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**RAPID BUSINESS PROTOTYPING
FOR TESTING FEASIBILITY OF
NEW IDEAS**

Mikulov, July 2013

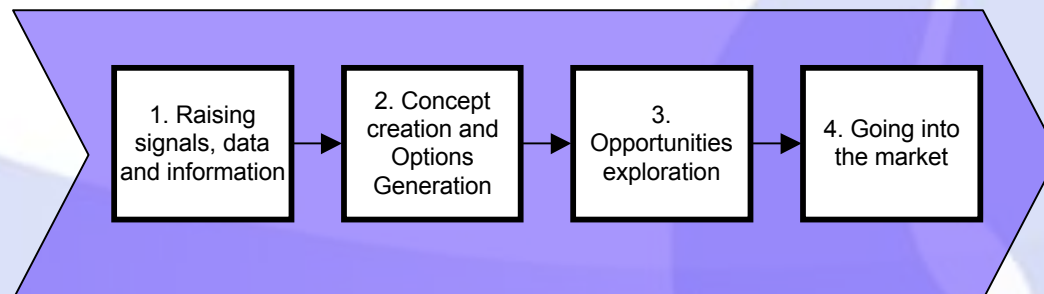
General principles of the methodology



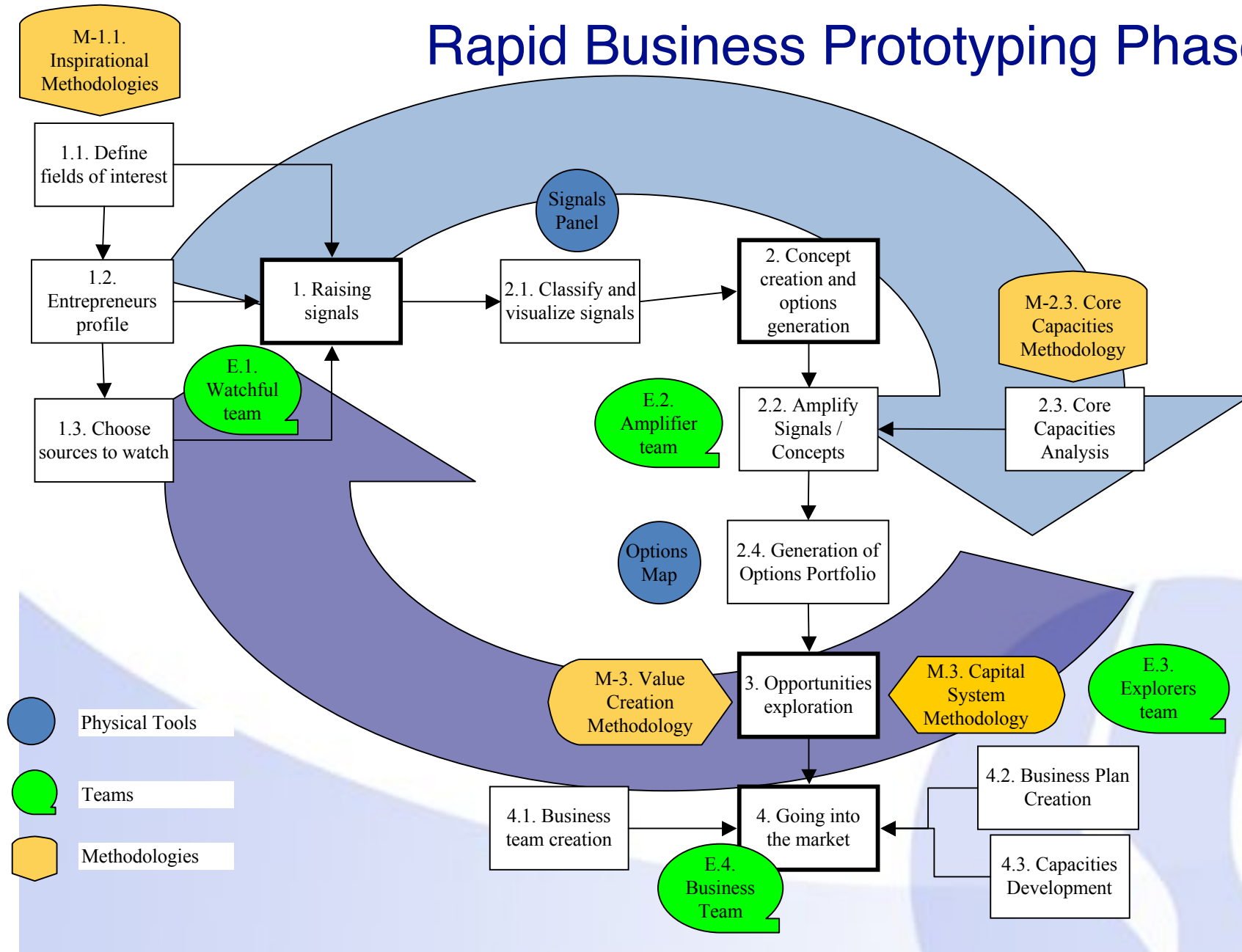
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- **Learn to entrepreneur**, systematize the entrepreneurship process
- It is based on **creativity**, “inspiration” can start **from zero or with a preconceived business idea**.
- Informal space where it is possible to create and “explore” business opportunities **with others in a team**.
- Entrepreneurship and Intra-entrepreneurship.
- The process ranges from **Raising Ideas to Market Launch**.



