

#dimbootcamp

BUSINESS MODEL DEVELOPMENT

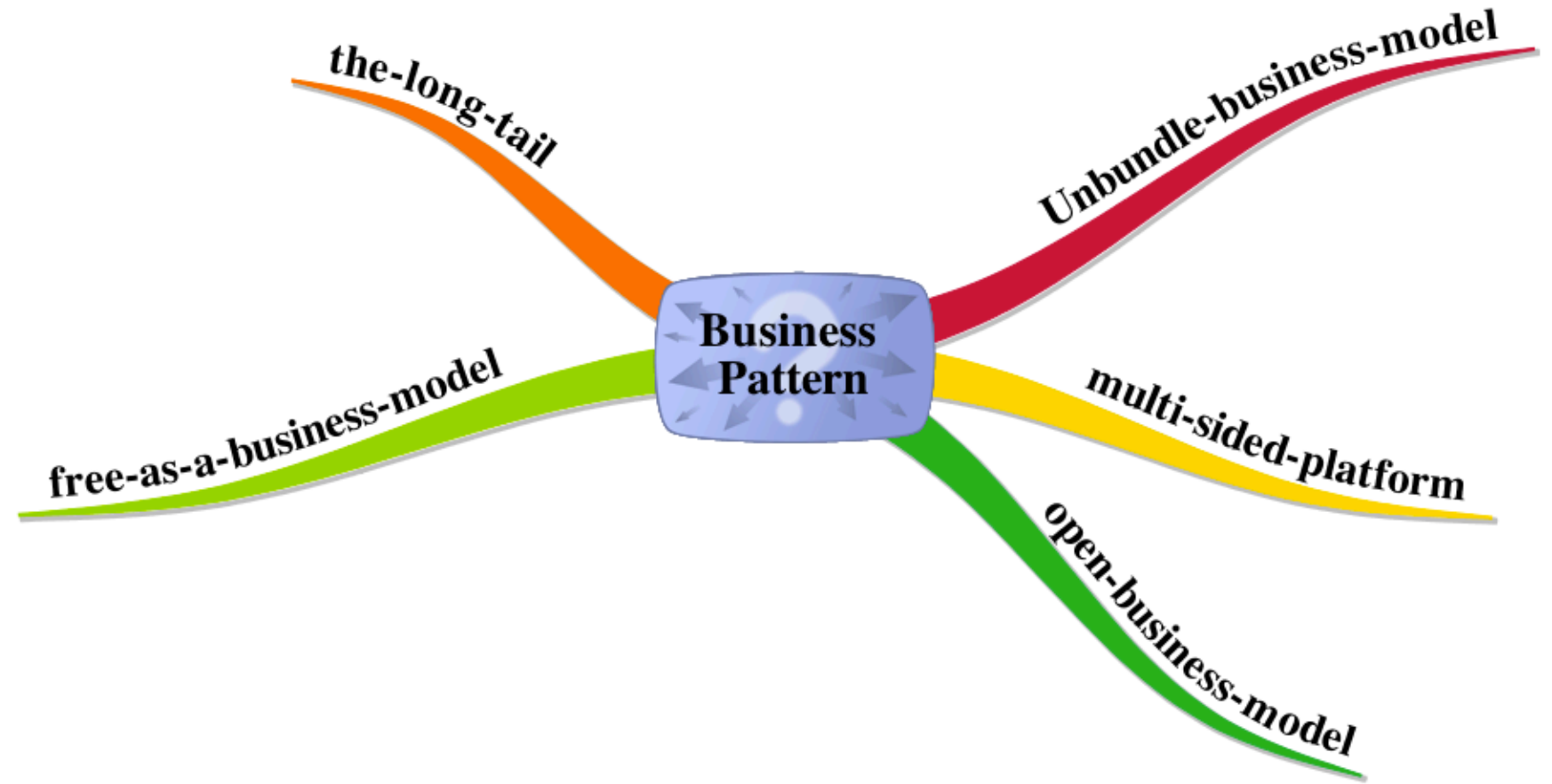
Janette Toral

<http://digitalfilipino.com/influencer>

