

# OGUNTÊ

a better world. powered by women



Your business model: see if it works!



*“At Oguntê we are passionate about connecting and developing women of courage, who bring about genuine innovative ideas and actions to solve social problems.*

*Sometimes you need a critical friend, a mentor, a coach, a champion or an advisor to help you step back and see things differently.*

*Someone who believes in what you want to achieve.*

*Servane Mouazan, CEO Oguntê Ltd.*

# Sounds familiar?

“There’s something I can’t see...”

“I can sell products, but I can’t sell services”

“I bring value, but nobody wants to pay for it!”

“How the hell do they\* do that?”

*\*they= successful companies with fab business models*

# Describe your venture

Start with [the business model generation canvas](#)<sup>\*</sup>,  
and describe your venture through nine building blocks.

- You collect all relevant information in one place
- You demonstrate why your venture is a viable idea

No pressure!

\*click on link to download your creative commons copy

# Business model canvas










## The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>Key Partners</b> Specialized and unique Ability to enhance capability Logistics / Supply chain management</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>Key Activities</b> Production Problem Solving Platform Software</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>Value Propositions</b> Unique Performance Design and ease of use Price Risk Customization Convenience Social Ability / Quality</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>Customer Relationships</b> Personal assistance Self-Service Automated services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p><b>Customer Segments</b> Mass Niche Segment Market Structure</p>
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>Key Resources</b> Specialized and unique Channel Distribution (How? Partners, Logistics, etc.) Channel</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating these with customer routines?</p> <p><b>Channels</b> Direct Indirect Self-Service Self-Service via external agents or intermediaries Partners Partnerships and co-creation Retailers Agents Partnerships and co-creation Agents Partnerships and co-creation</p>	
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>Cost Structure</b> Specialized and unique Fixed costs (e.g., rent, salaries) Variable costs (e.g., materials, shipping) Economies of scale</p>	<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>Revenue Streams</b> Fixed fee Usage fee Subscription Licensing Performance-based Freemium Advertising Transaction fees Commissions Royalties Licensing Performance-based Freemium Advertising Transaction fees Commissions Royalties</p>			

# Need a critical friend?...

When you are ready, we

- reassure you! Everything is possible.
- help you review and transform this business model
- ask you questions that will help you see things differently
- recommend you relevant resources and systems

# Why should I do this?

- To understand things you can not see
- To build a venture with good foundations
- To save time
- To save resources
- To invest in the right system once you are done!

# First steps: what's there, what's missing?

*example*

## Canvas Content

- Customer segments
- Value propositions
- Channels
- Customer relationships
  
- Revenue streams
- Key resources
- Key activities
- Key partnerships
  
- Cost structure

## Existing Data

- 1 segment only
- Some features
- Awareness, delivery
- Co-creation, personal assistance
- unclear
- Physical, financial
- Incomplete
- Limited
  
- Fixed costs

## Data needed to improve business model

- Niche definition
- Explore benefits
- Purchase, evaluation
- Motivation, automated services?
- Revenue streams
- Intellectual, human
- Activities for all clusters
- Key suppliers. Co-opetition.
- Variable costs

# Can I choose a menu?

## Pack 1: £149

- 1 report + recommendations on the 9 blocks to make your venture viable
- A relevant list of businesses to be inspired from.

## Pack 2: £249

- Pack 1 +
- 60 min over the phone to discuss your options & next steps

## Pack 3: £399

- Pack 2 +
- 4 hours live doing the canvas together (contact for conditions)

*“The team at Ogunte are fun to work with and have introduced me to so many useful people I have lost count! They are sound business people, reliable and always there with an new idea.” A. T. Marketing professional | London”*

Leave a message, we'll call you back!

07932982379 (10am to 2pm)

[info@ogunte.com](mailto:info@ogunte.com) (24/7) | [www.ogunte.com](http://www.ogunte.com) | @ogunte