Rapid Business Prototyping Phases



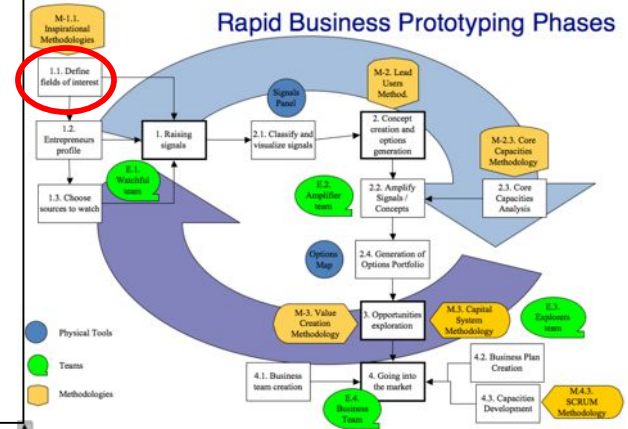
1.1. Define fields of interest



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- **Objective:** Define personal preferences and fields of interest related to a sector, market, product, etc. with the aim of defining and focus the playing ground.



- **Responsible:** Potential entrepreneurs.

- **How: M1.1. INSPIRATIONAL METHODOLOGIES**
Inspire and shared reflections and thoughts amongst all members to put forward their ideas, training, preferences, etc. related to a sector, market, product or service.
Grouping areas of interest by affinity with the objective of avoiding isolated individual projects and foster synergies amongst individuals with similar interests to work together.

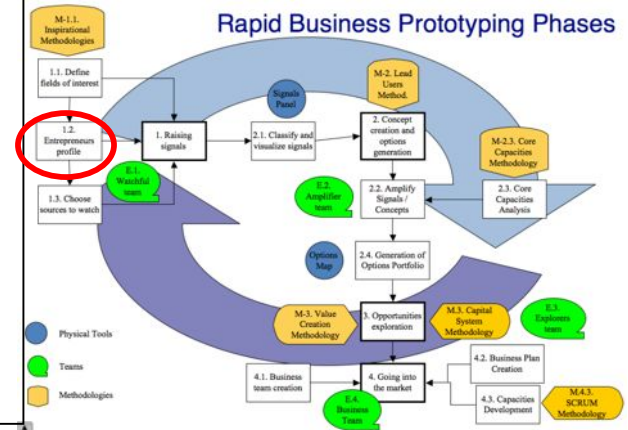
1.2. Entrepreneurs profile



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- **Objective:** Define the features of the different entrepreneurs, their competences, abilities and knowledge. Self-diagnosis of the entrepreneurs profile.



- **Responsible:** Potential entrepreneurs and individual coaches.