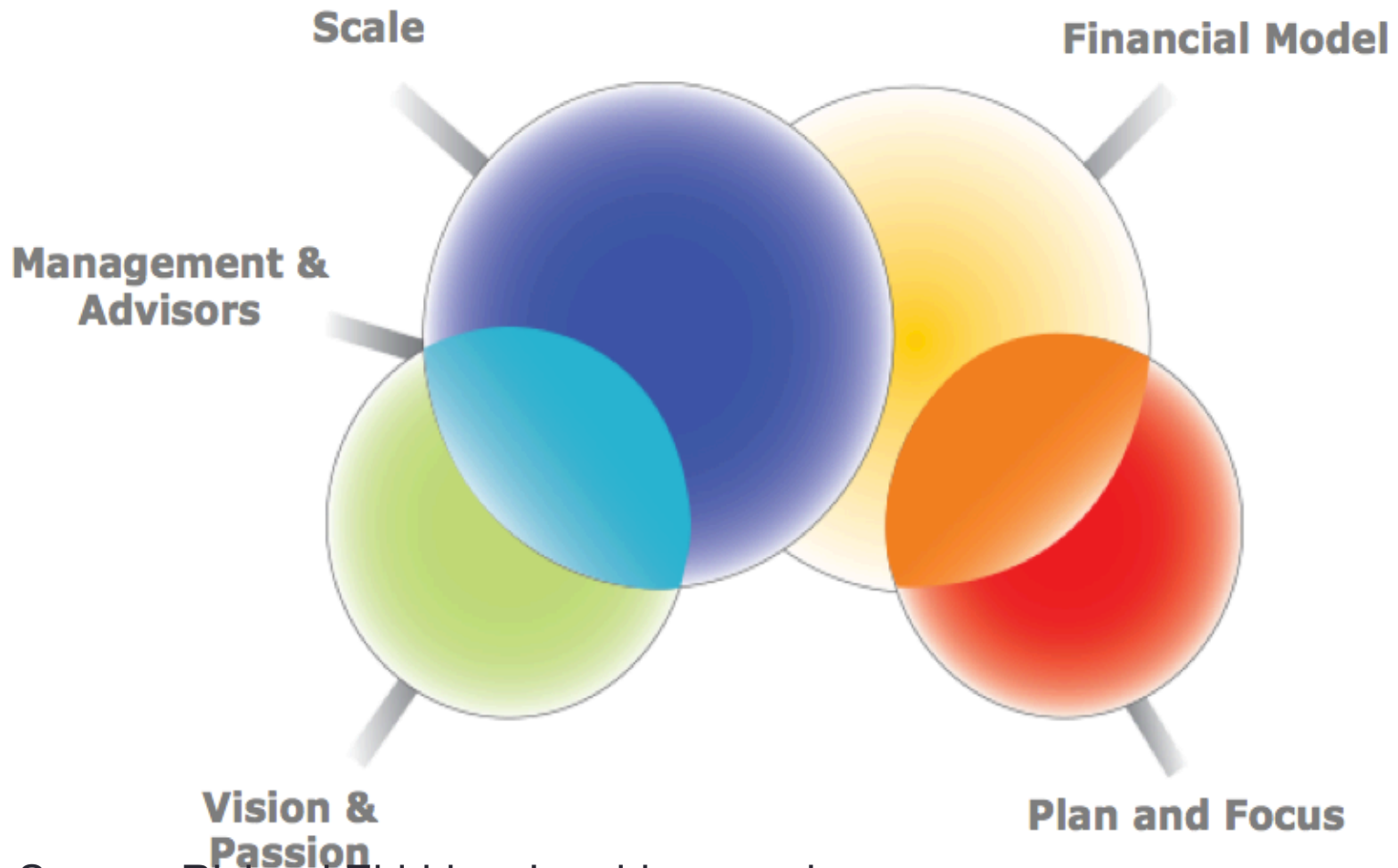


Types of Online Business Model

- Guru model
- Product / services trading
- Membership



Making your Start-Up Work

