





## Module III. Business

Entrepreneurial  
Finance

Topic 2. Starting a New Venture

Lesson 1. Lean StartUp, Online  
StartUp and Social Venture



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*An entrepreneur is very often passionate about his product or service and does not have a clear plan on how to turn a product or service into a sustainable business.*



**Although neglecting the financial aspect of the company is fatal, in the same time it is important to stay true to the entrepreneurial vision and passion.**



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Once the topic is completed and approved, learners will be able to...



**Understand key factors that an entrepreneur need to consider while developing a business model.**



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*In this lesson, we  
will talk about...*

- ✓ Factors that an entrepreneur need to consider while developing a business model



Basic questions that every entrepreneur should answer at the beginning of each venture include:

1. