

A wooden bowl filled with numerous colorful, speckled Easter eggs. The eggs are in various colors including blue, green, red, and white, with some having intricate patterns. The bowl is made of light-colored wood and is set against a dark background.

# **BUSINESS IS A GAME**

YOU NEED TO LEARN THE RULES  
TO PLAY THE GAME

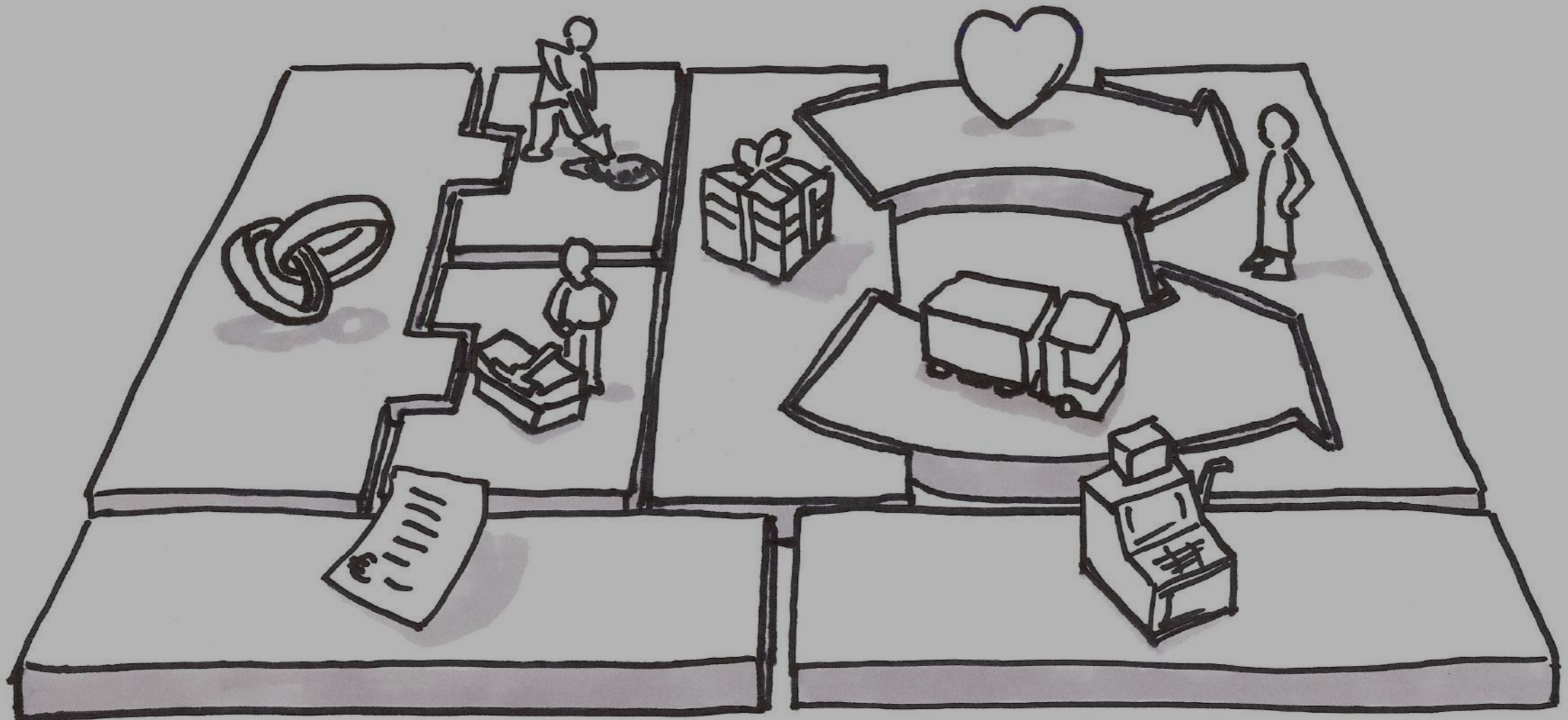
