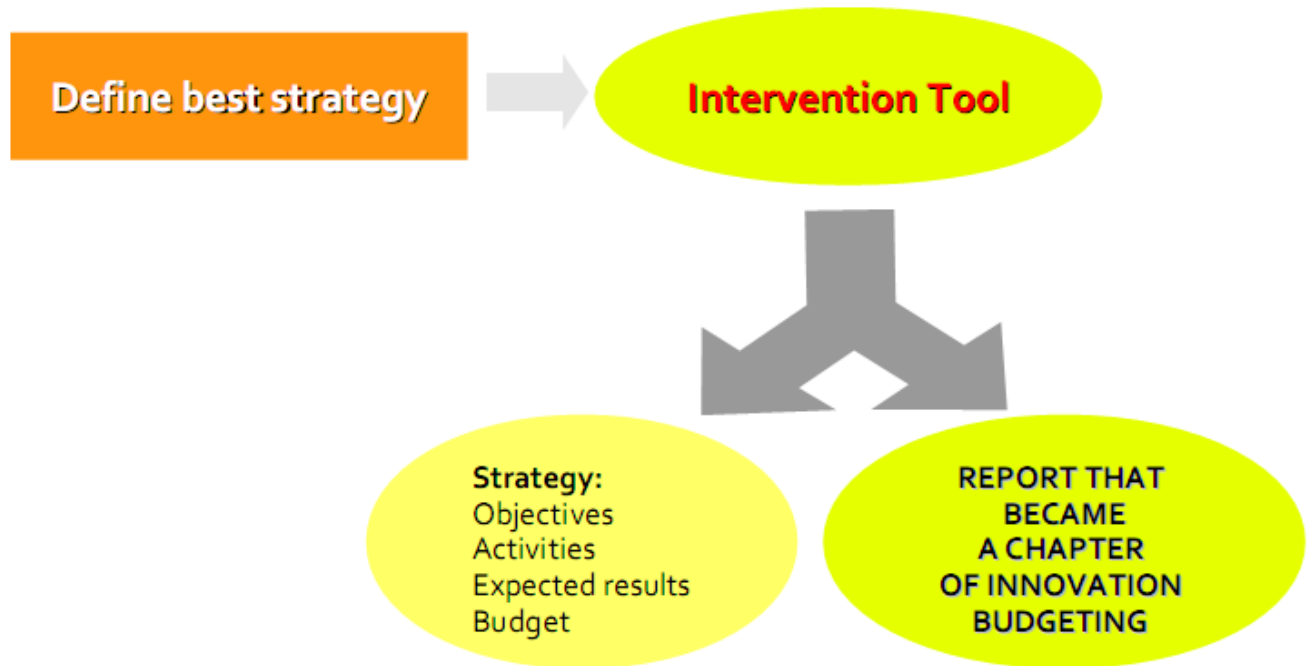


INNOVATION BUDGETING

Innovation Budgeting

Tool Target: Research



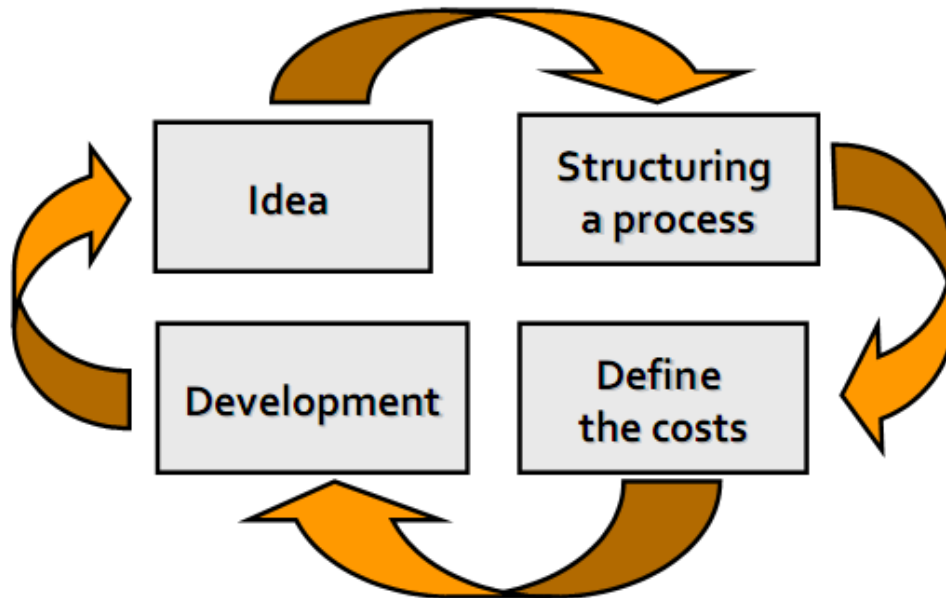
Innovation Budgeting

Tool Target: Industry

Innovation Budgeting Objectives

- Clarify intervention strategy
- Project plan and monitor project costs
- Find partners
- Fundraising

Introduction: THE PROCESS



The shape of a Budget Plan

- Paper document
- Slides
- Company presentation
- Video

Budget Plan

- Business Idea
- Mission
- Product or service offered
- Organizational model and business model
- Market analysis
- Strategy of the company
- Plans of Business Plan
- The Executive Summary

Business idea

The company

- Legal Form
- Members
- Evolution stage

Business idea

Team

- Who are the members?
- What is their background / CV
- Brief history of the team

Mission

- Long-term aim of the company.
- It's the reason why the company exists.
- It's a phrase of a few lines that contains a goal towards which all business activities activity are oriented

Product or service offered

- Product Features
- Product Performance
- Mode of service delivery
- Technology platforms used
- Originality
- Innovativeness
- Competitive advantage:

*The characters that make the product / service better than other products / services on the market - **we need to identify***

***benchmarks** -*

Business Model

- is the way the company develops and manufactures its business value for shareholders, stakeholders, employees, business partners (suppliers, sales channels, etc..) users of the products.
- consists of:
 - *definition of products, services and information flows;*
 - *definition of technology architectures;*
 - *description of actors and their roles;*
 - *description of the sources of profit*



Business Model: ex. Chocolate firm

- ✓ Chocolate Toys: From Chocolate Lego Blocks to Chocolate Plasticine.