- **How:**
 - Brainstorming session about what is to “BE entrepreneur”.
 - Self-diagnosis of their entrepreneurship profile.
 - Report of the personal transversal competencies to be trained and developed.
 - Periodic contrast with individual coach.

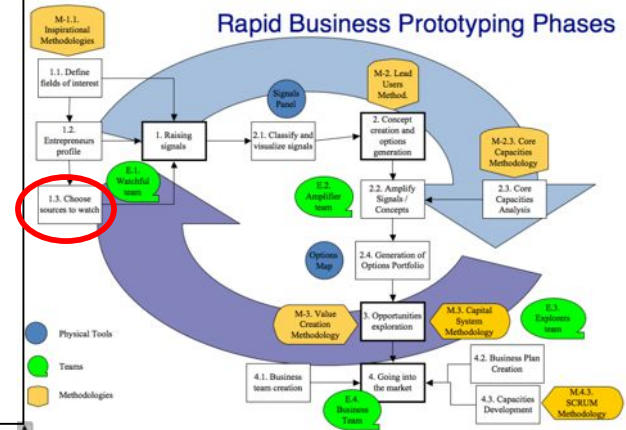
1.3. Choose sources to watch



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- **Objective:** Determine for each interest group the most relevant sources of knowledge to watch or keep an eye on.



- **Responsible:** Potential entrepreneurs.

- **How:**

In first place, identifying the existing relevant sources for each interest filed (specialized press, relevant web pages of the industry, economical reports, registered patents, contacts with clients and providers...) and selecting by consensus the most relevant ones that need to be watched.

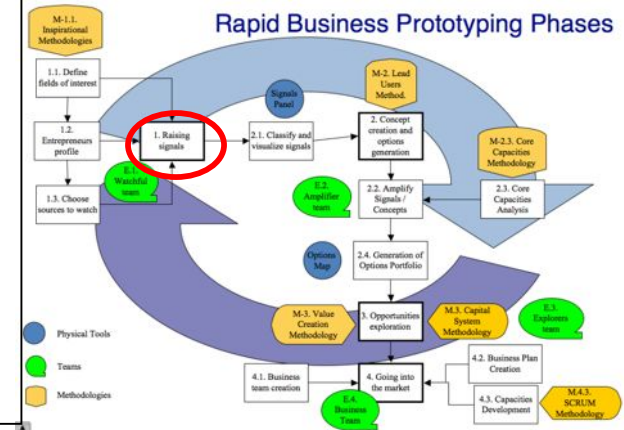


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1. Rising signals

- **Objective:** Gather as much information as possible about the defined fields of interest.



- **Responsible:** Watchful team.

- **How:**

People of the team will keep an eye on the potential sources and signals related to any of the interest fields defined and will share this information periodically.

Naming responsible persons for “watching” or tracking the information sources defined for each of the interest fields selected according to their knowledge, experience, interest, initiative, availability, etc.

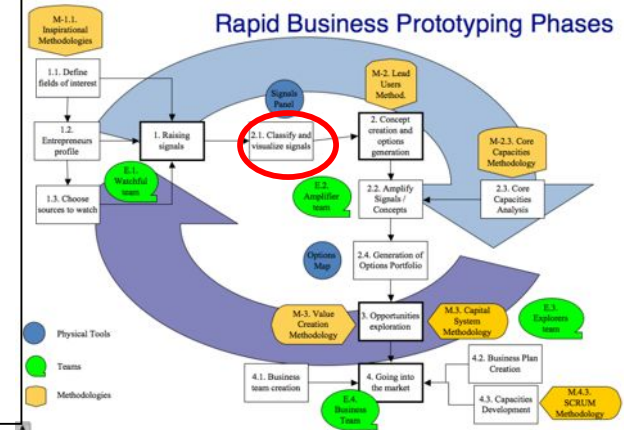
2.1. Classify and visualize signals



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- **Objective:** Classify all the information gathered later on make easier its processing and decision taking.



- **Responsible:** Watchful team.

