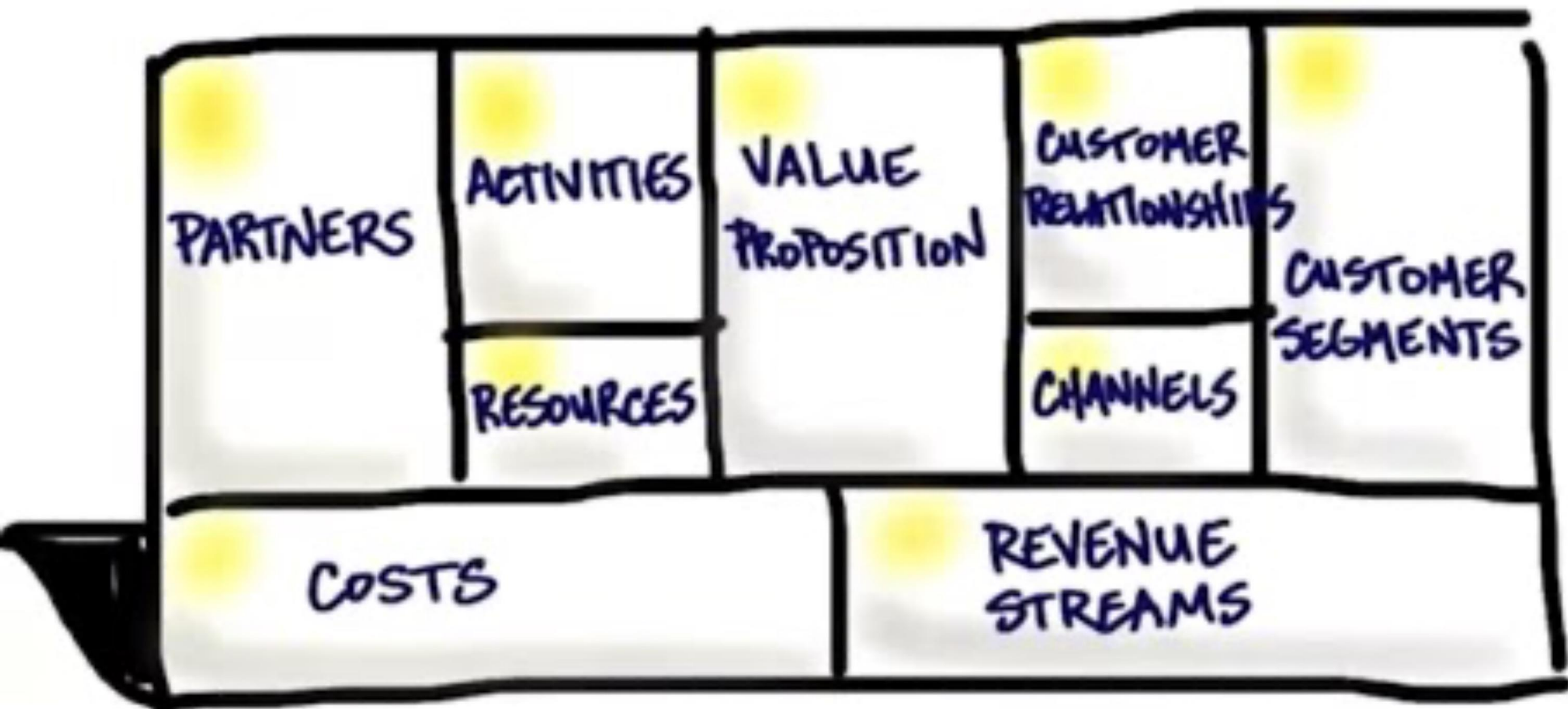


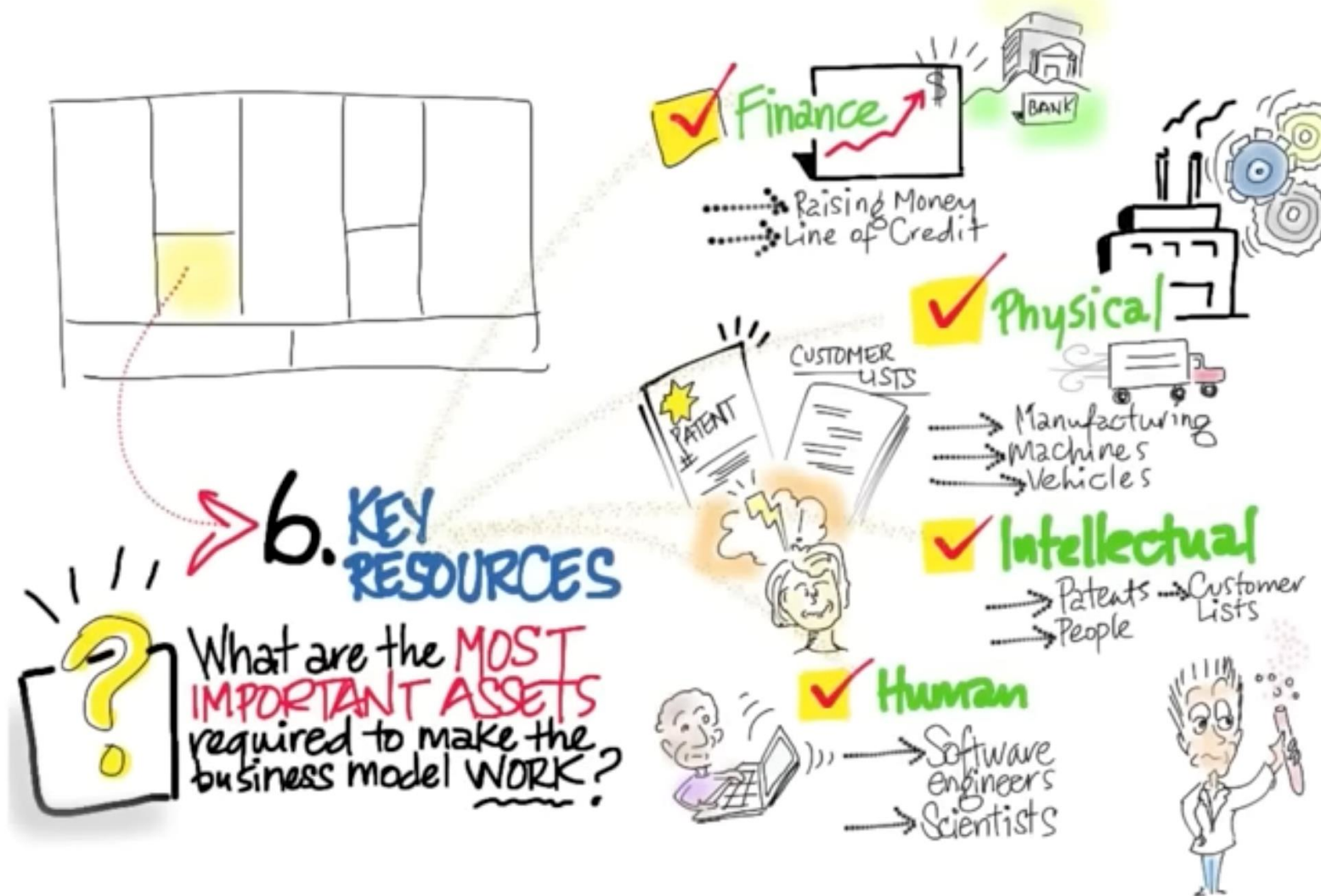
