



BETTER FACTORY

Grow your manufacturing business

KTEs Business kick-off

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Agenda



- 1 KTEs Business mentoring
- 2 Task 5 of the individual mentoring plan
- 3 Tech supplier business plan template
- 4 Manufacturing SME business plan template
- 5 Next steps

KTEs business mentoring

- Tech provider and manufacturing SMEs the mentor will be **Hermia Business Development**
- For artists the mentor will be **INOVA**

KTEs business mentoring



The business mentoring work with the KTEs will include:

- Understanding what the KTEs want to develop during the experiments and guide their work from business perspective.
- Have mentoring meetings with the KTEs:
 - Support the KTEs to define what can be commercialized - technology/solution/product, how it can be protected (IPR)
 - Support the KTE to build value proposition / business model / commercialization plan
 - Support to deepen the understanding of the market, competition, customer need etc. for their technology/solution/product, guide their work in acquiring such information
 - Support on the cost-benefit analysis / investment plan / ROI / Payback time /of the Manufacturing SMEs development needs.
 - Support the KTEs define an automation/development roadmap for the next years.
 - Work on the funding needs and possible funding sources of the KTEs.
- Follow-up any other needs the KTEs might have in terms of business services that the consortium could be able to provide.
- Organize a business scale-up webinar for the KTEs

Task 5 – Business scale-up

Task number	5
Task title	Business scale-up
Task duration	M1-M16
Lead partner	
Other partners	
Objective of the task	
<p>The objectives of the task are:</p> <ul style="list-style-type: none">• Define the Automation Roadmap for implementing the automation solutions at the Manufacturing Company after the experiment.• Business plan to launch individualized and customized new products including the strategy to access the funds needed for the growth. <p>Business plan for Technology Suppliers to scale-up the automation solution and including additional customers on the RAMP.</p>	

Task 5 – Business scale-up

Description of work

Task 5.1: Manufacturing Company should:

- In cooperation and support from the Business mentor and Technology supplier, use the 'Automation Roadmap' tool on RAMP, to produce a 3-year roadmap report for the Manufacturing company for implementing the automation solutions based on the results from KTE.
- Roadmap report should clearly state all remaining bottlenecks/limitations/challenges in the Manufacturing Company (identified partly with the help of Digitisation Audit) and the suggested technological solutions related directly to the challenges (a 3-year action plan) that together make up the Automation Roadmap report.

Task 5.2: Manufacturing company should:

- In cooperation and support from the Business mentor and Artist, Manufacturing company shall develop the business plan to launch individualized and customized new products including the strategy to access the funds needed for the growth.

Task 5.3: Technology Suppliers shall:

- Create the business case that concentrates on their offering through RAMP Marketplace. The business case shall include value proposition & business model for RAMP as well as a commercialization plan.
- Technology Suppliers shall invite at least two new Manufacturing Companies to the RAMP marketplace. Technology Suppliers shall prepare a feasible proposal for both Manufacturing Companies for the deployment of automation technologies on the RAMP.

Task 5.4: Members of the Manufacturing Company, Technology Supplier and Artist will be required to provide feedback on the execution of task and functionality of the RAMP marketplace.

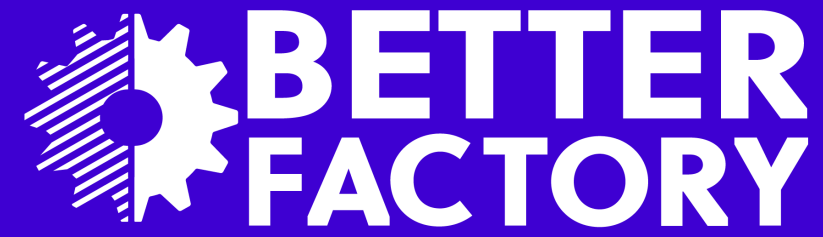
Task 5 – Business scale-up

Deliverables					
#	Title	Type	Dissemination level	Lead partner	Due date
D5.1	Automation Roadmap	DEM	Confidential	Manufacturing Company	M16
D5.2	Manufacturing Company Business plan	Report	Confidential	Manufacturing Company	M16
D5.3	Technology Supplier Business plan	Report	Confidential	Technology Supplier	M16
Description of the deliverables					
The deliverable D5.1 will be prepared on www.RAMP.eu .					