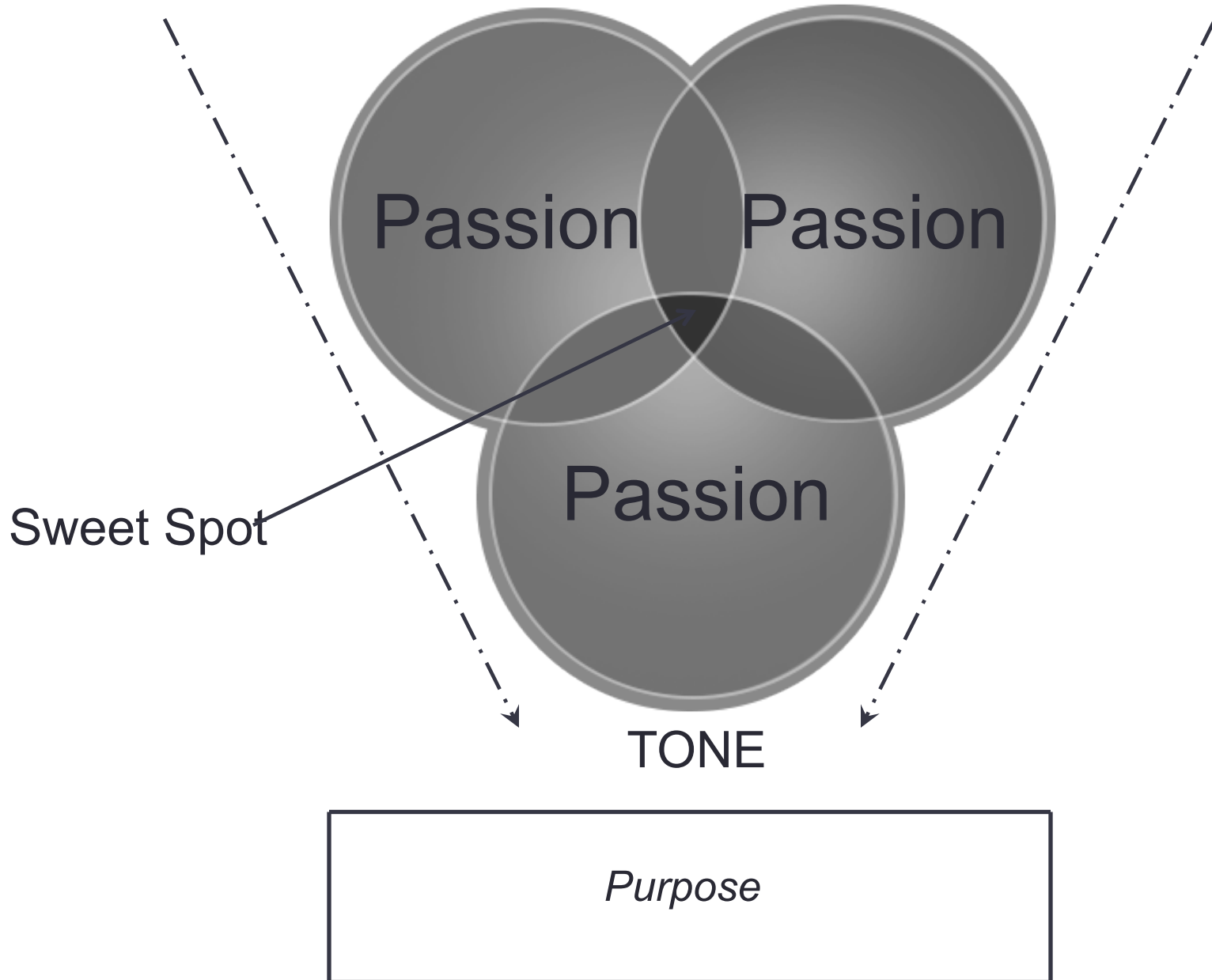


Source: Richard Eldridge, Lenddo.com.ph

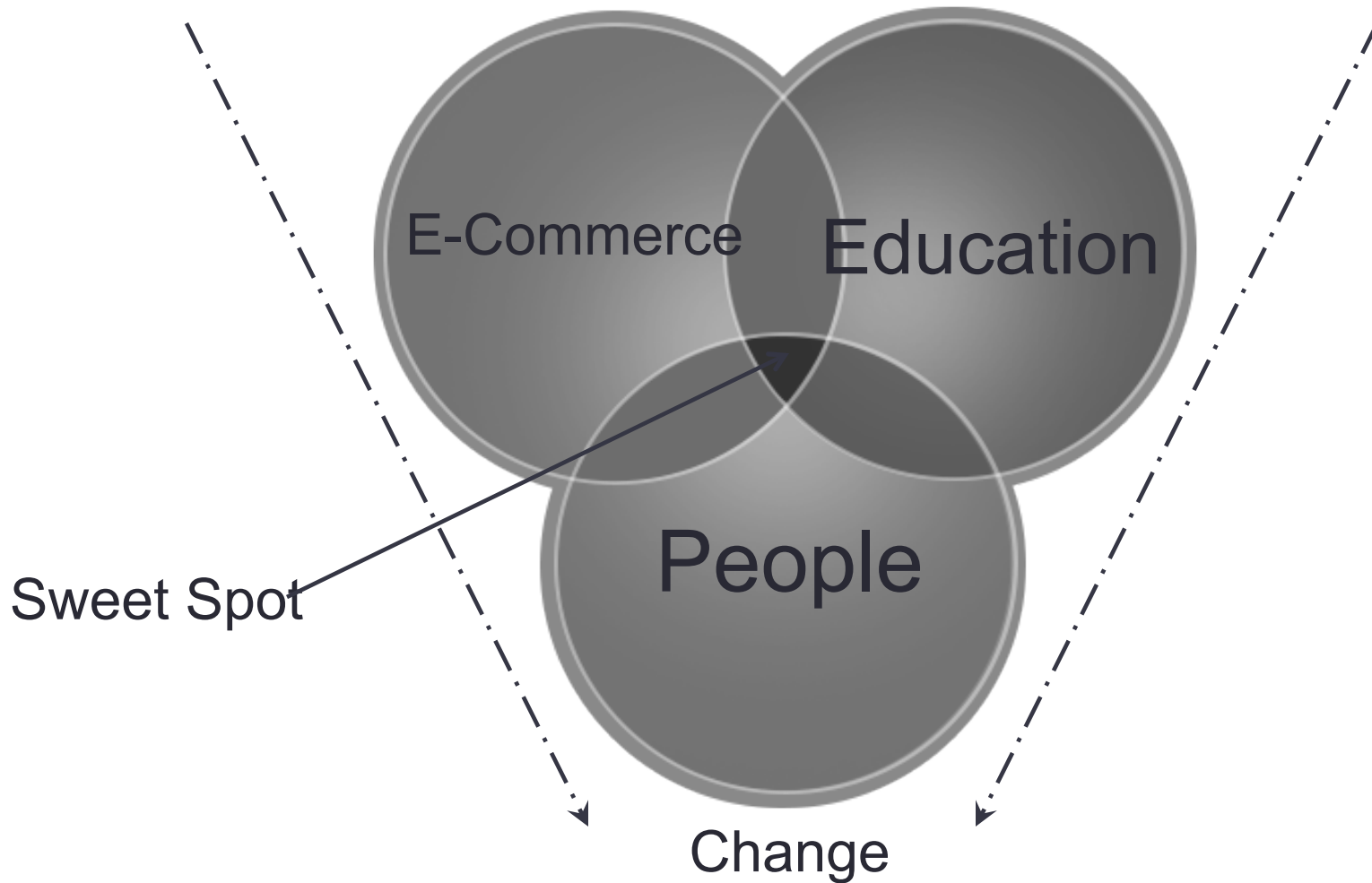
BEGIN WITH THE END IN MIND.