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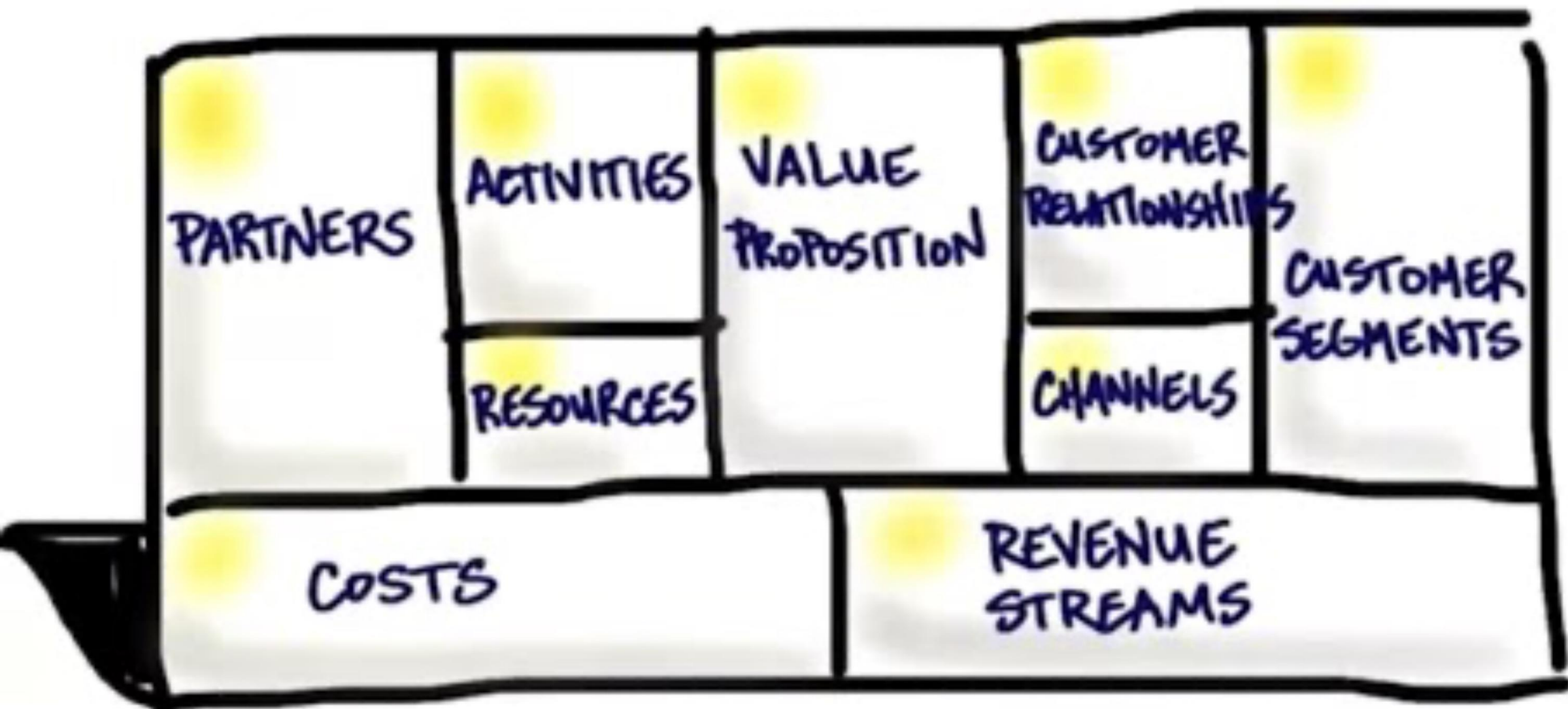