Next steps



- **Have the first 1-on-1 mentoring sessions with the KTEs**
- **For the mid-term evaluation in May:**
 - **Manufacturing SME:**
 - Started working on the business plan
 - Have an initial cost-benefit analysis ready of the expected KTE results/outcomes.
 - **Tech supplier:**
 - Started working on the business plan
 - Have an initial plan ready on how you are going to achieve bringing 2 SMEs from outside to RAMP and showcase them how you could solve their problems using the APPS/connecting their factory to the IOT platform etc.



Thank you!



BETTER FACTORY

Grow your manufacturing business

-- Business Model Canvas --
Marco Duarte (INOVA+)

Business Kick-Off



Tools to support the Business Development for KTEs:

- Business Model Canvas
- Value Proposition Canvas

*“**Competitive strategy** is about being different. It means deliberately choosing a different set of activities to deliver a **unique mix of value.**”*

Michael Porter

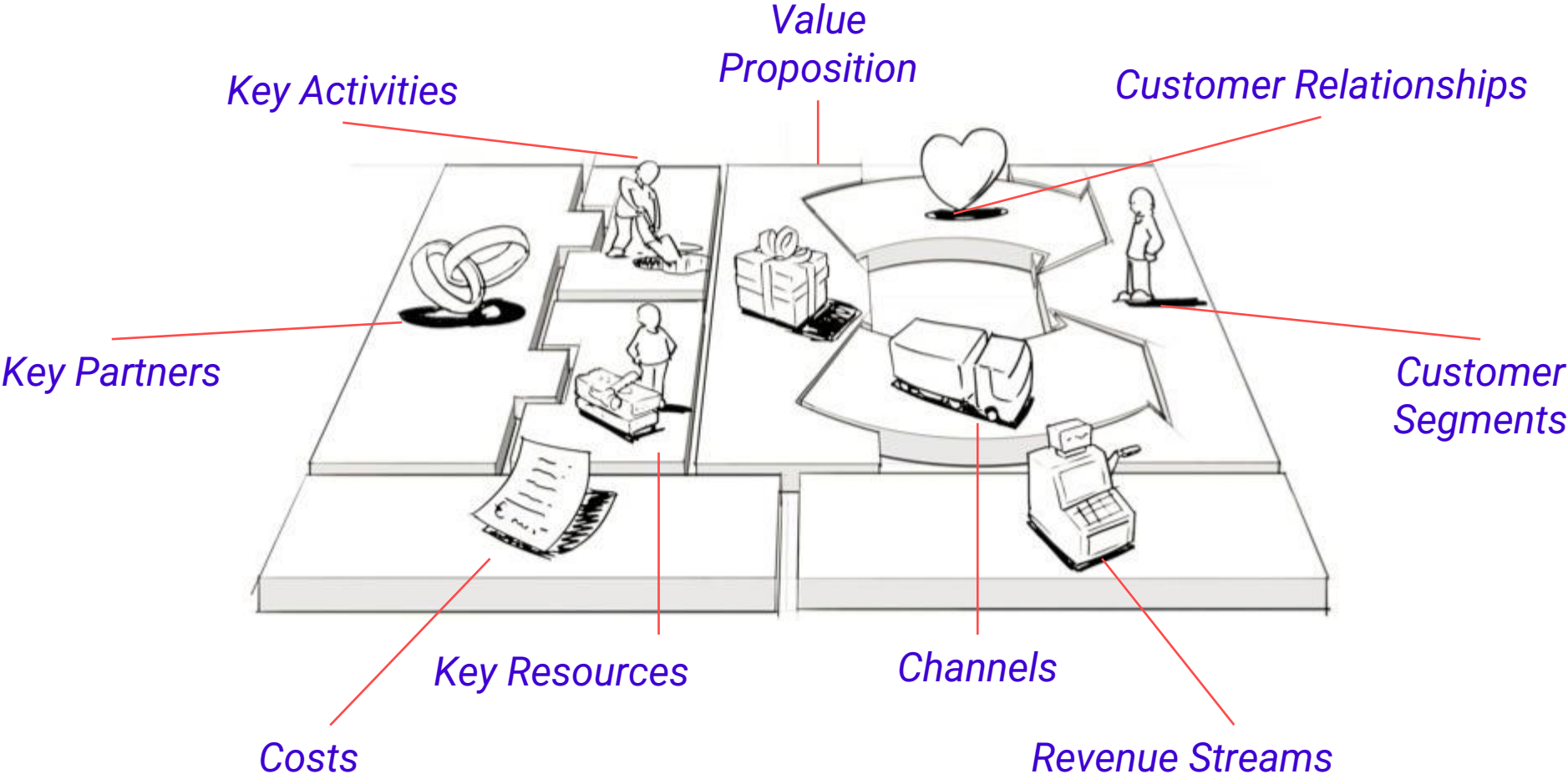


Business Model Canvas



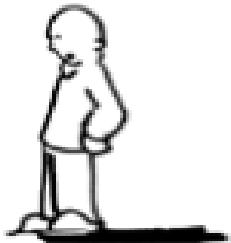
- A strategic management and entrepreneurial template, that allows to develop new or document existing business models.
- The *Business Model Canvas* is a visual, one-page chart, with elements describing the overall business' approach, activities, relationships and finances.

Business Model Canvas



For whom am I creating value?

Who are my most important customers?



Customer Segments

What value do I deliver to the customer?

Which one of my customer's problems am I helping to solve?

Which customer needs am I satisfying?

What bundles of products/services am I offering to each Customer Segment?



Value Propositions

What are the best ways for me to reach my customer?

How are we integrating them (efficiently) with customer routines?



Channels

Which type of relationships the Customer Segments expects and appreciate to be offered by the product?



Customer Relationships

How much will my customer pay for the value proposition I will be delivering?

Through which method?



Revenue Streams

What resources are essential for my business to be able to deliver value to the customer?

Which are the fundamental assets for the maintenance of the business?



Key Resources

Which are the key activities required to run my business?



Key Activities

*Which are the business partners?
(suppliers, service providers,
outsourced companies, among
others)*



Key Partners

*Which are the costs associated
with the main activities and
resources so that my business can
deliver value to customer?*