What is your end goal?

Porter Gale FUNNEL TEST



Porter Gale FUNNEL TEST



*Empower individuals with e-commerce wisdom and skills they can use
in sustaining business, advocacy, achieve better quality of life.
– Janette Toral*



CS

1 Customer Segments

An organization serves one or several Customer Segments.



VP

2 Value Propositions

It seeks to solve customer problems and satisfy customer needs with value propositions.



CH

3 Channels

Value propositions are delivered to customers through communication, distribution, and sales Channels.



CR

4 Customer Relationships

Customer relationships are established and maintained with each Customer Segment.



RS

5 Revenue Streams

Revenue streams result from value propositions successfully offered to customers.



KR

6 Key Resources

Key resources are the assets required to offer and deliver the previously described elements...



KA

7 Key Activities

...by performing a number of Key Activities.



KP

8 Key Partnerships

Some activities are outsourced and some resources are acquired outside the enterprise.



CS








9 Cost Structure

The business model elements result in the cost structure.

Name:

Janette Toral

's Personal Business Model Canvas

<p>Who helps you (Key Partners) </p> <p>"Samurai"</p> <p>Educational institutions (UP-ITDC, AIE College, STI, and Ateneo Rockwell)</p> <p>DigitalFilipino Club members</p> <p>eLearning Edge</p> <p>Lane Systems</p> <p>Third Team Media</p>	<p>What you do (Key Activities) </p> <p>Teaching Face2Face / online Learning</p> <p>Writing articles</p> <p>Consultation</p> <p>Organize events</p>	<p>How you help (Value Provided) </p> <p>E-Commerce Boot Camp</p> <p>Digital Influencer Boot Camp</p> <p>Blog Network</p> <p>Software Process Improvement</p> <p>Blog & Social Media Entrepreneur Course</p> <p>DigitalFilipino Club</p> <p>DigitalFilipino.com</p>	<p>How you interact (Customer Relationships) </p> <p>One-on-one</p> <p>Online consultation (online meetings or exclusive forums)</p>	<p>Who you help (Customers) </p> <p>E-Commerce Entrepreneurs needing advise or support.</p> <p>Bloggers wants to earn income.</p> <p>Advertisers reach out to bloggers.</p> <p>Individuals interested in digital marketing.</p> <p>Companies need help in process improvement</p>
<p>What you give (Costs) </p> <p>Website, Books</p> <p>Webinars,</p> <p>Educational videos</p> <p>Boot camps</p>		<p>What you get (Revenue and Benefits) </p> <p>Club members, training opportunities, speaking engagements, recognition, awards, friendship with community members, DigitalFilipino Start up 100 Project</p>		

PROFILING AND UNDERSTANDING YOUR CUSTOMER

<http://bit.ly/realbootcamp>

**JOIN
TODAY**

DIGITAL MARKETING FOR REAL ESTATE INDUSTRY

Business Model
Development 01

Digital Tools
& Services 02

Real Estate &
E-Commerce
Policies 03

Search Engine
Marketing 04

Website &
Blog Creation 05

Promotion in
Online Forums 06

Internet
Advertising 07

Customer
Relationship
Management 08

E-Mail
Marketing 09









Social Media
Marketing 10

Virtual
Assistant
Help 11

Getting
Online
Sellers 12

Started
October 3, 2013

P2, 500 for one year.