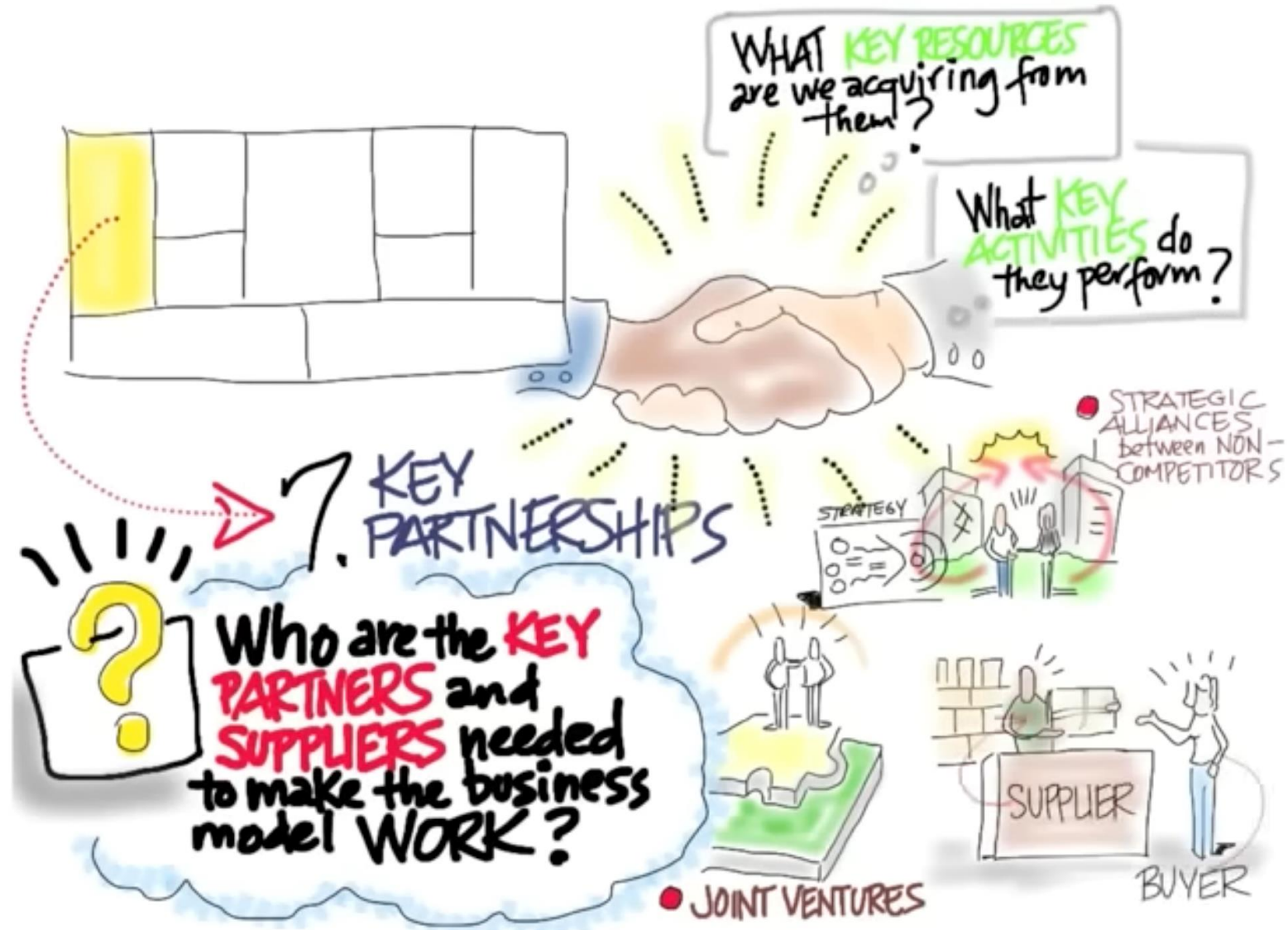
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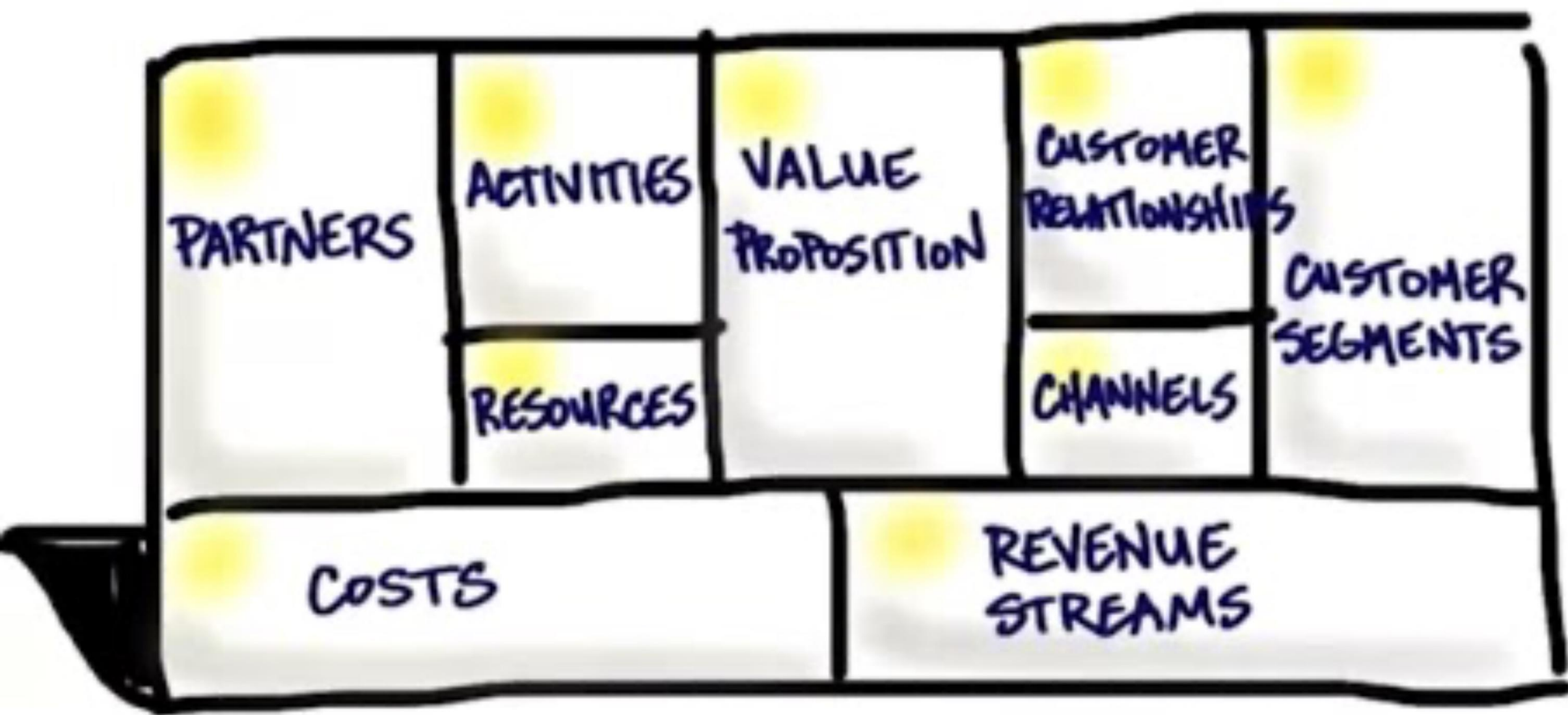