Cost Structure

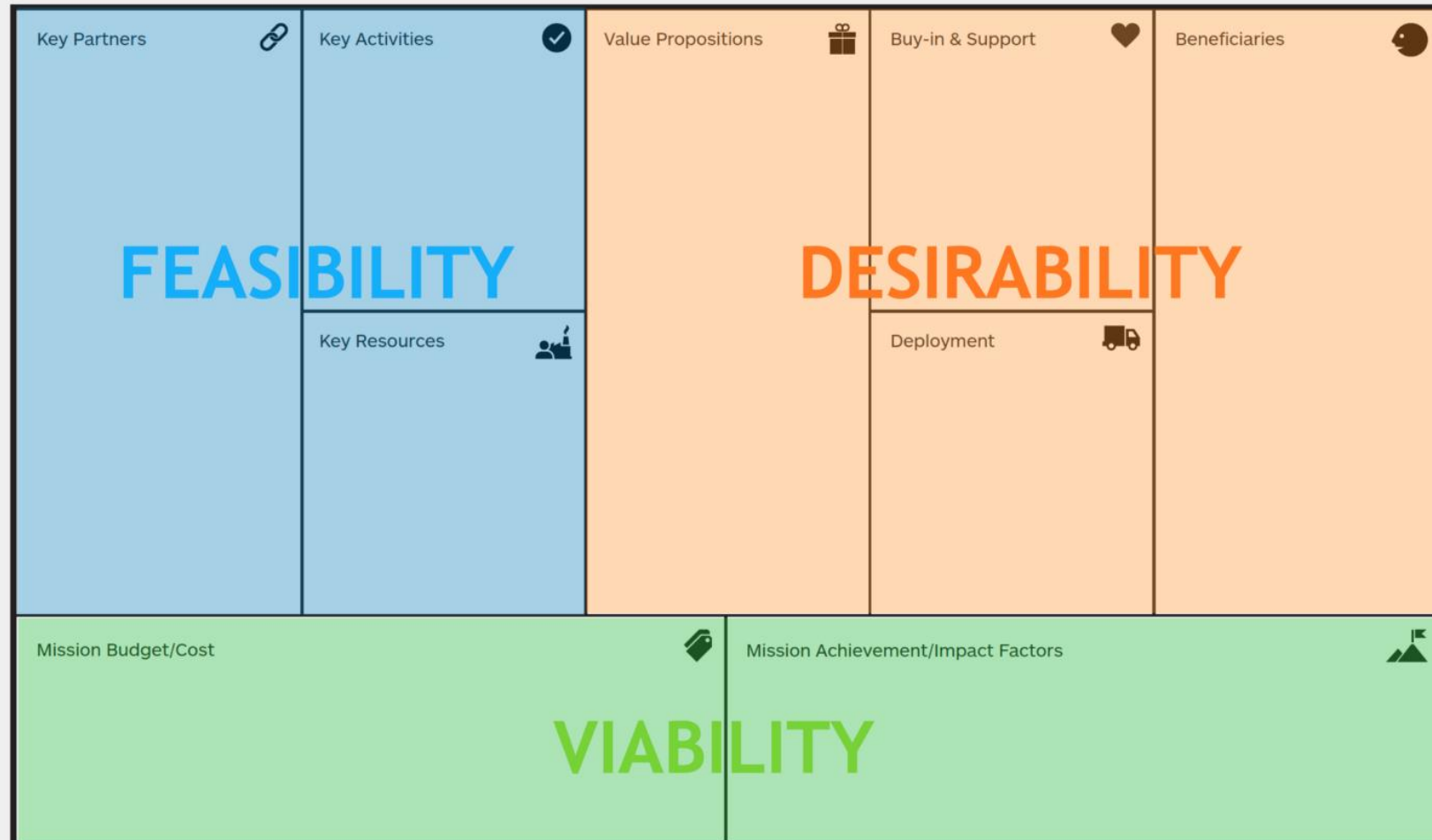
The Mission Model Canvas

Mission/Problem Description:


Designed by:

Date:

Version:



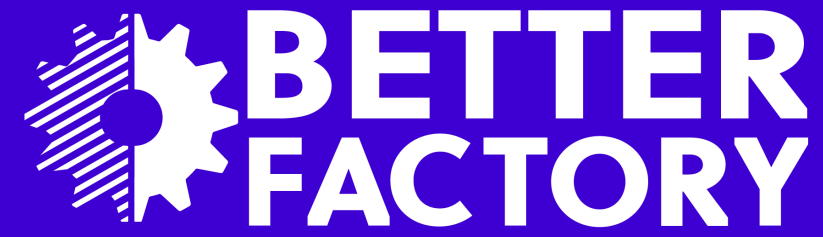
- Are you able to implement it?
- Are you solving the right problem?
- Are you able to sustain it?

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DESIGNED BY: Strategyzer AG & Steve Blank
The makers of Business Model Generation and Strategyzer

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Find uniqueness, reach innovation.



Thank you!