MODEL

MARKET

OPERATIONS

RESULTS

# YOUR BUSINESS STORY SIMPLIFIED



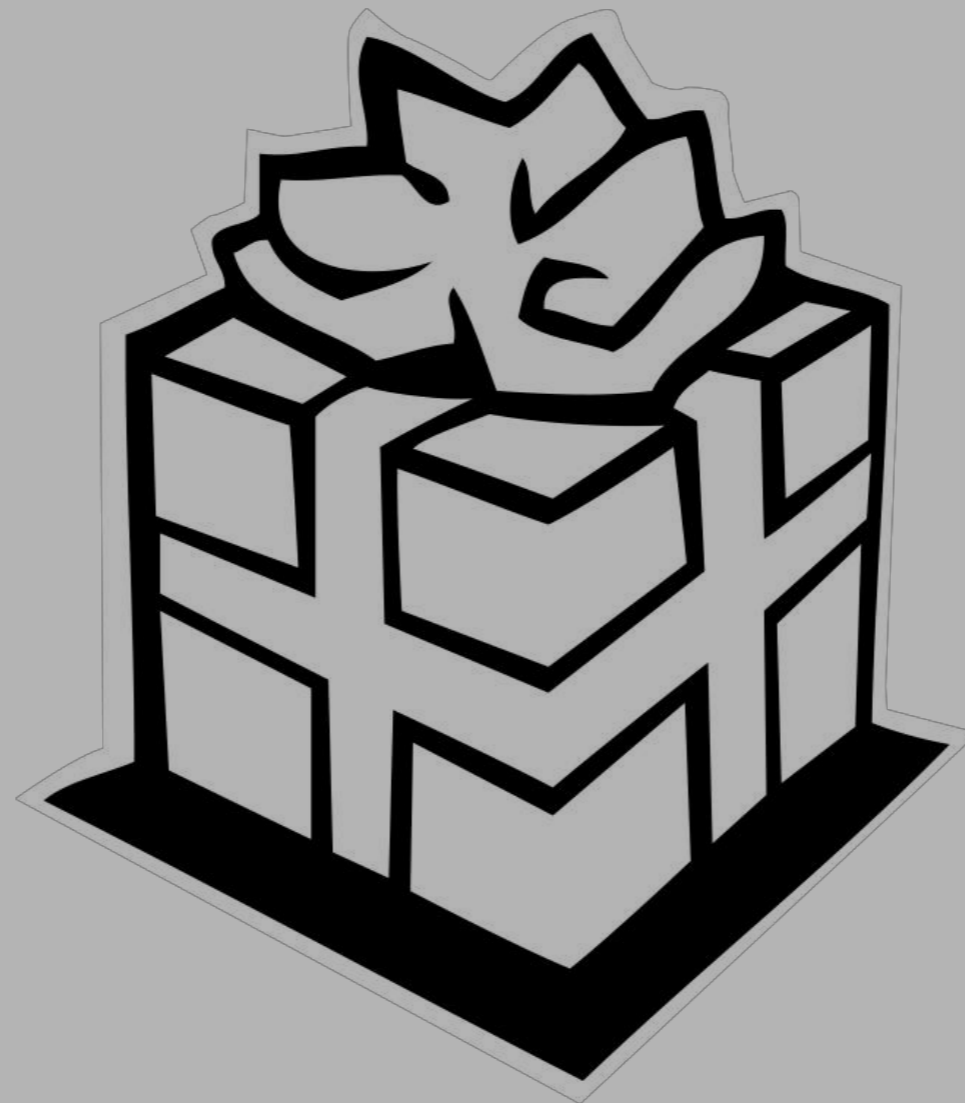
MODEL

MARKET

OPERATIONS

RESULTS

# YOUR PRODUCT OR SERVICE UNDERSTOOD



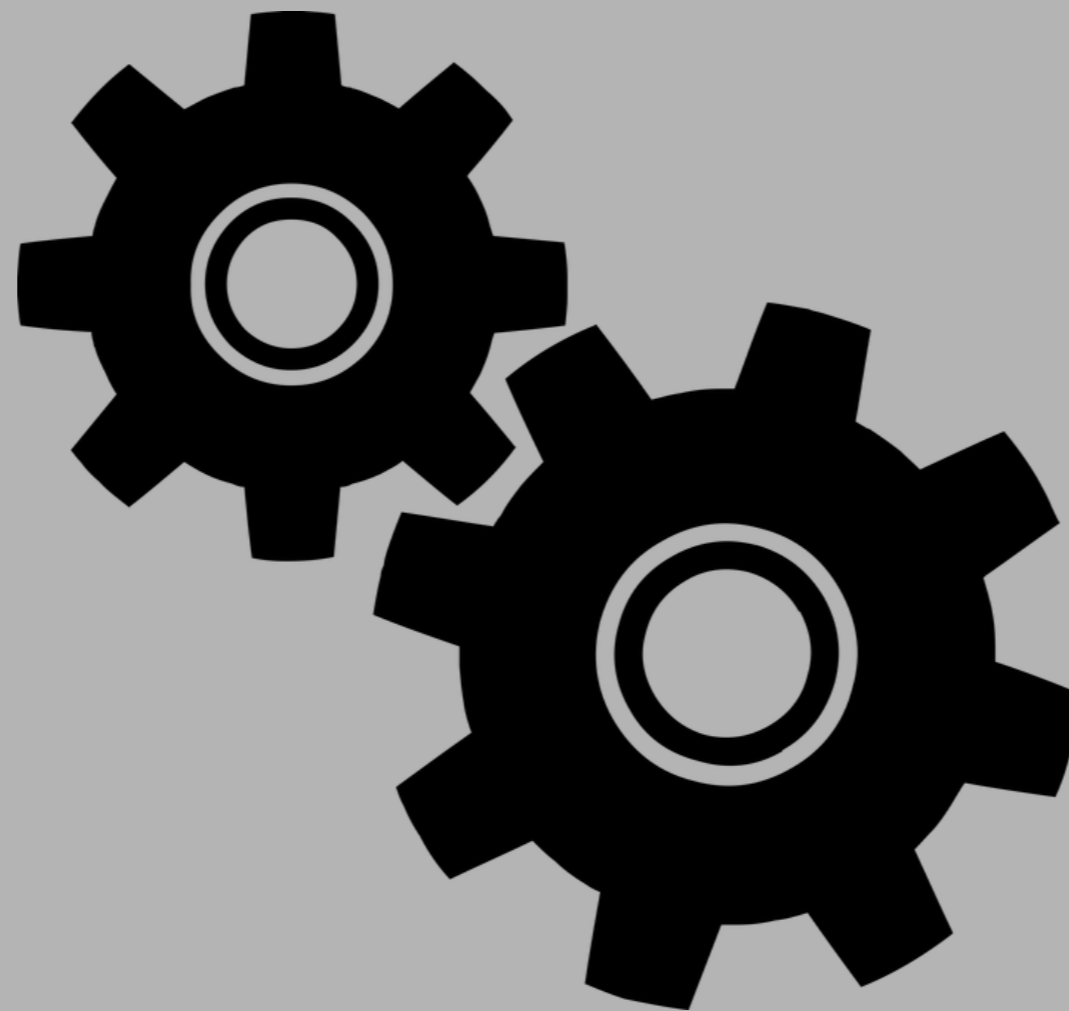
MODEL

MARKET

OPERATIONS

RESULTS

# YOUR TEAM AND TOOLS ON-THE-GO



MODEL

MARKET

OPERATIONS

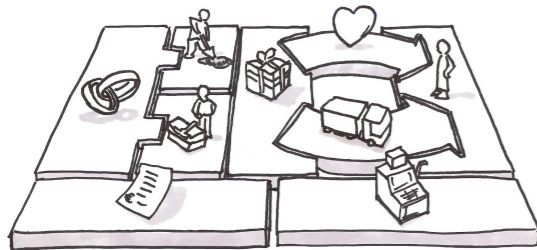
RESULTS

# YOUR PERFORMANCE MEASURED



# BUSINESS DEVELOPMENT

FROM IDEA TO HYPOTHESIS TO PLAN TO **BUSINESS**



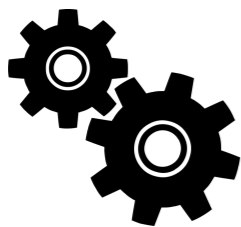
Model

Get your business vision on paper



Market

Think about your value proposition



Operations

Define your organization roadmap

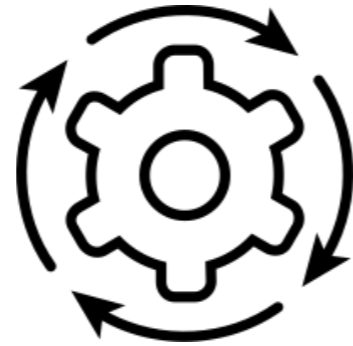
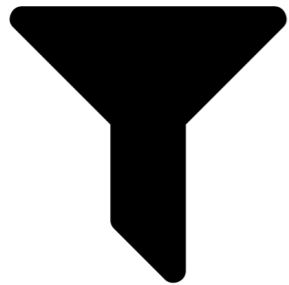