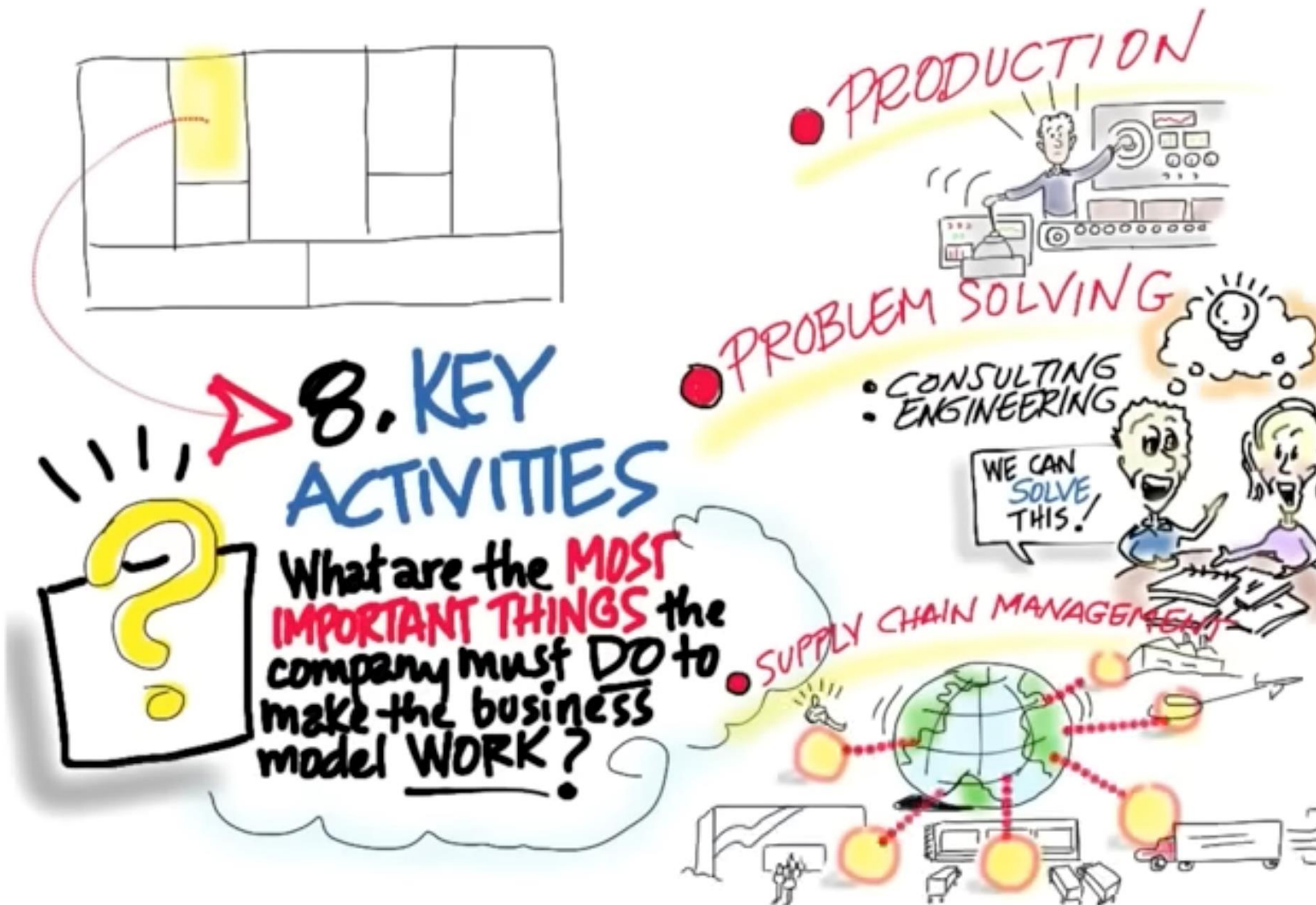
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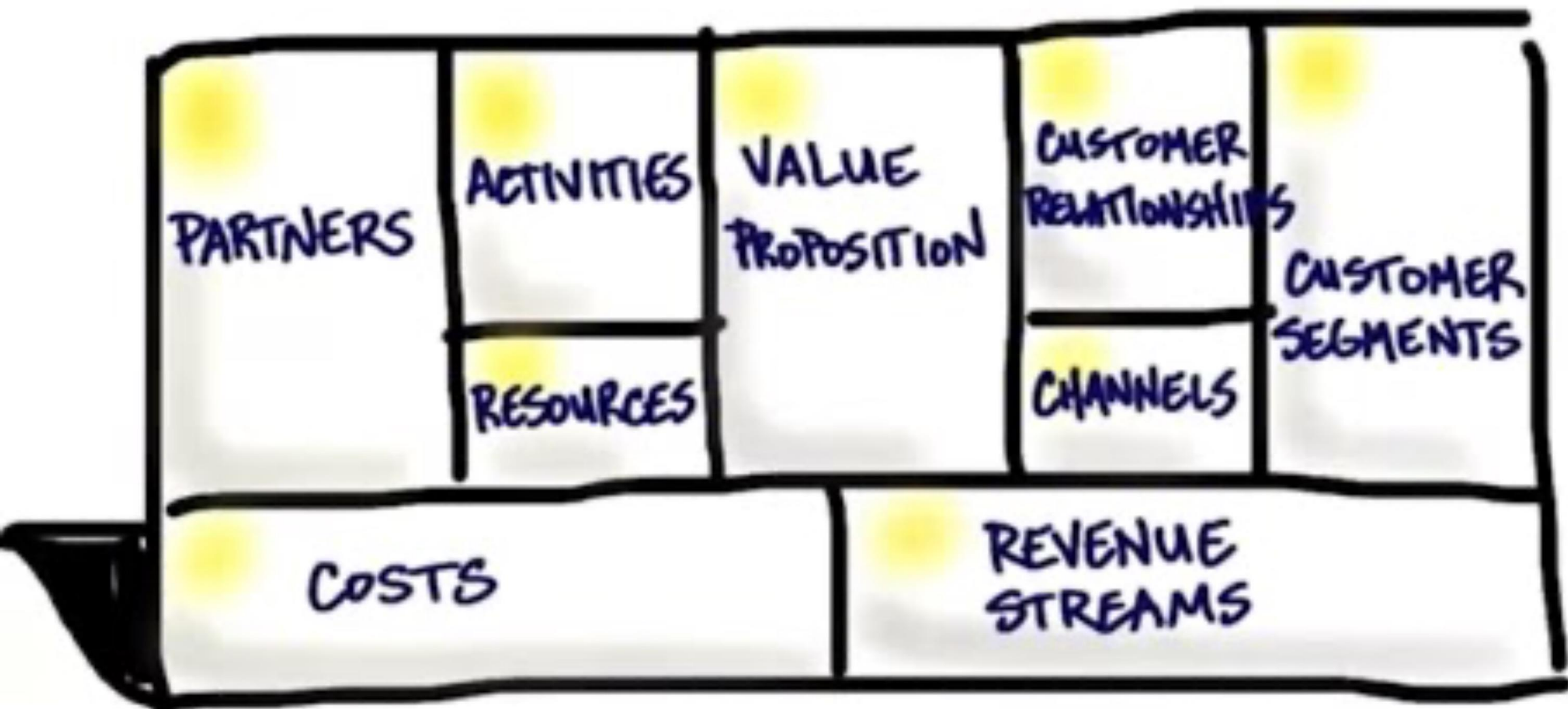