- ✓ Ready-made desserts by YYY: As people want convenience as well as quality, premium ready-made desserts could be developed and marketed by a firm. Distribution could go via traditional supermarkets – at premium price – or through home delivery.
- ✓ Recipe book & community: Offer chocolate with recipe books to make starters and main dishes with chocolate, in addition to desserts. And start a community where people can share their own recipes.
- ✓ CreateYourChocolate.com: On this platform you can make your own chocolate creation or 'Creachoc'. CreateYourChocolate.com would partner with DHL for distribution and with Callebaut for their great Belgian chocolate. MyMuesli.com is similar

Business Model: ex. Muesli firm

my muesli
custom-mixed cereals

muesli

mixer

blog

fragen

about us



Jetzt Müsli mixen

dein individuelles bio-müsli

Jetzt Lieblingsmüsli aus 80 Zutaten mixen. Wir liefern es Dir direkt nach Hause.

Mach Dich bereit für den Adrenalinkick!
ADRENALIN MUESLI
Egal ob vorm Fallschirmspringen, Bungee-Jumping oder Wildwasser-Rafting, unser Adrenalinmüsli sorgt für die perfekte Grundlage und gibt Dir den ganz besonderen Kick.



zum Adrenalin-Kick

Business Model

Müslibasis

Basis verfeinern

Früchte

Nüsse & Kerne

Extras

Basis verfeinern

Jetzt kommt die Feinabstimmung für Deine Müslibasis...

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Plans

- Marketing Plan
- Operational Plan / Industrial
- Financial Plan

Marketing Plan

How attract customers

- Construction supply
- Task Scheduling
- Developing customer relationships

Marketing Plan

How attract customers

- Define target customer
- Define price of service / product
- Define the channels for selling the product / service
- Define the plan / budget estimates of sales

Financial Plan

To develop a financial plan must take place to formulate

- ✓ Forecast profit and loss in a period of at least three years
- ✓ Projection of cash flows in a period of three years or five years
- ✓ Editing of a pro-forma financial statements