Results

Set measurable performance targets

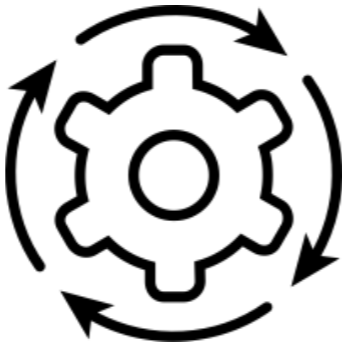
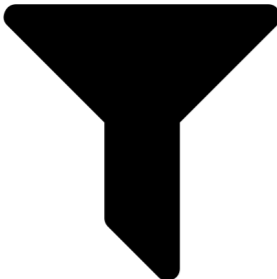
# BUSINESS RESULTS

YOU NEED TO KNOW YOUR NUMBERS



# KEY PERFORMANCE INDICATORS

NUMBERS SHOULD GIVE INSIGHTS INTO PERFORMANCE

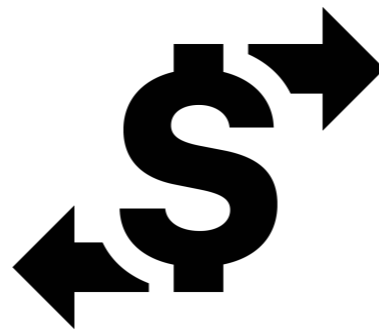


MARKETING	OPERATIONS	FINANCES	IMPACT
Track growth: SALES / MONTH	Track efficiency: ACTION / HOUR	Track margins: REVENUE / COST	Track improvement: AMOUNT / MONTH



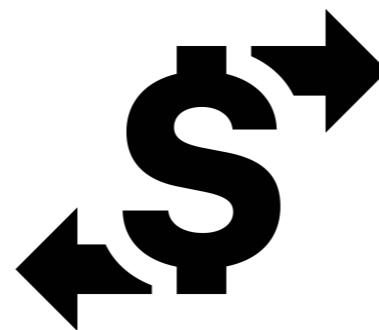
# FINANCES

A NECESSARY EVIL FOR ENTREPRENEURS



# FINANCES

THAT BRINGS PIECE OF MIND



## PROFIT & LOSS

A summary of your revenue, costs and expenses.

## CASH FLOW

A forecast of available cash at a given point in time.

## BALANCE SHEET

A summary of a business' assets, liabilities and capital.

## PROJECT PLAN

“THE BUDGET IS NOT JUST A COLLECTION OF NUMBERS, BUT AN  
EXPRESSION OF OUR VALUES AND ASPIRATIONS”

-JACOB LEW-



A collection of approximately 20-25 speckled eggs, likely quail or similar small bird eggs, are arranged in a circular pattern on a light-colored wooden surface. The eggs exhibit a variety of colors including shades of blue, green, brown, and grey, with dark spots and blotches. The background is dark and out of focus. The word "EXAMPLE" is overlaid in the center in a bold, white, sans-serif font.

**EXAMPLE**

A close-up photograph of a jackfruit being sliced on a wooden block. A large, dark metal cleaver is positioned in the foreground, partially obscuring the view. The jackfruit is cut into two halves, revealing its white, fleshy interior and green, bumpy exterior. The background is blurred, showing a street scene with trees and a person on a motorcycle. The text "MEET JACK" is overlaid in large, white, bold letters, and "A FRUIT FOR MEAT LOVERS" is overlaid in smaller, white, all-caps letters below it.