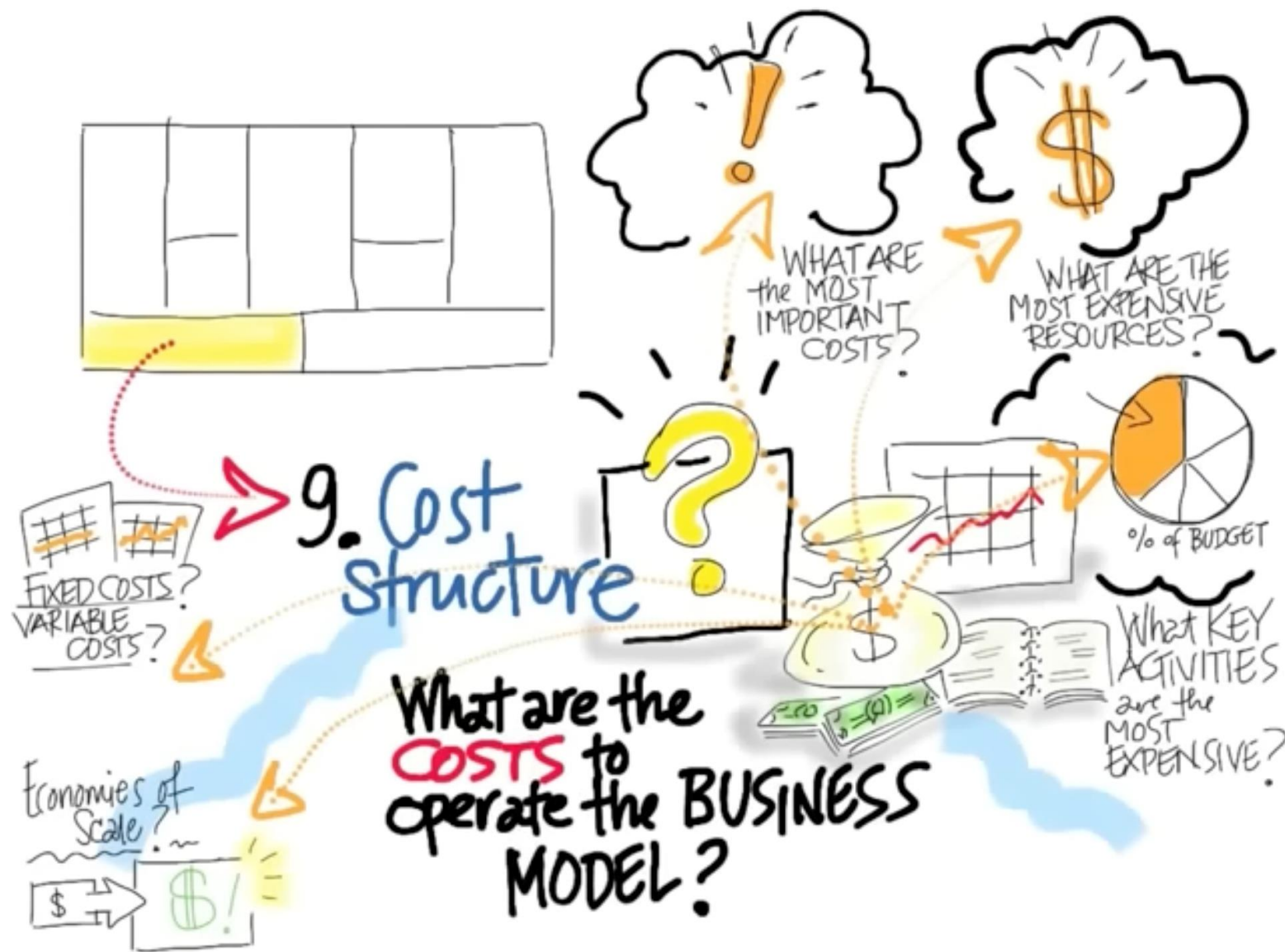
BUSINESS MODEL CANVAS





BUSINESS MODEL CANVAS