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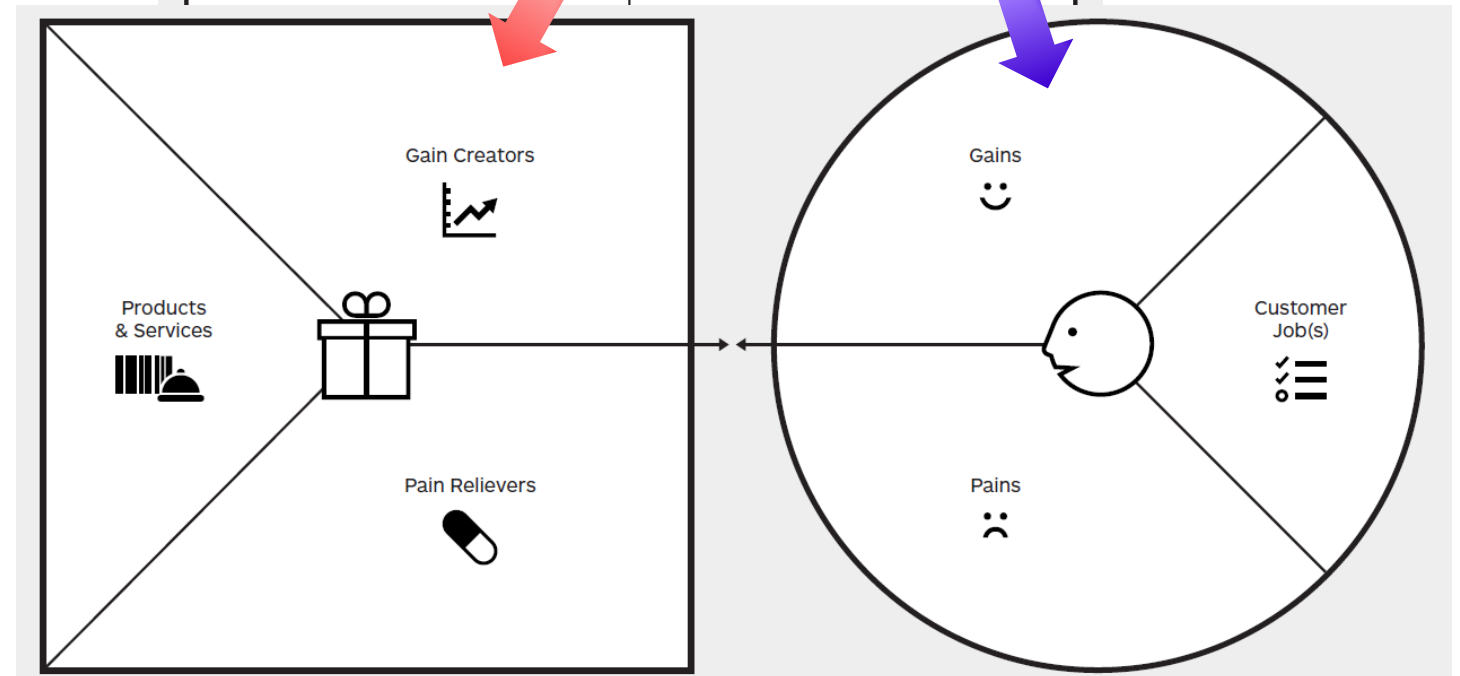
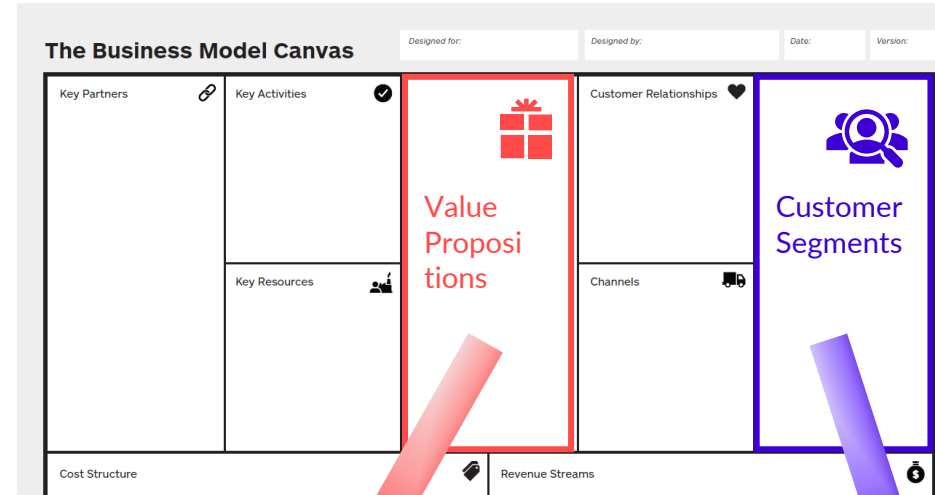
Grow your manufacturing business