<p>Key Partners </p> <p>“Samurais”</p> <p>DigitalFilipino Club Members</p> <p>Schools</p> <p>Government</p> <p>Event planners</p> <p>Communities</p> <p>PRC - later</p>	<p>Key Activities </p> <p>Teaching online and offline.</p> <p>Site update</p> <p>Consultation</p> <p>Advertising</p> <p>Research</p>	<p>Value Proposition </p> <p>Learn online for one year</p> <p>Can be taken anywhere, anytime online.</p>	<p>Customer Relationships </p> <p>One-on-one.</p> <p>Self-service.</p> <p>Group.</p>	<p>Customer Segments </p> <p>Real Estate Service Professionals who would like to learn digital marketing to boost business.</p>
<p>Cost Structure</p> <p>Telecommunication cost.</p> <p>Site upgrades.</p> <p>Advertising budget</p> <p>Webinar platform</p> <p>Content development</p>	<p>Key Resources </p> <p>E-Learning platform</p> <p>Veteran player</p>	<p>Channels </p> <p>Social network.</p> <p>E-mail.</p> <p>Online Boot Camp</p> <p>Mobile.</p> <p>F2F Training</p>	<p>Revenue Streams</p> <p>Protégé membership</p> <p>Face to Face Training fees</p> <p>Start-Up 100 investment</p> <p>ECOM / DIM Summit</p>	<p></p>

Business Model - The Empathy Map

Designed for: **Digital Marketing for** Designed by: **Janette Toral**

Real Estate Industry

Date:

Program

Iteration:

#4 understand your audience

Customer Perspective:

Real Estate Service Professional

What really counts: Get continuing leads-sales-referrers online.

Major preoccupation: Sustaining revenue / income. Growing family.

Worries: Not making a sale. Making ends meet.

Aspiration: Quality lifestyle. Industry recognition.

Friends say: "You should market online."

Environment: Many RESP marketing online.

Boss say: "Go where the market is. Hit your quota."

Friends: Uses social media to market online.

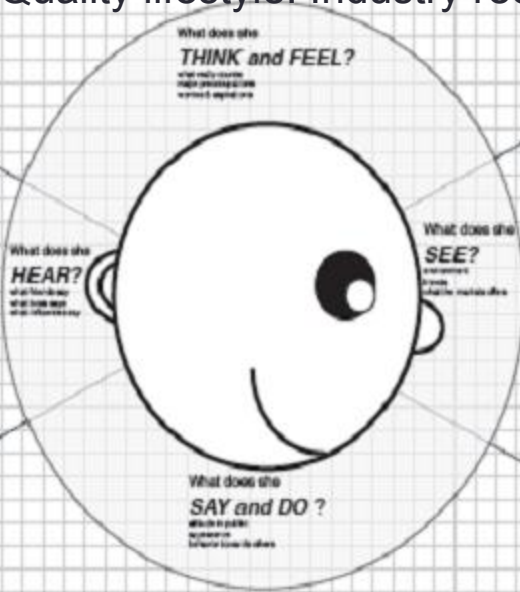
Influencers say: "Don't hard sell or spam online."

Market offers: Various digital marketing and e-commerce training (generic in format)

Behavior towards others: Observant. May follow lead of others.

Appearance: Eager & open for partnerships online.

Attitude in public: Competitive. Upbeat. Enthusiastic.



Fears: Not competitive with peers.

Obstacle: Managing time and resource.