- **How: PHYSICAL TOOL: SIGNALS PANEL.**

It is a physical panel or blackboard divided as a matrix where x axis are the interest fields defined and the y axis are the sources to watch. All the signals gathered by the “Watchful team” will be positioned in this matrix (with cards or post-its), without qualitative or quantitative limitation.

The idea is to have at a glance all the gathered information.

2. Concept creation and options generation

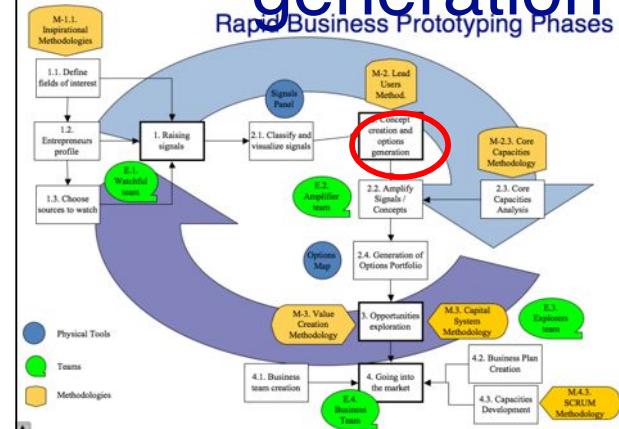


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- **Objective:** Identify new possible concepts (strategic options) that could potentially be developed by team combining all the signals gathered collectively in the physical panels.

Concept: Combination of ideas that make sense for the team.



- **Responsible:** Potential entrepreneurs.

- **How:**

Through creative sessions hold once a month to combine the ideas and see if any of them attracts the group attention or matches their competences... “Fall in love”.

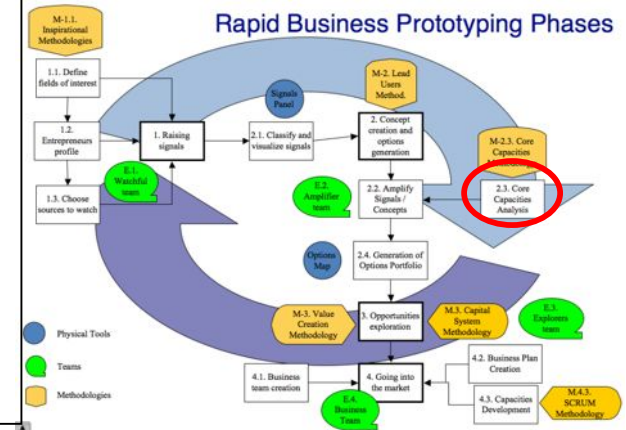
2.3 Core competencies analysis



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- **Objective:** Define what can be the key factors that might make the concept to be successful in the market where is going to compete with the existing offer.



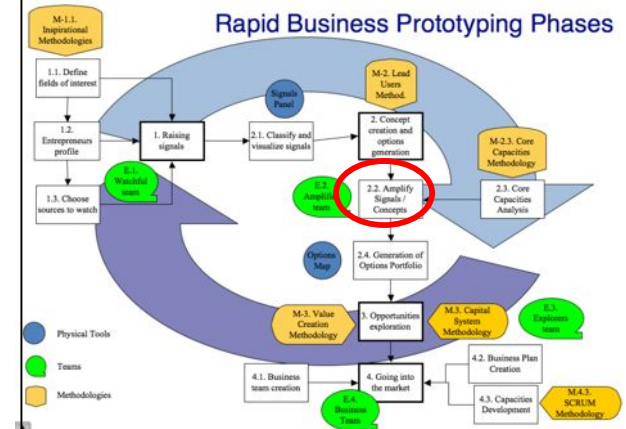
- **Responsible:** Amplifier team.

- **How: CORE COMPETENCIES METHODOLOGY**
Core competences are the set of “factors” which are necessary but not sufficient to be successful on a market with a possible product / service.

2.2. Amplify signals / concepts



- **Objective:** Go in depth the concept defined with the aim of gathering enough information to determine its possible viability. The amplification of signals is the seed for a potential new business



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- **Responsible:** Potential entrepreneurs + Amplifier team.