**-- The Value Proposition Canvas --
Tânia Moreira (INOVA+)**

The Value Proposition Canvas

BENEFITS:

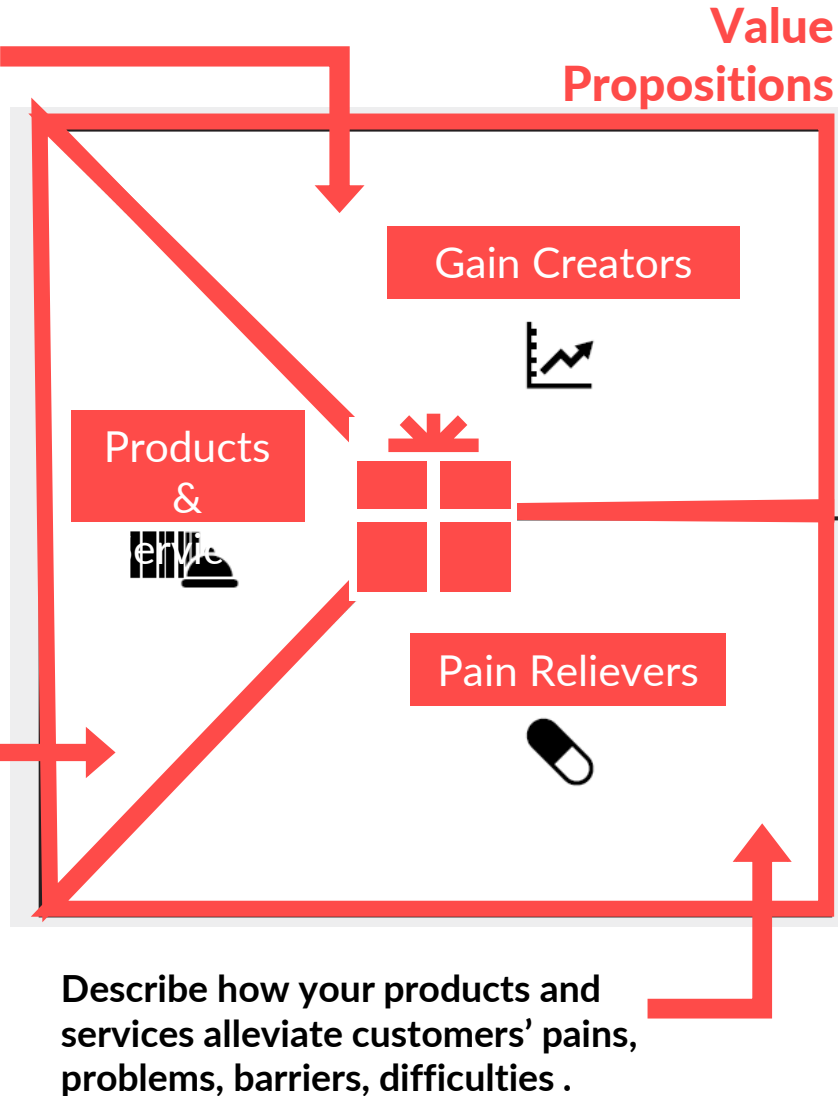
- ✓ Organize information about what customers/targets want/ need
- ✓ Support the creation of a simple and common language between the different members of a team
- ✓ Impel the selection of the most relevant solutions to run successfully the business/ activity