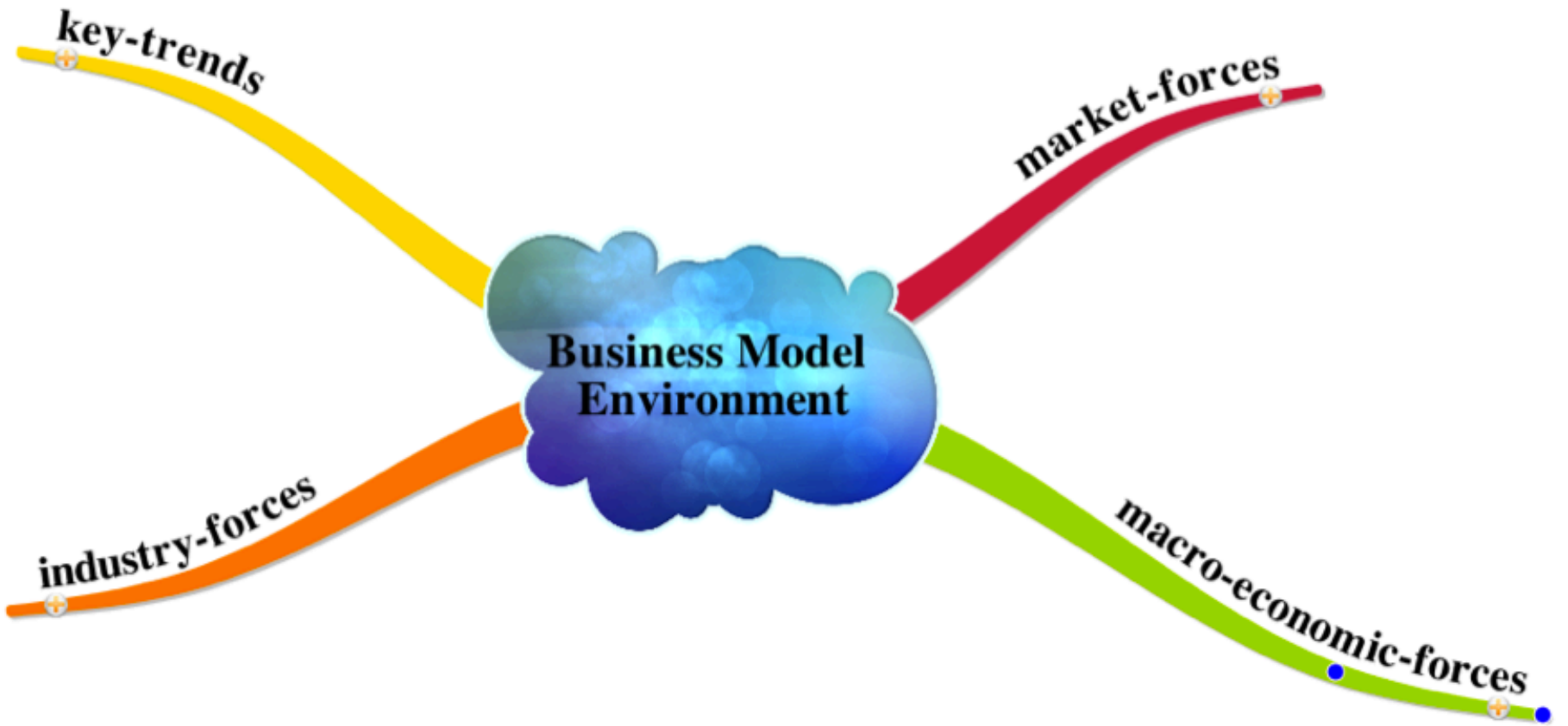
Frustration: Not getting results.

Wants / Needs: Quality leads. Top of mind.

Obstacle: Prioritizing and managing tasks.

Measure success: Sales conversion. Authority status.