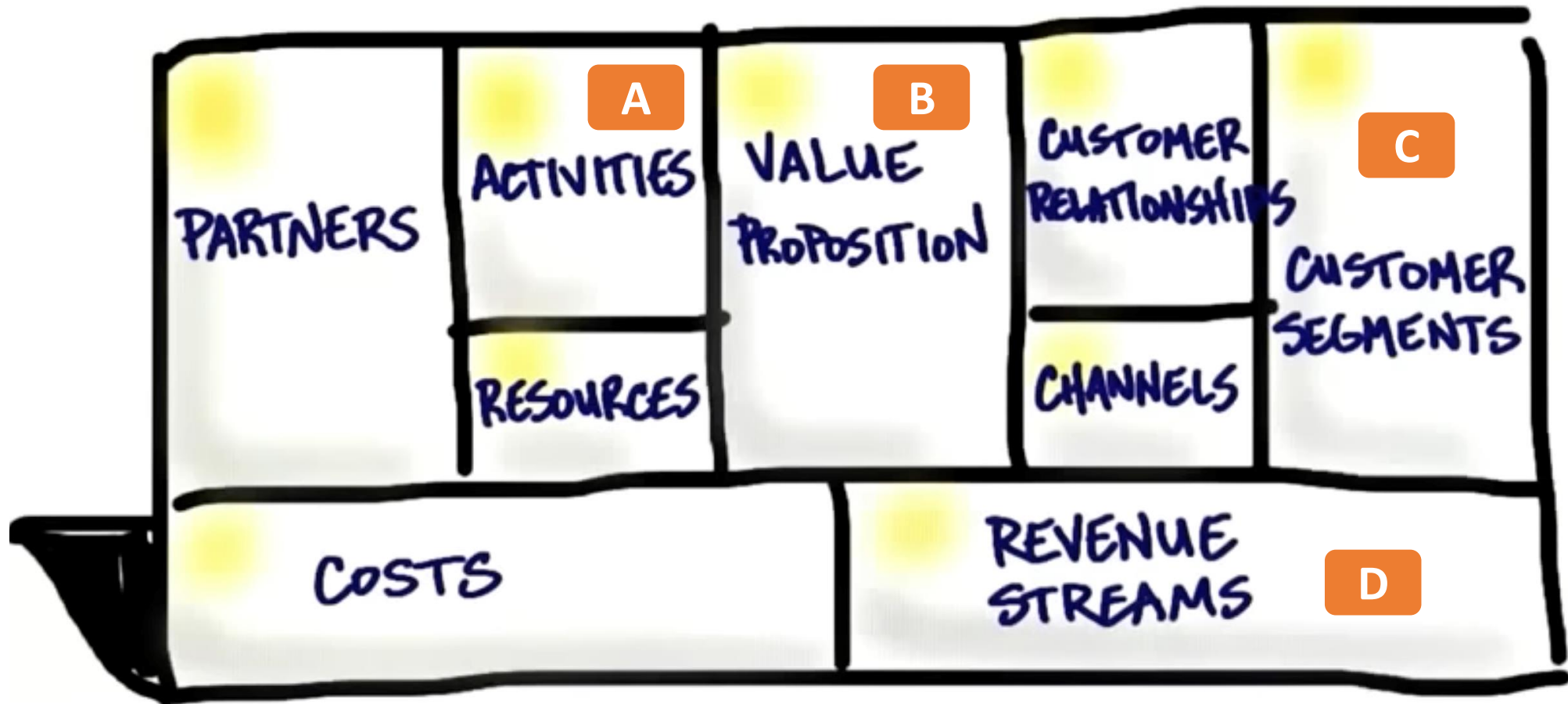
Part 2 – Let's try to canvas together!