# MEET JACK

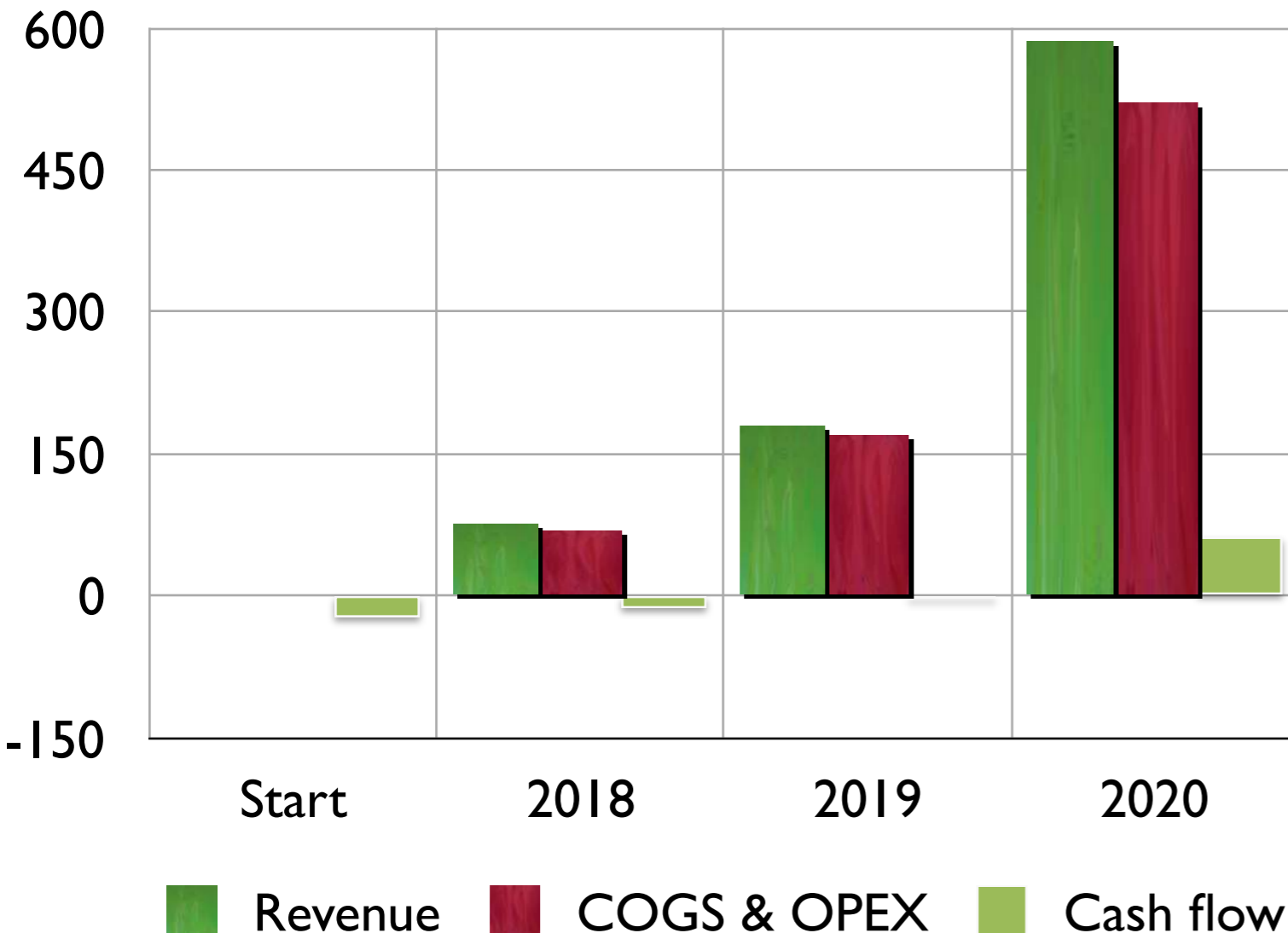
A FRUIT FOR MEAT LOVERS

# FINANCES

OUR INITIAL INVESTMENT IS OF €22K, AND WE PREDICT AN EBITDA OF 11% TO BREAKEVEN WITHIN 2 YEARS

## BREAKEVEN ANALYSIS

Y-axis: Profit & Loss \$k, X-axis: Years



## SALES FORECAST

2018: €77.440

2019: €180.000

2020: €585.000

## COST OF GOODS SOLD

2018: €7.500

2019: €22.000

2020: €100.000

## OPERATIONAL EXPENSES

2018: €61.200

2019: €147.000

2020: €420.000

A close-up photograph of a wooden basket filled with numerous speckled eggs in various colors including blue, green, brown, and white. The eggs are arranged in a somewhat circular pattern, and the lighting is soft, highlighting their textures. The background is dark and out of focus.

# EXERCISE

“THE WHOLE IS GREATER THAN  
THE SUM OF ITS PARTS” - ARISTOTLE

# FINANCIAL FORECASTING

A FINANCIAL PICTURE BASED ON ASSUMPTIONS

REVENUE	Money coming in from product or services
COST OF GOODS	Cost of production or service delivery
OPERATIONAL EXPENSES	Your variable and fixed costs.
OTHER INCOME	Money coming in from grants or investments.
CAPITAL EXPENDITURE	Money spent in buying business assets.





# IMPACT FORECASTING

## A QUALITATIVE & QUANTITATIVE REPORT

IMPACT	Describe qualitative what you are aiming to achieve.
TARGET	Define quantitatively what you are aiming to achieve.
PROOF	Describe how you will go about measuring your actual results.