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- **How:**

Going in depth in the signals gathered in order to define the **POTENTIAL CONCEPT OF THE BUISNESS** that has to give an answer to the following interrogations: **Client Typology, Satisfied need and Differential features from the product / service offered by the competitors.**

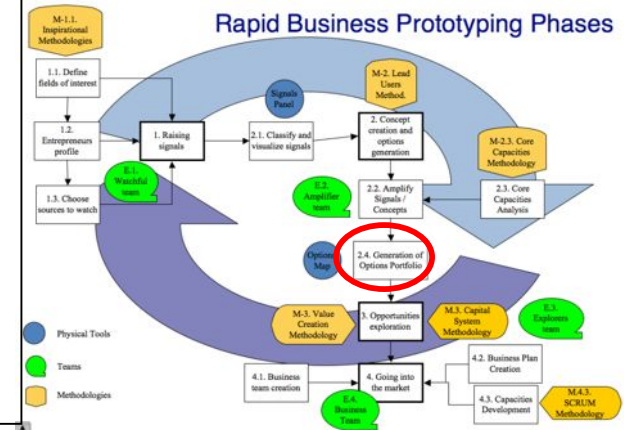
2.4. Generation of options portfolio



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- **Objective:** Generate a portfolio of strategic options by combining the knowledge about the market and the capacities of the entrepreneurs team.



- **Responsible:** Potential entrepreneurs.

- **How: PHYSICAL TOOL: OPTIONS MAP**

Graphical tool to represent the different options explored in a matrix according to the following variables:

- Relationship between the interest fields / capacity for entrepreneurship of the team.
- Associated risk.
- Temporal horizon.

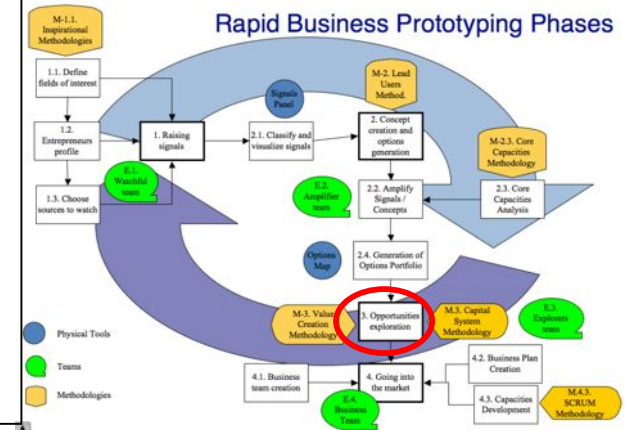
3. Opportunities exploration



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- **Objective:** Articulate a possible business opportunity and establish a criteria to filter through the different opportunities.



- **Responsible:** Potential entrepreneurs.

- **How: M3.VALUE CREATION METHODOLOGY**

It allows to identify the potential points of value chain and critical processes where value is being created or vanished.

- **M3. CAPITAL SYSTEM METHODOLOGY**

Makes the entrepreneur conscious of the potentiality of his human, relational and structural capital that will have to deploy in order to set up the new opportunity.

4.1. Business Team Creation

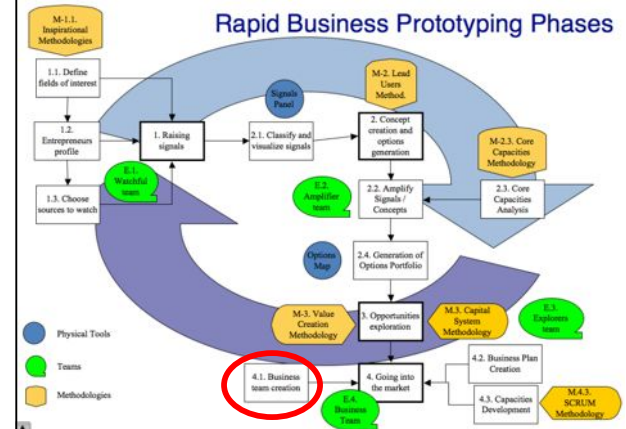


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- **Objective:** Creation of a work team that will execute the selected options.

A business team will be created for each strategic option to be executed.