BRIDGE-BS



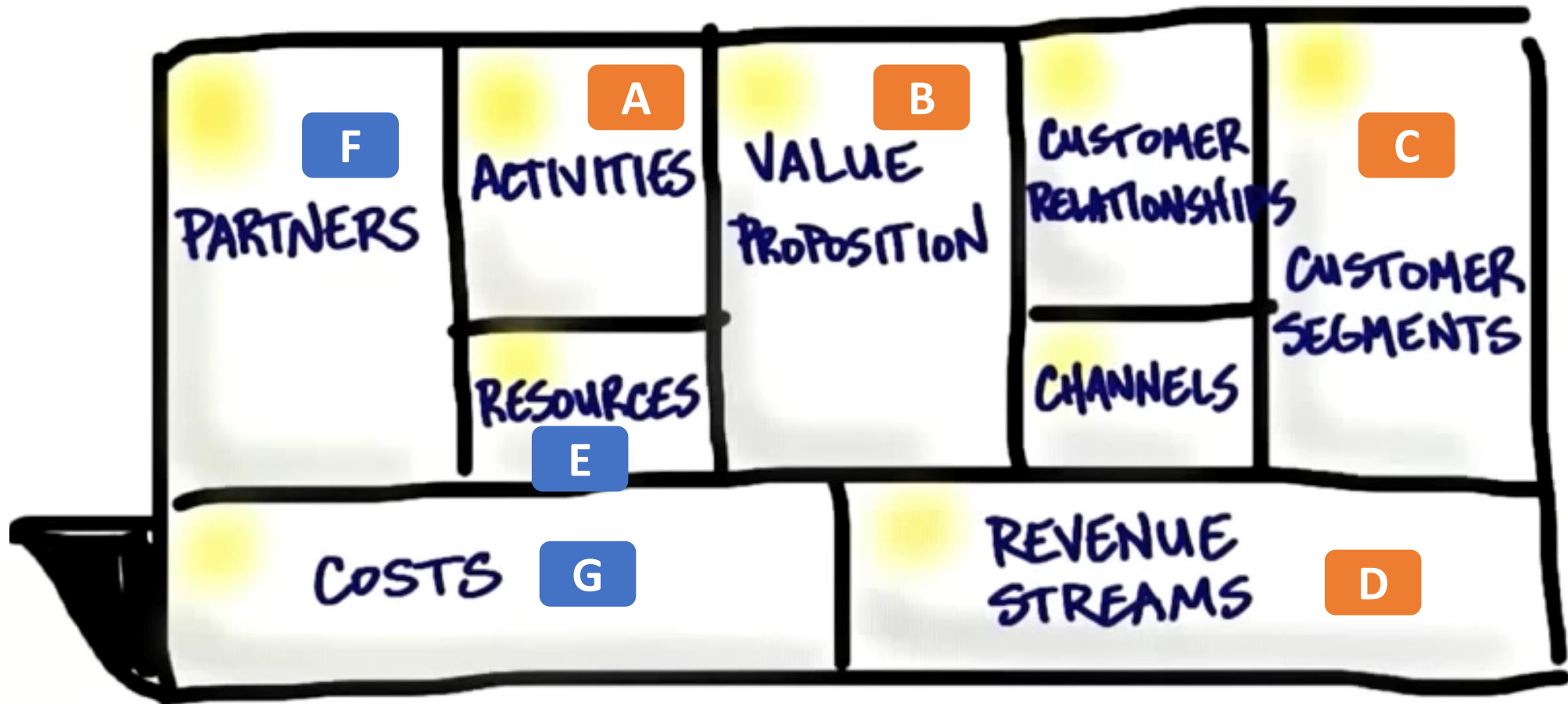
Let's draw our business model - together!



Let's draw our business model - together!