STRESS-TEST YOUR BUSINESS MODEL





market-forces

market

segments

attractiveness

new

spots

issues

impacts

customer

perspectives

needs

how-well

offer

demands

served

switching

costs

competitors

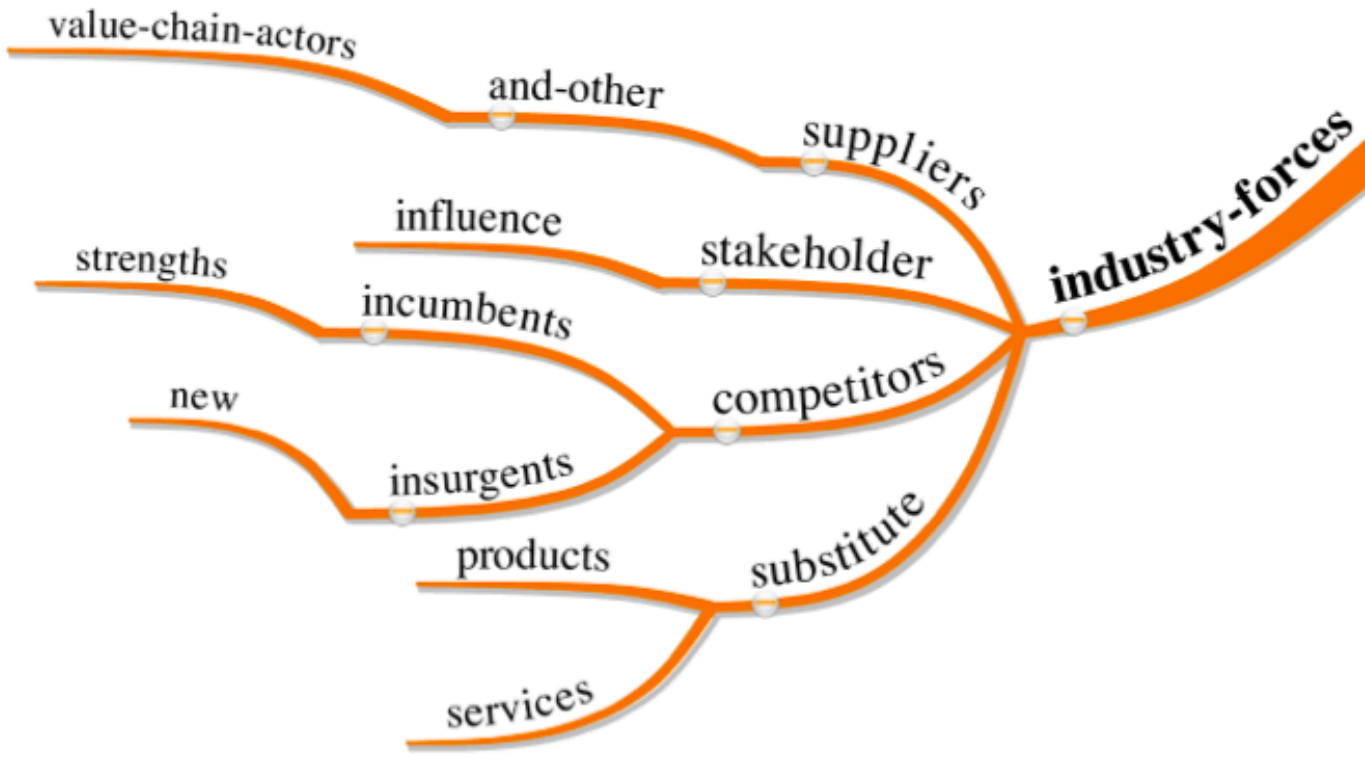
revenue

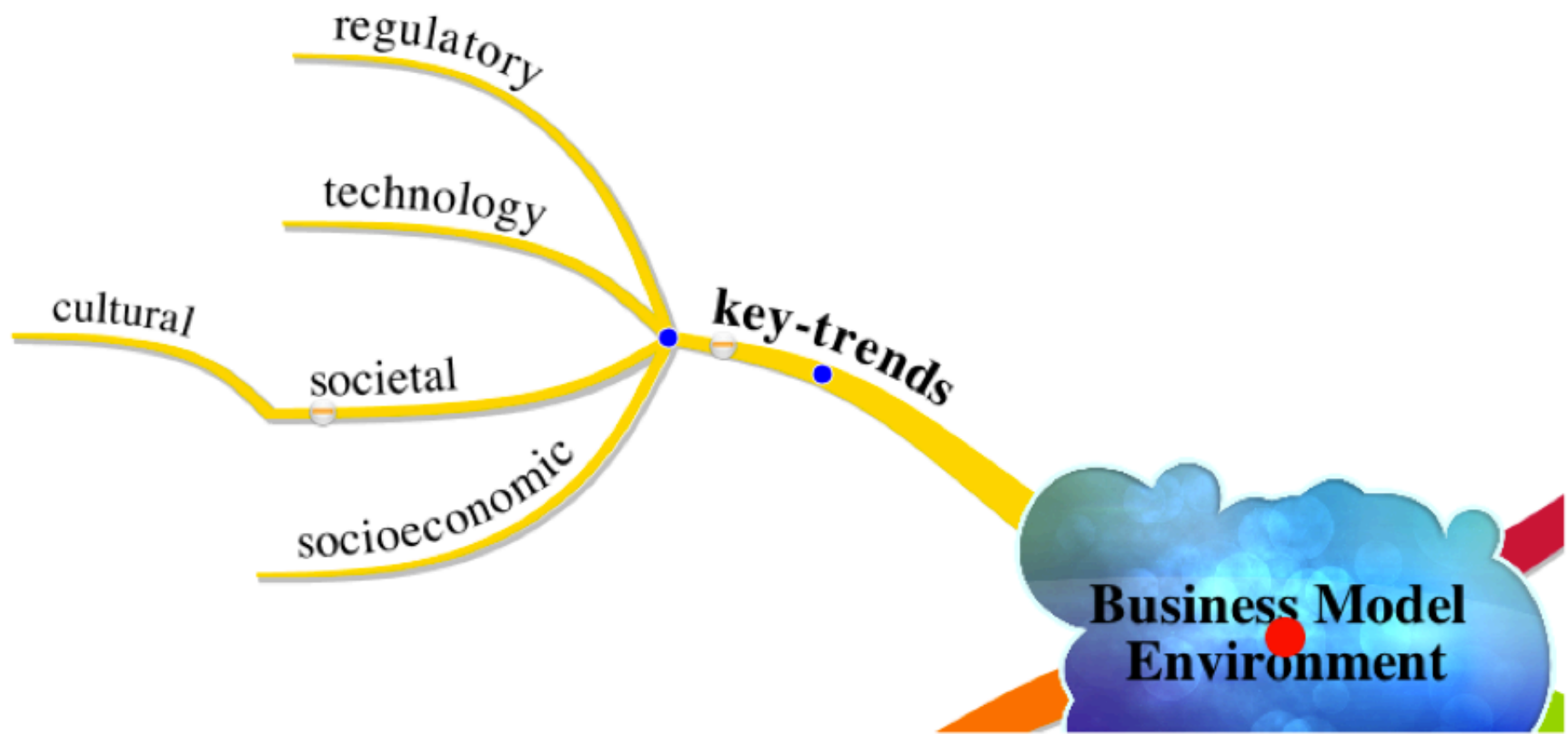
attractiveness

pricing

power

Business Model Environment





Business Model Environment

macro-economic-forces

economic

infrastructure

commodities

and-other

resources

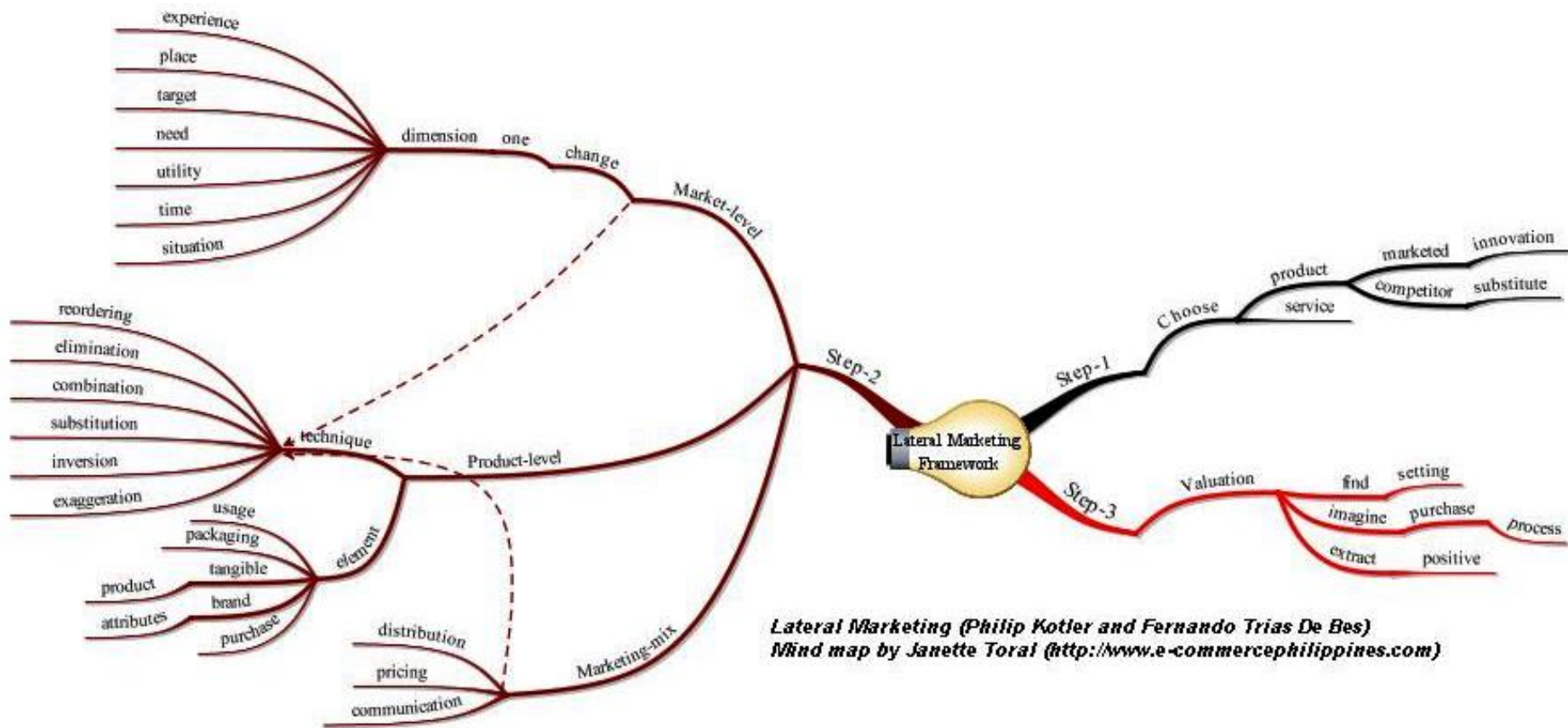
capital

markets

global

market

conditions



*Lateral Marketing (Philip Kotler and Fernando Trias De Bes)
 Mind map by Janette Toral (<http://www.e-commercephilippines.com>)*

Blue Ocean Strategy

Eliminate

on competed long industry factors

Reduce

standard industry below well factors

Raise

factors above industry standards

Create

Factors industry never offered

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CONTINUE THE LEARNING JOURNEY!

<http://digitalfilipino.com/influence>