- **Responsible:** Entrepreneurs.

- **How:**

Selecting the more suitable people to implement each of the strategic options selected assessing the following:

- Person knowledge, experience, interest, initiative and availability.

The integrants of the business team might be the same people of the exploration team that worked the strategic option.

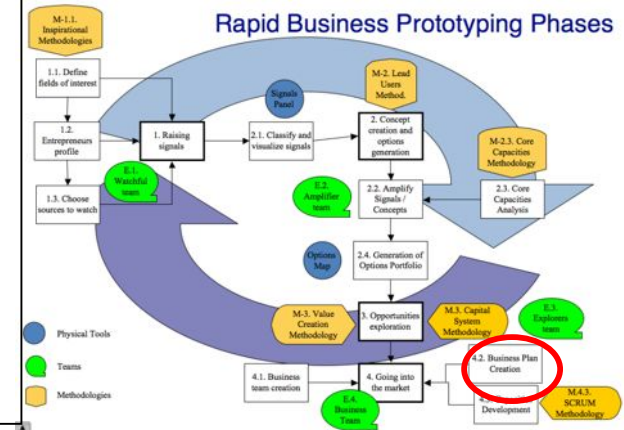
4.2 Business / Model Plan Creation



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- **Objective:** Response the following question ¿How are we going to deliver value to our clients? Precise definition of the activities, products, services, market niche, etc.



- **Responsible:** Business team.

- **How:** Checking list where sufficiency has to be showed in the following areas:
 - Competitor and clients analysis.
 - Financial viability.
 - Development and Desing Plan (Processes, Installations, machinery).
 - Technical viability
 - Company legal form...

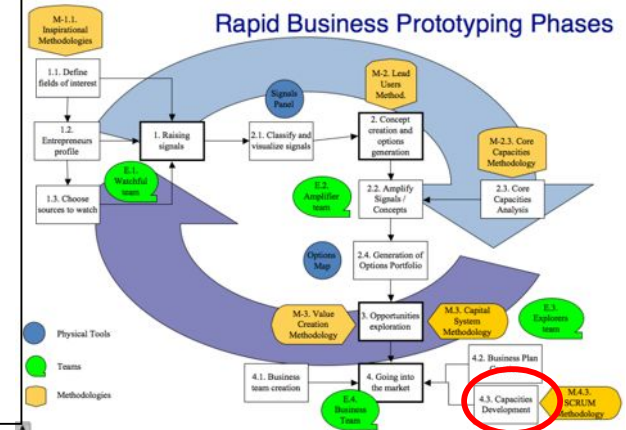
4.3. Capacities deployment



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- **Objective:** Deployment of the needed capacities to be able to materialize the strategic options chosen.



- **Responsible:** Business team

- **How:** Defining a plan of required competencies that need to be acquired by the members of the Business team detailing aspects such as training, deadlines, responsible people, etc.

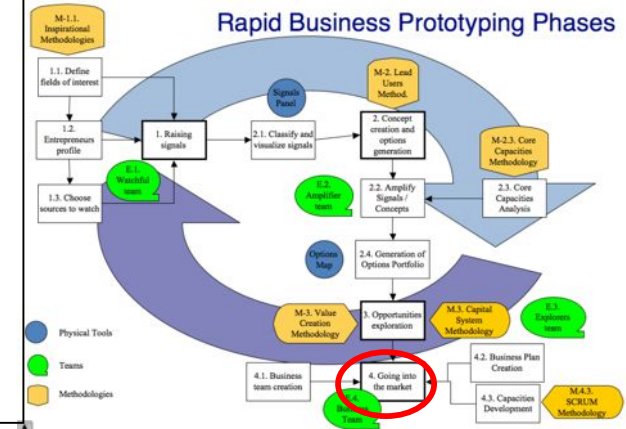
4. Going into the market



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- **Objective:** Take into the market the options selected previously.



- **Responsible:** Business team.

- **How:**

Once identified and developed the needed capacities in order to be able to execute the selected strategic options, the required resources needed must be searched (financial means, productive installations...) for the business set up and activities start according to what was established in the Business Plan.