Exercise	Murat (TU)	Roger (BG)	Cristina (RO)	Kubilay (TU)	Irine (GE)
Activities/Services	B2B solutions (operations/sales)	B2B collect plastic sell hydro/ammon	Platform for researcher to intermediate services	Produce bio-chemicals from macro-algae	Production of food for fish/aqua-farming
Values Proposition	<u>Digitalisation</u> of marine businesses	<u>Plastic waste</u> into zero-emission fuels	Networking <u>maritime transport</u> research/operators	<u>Bio-chemicals</u> used for medicine, agriculture, biotech	Improve <u>(affordable) quality food</u> for great productivity
Customer Segments	Marinas, Stores, Tech Services	Heavy transport, boats, aircraft	Transport-related supply-chains	Researchers, farmers, biotechs	Small/micro farmers
Revenue Streams	Commissions, Subscriptions	Sales of energy, carbon credits, tax subsidies	Subscription (from companies)	Government finance, fees from research/processing companies	Sales to fish/aqua-farmers

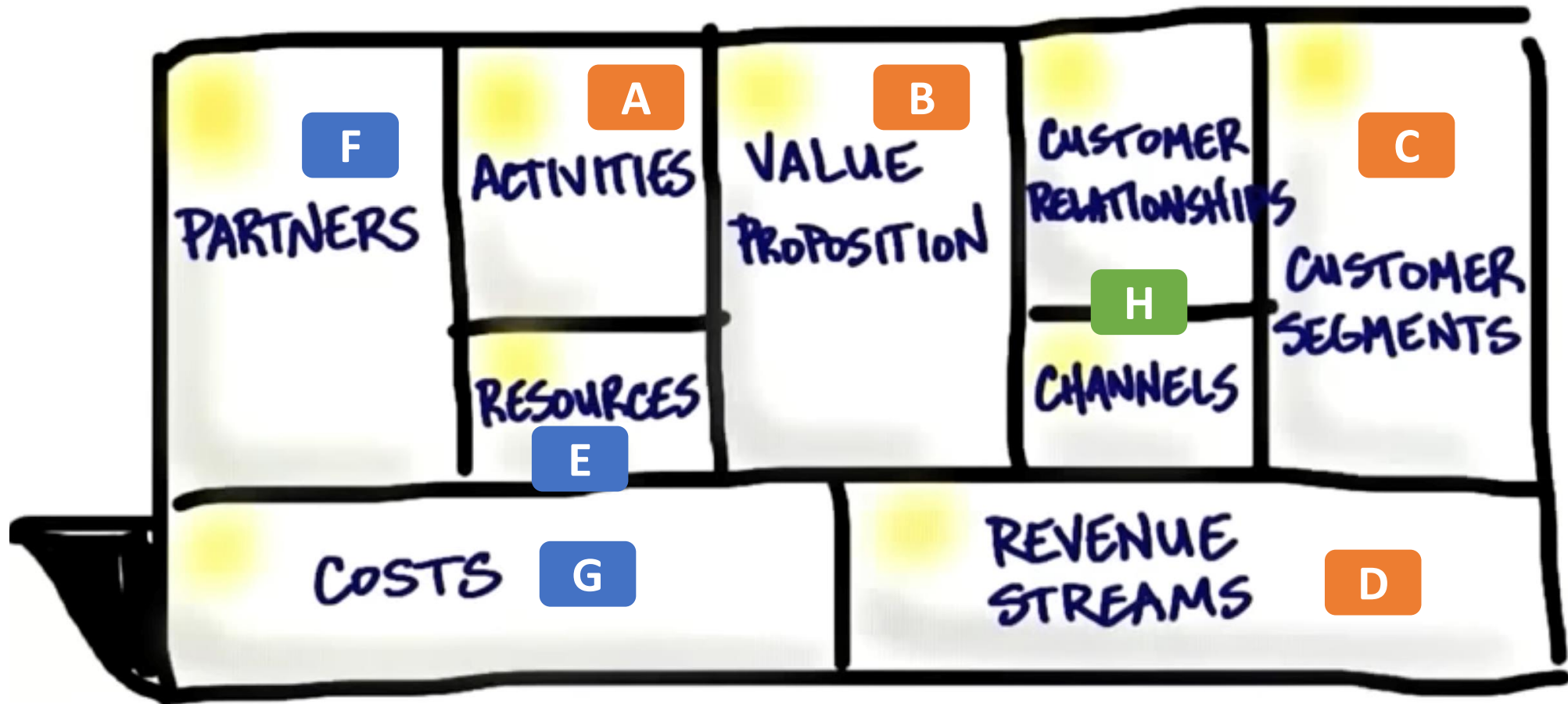
Let's draw our business model - together!



Let's draw our business model - together!

Exercise	Murat (TU)	Roger (BG)	Cristina (RO)	Kubilay (TU)	Irine (GE)
Resources	Human capital Digital platform	Digital twinning Scalable techs (waste-to - energy, electraliser)	Expert researchers, platform		Input for productivity, production process
Partners	Local marine businesses, boat- show organisers, marinas and boat dealers, associations, uni's (channels)	Local partners / international providers (waste operators, industry/trade associations - eg oil/gas, transport) equity partners)	Experts (academia/research) , trainers, professors, company in charge of the platform, CCIs		Producer companies, associations? Internaitonal partners?
Costs	Development, marketing	Equipment, location/land, storage/process expertise	Expert researchers, platform, marketing, events		Info on composition (scientific research), location, equipment

Let's draw our business model - together!



Let's draw our business model - together!

Excercise	...	...	...	...
Customer Relations				
Channels				

Part 3 – Additional Q&A and ‘next pahse’