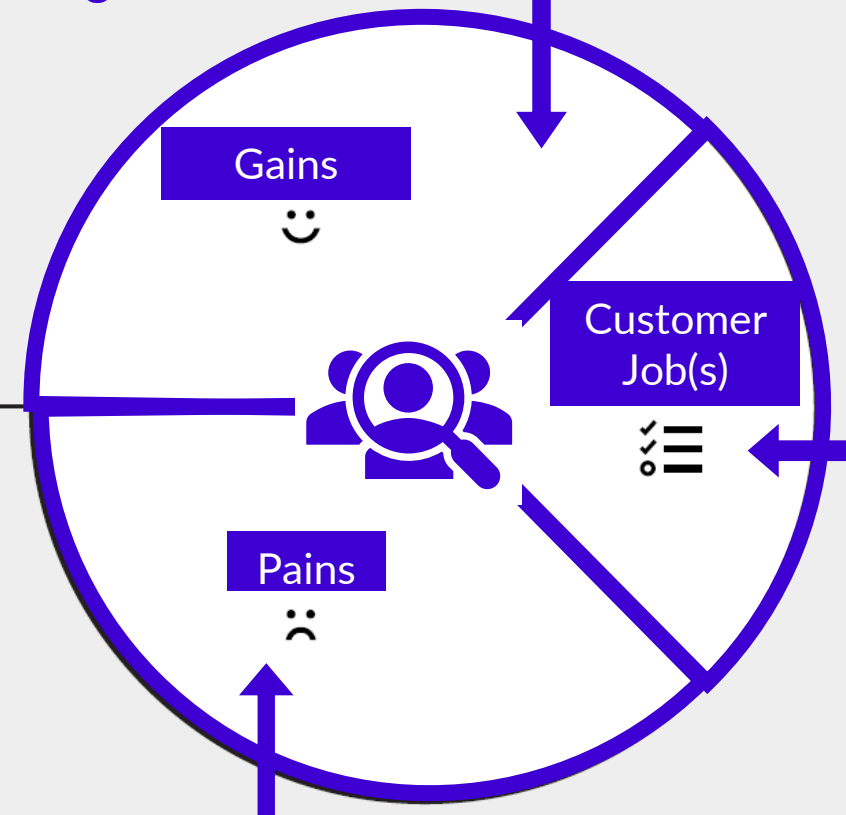
The Value Proposition Canvas

Describe how your products and services create customers' gains, benefits, advantages, prospects.

List of all the Products and Services a value proposition is built around.



Customer Segments



Describe the benefits your customer expects, desires or would be surprised by.

Describe customers wishes, problems and needs in their work or private live.

Identify clients' pains, undesired costs and situations, and risks they experience.

Describe how your products and services alleviate customers' pains, problems, barriers, difficulties.

The Value Proposition Canvas

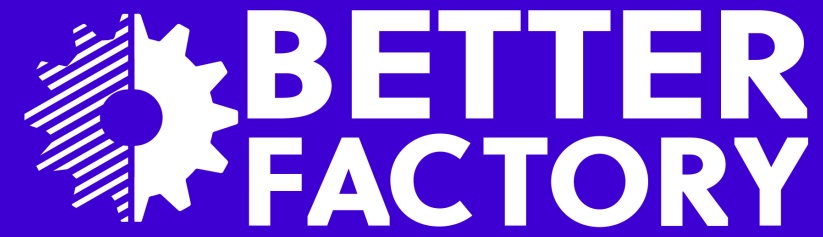


DOs - Good Practices for Successful Value Propositions:

- ✓ Prioritize
- ✓ Quantify
- ✓ Measure levels of severity and relevance
- ✓ Be clear and concrete
- ✓ Align with customers/ targets needs
- ✓ Consider customers/ targets perception of success
- ✓ Differentiate from competition
- ✓ Go for solutions hard to copy

DON'Ts - Frequently Committed Mistakes:

- ✗ Being too vague
- ✗ Mixing several customer segments into one profile
- ✗ Trying to alleviate every pain and target every gain
- ✗ Listing customers' needs with your value proposition in mind
- ✗ Mixing presently existing and future ideas
- ✗ Not testing in real life the ideas identified in the canvas – from paper to action



Q&A