## BUSINESS FORECASTING SUMMARY

### KNOW YOUR NUMBERS



Results

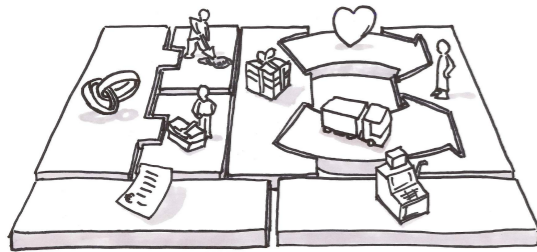
Set measurable performance targets

You can see the business case as painting a picture, you research your financial and impact numbers and try to minimize the assumptions. It is a tool to help you:

- Quantify your financial and impact stories
- Spot what are the key variables that could make or break your business
- Convince investors and partners about the viability of your ideas

# BUSINESS PLAN

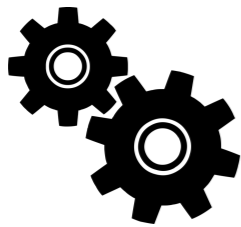
MODEL + MARKET + OPERATIONS + RESULTS =  
BUSINESS PLAN



Model



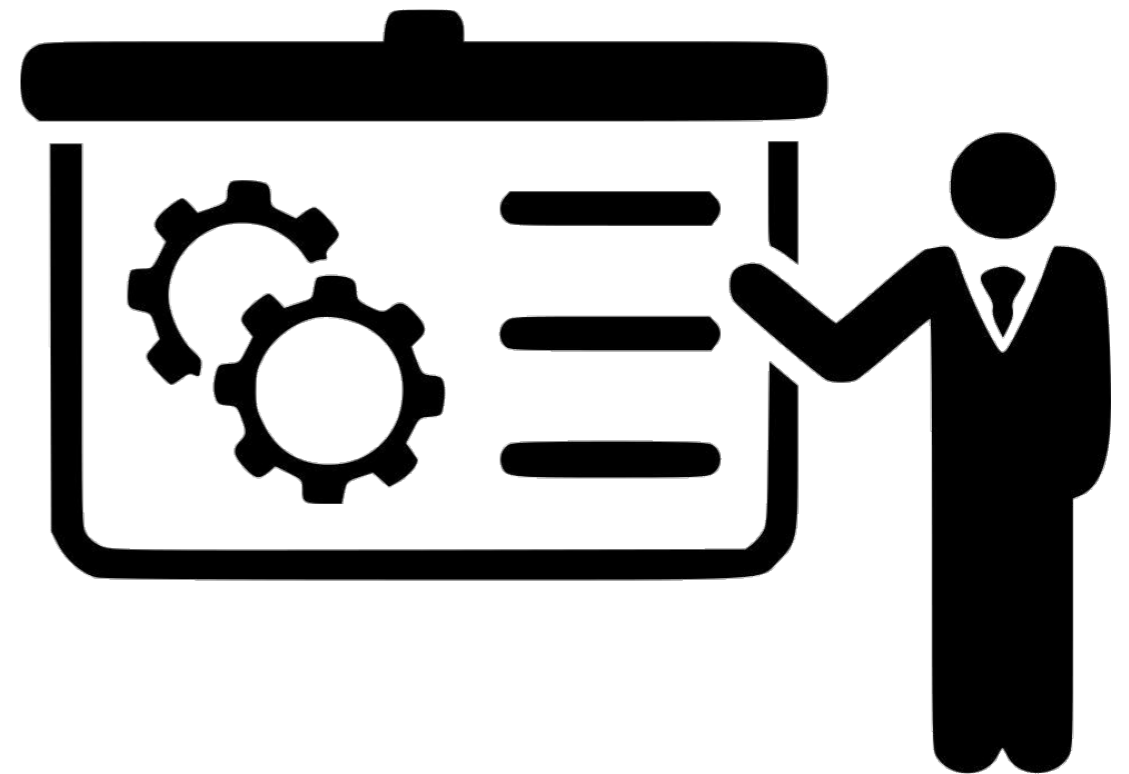
Market



Operations



Results



A wooden bowl filled with numerous colorful, speckled Easter eggs. The eggs are in various colors including white, blue, green, purple, and orange, and are arranged in a circular pattern within the bowl. The background is dark and out of focus.

# TIME TO **PLAY**

IF YOU NEED TO REFRESH YOUR MEMORY, GO TO:

[VENTURENOMADS.COM/WORLD-STARTUP-FACTORY](https://venturenomads.com/world-startup-factory)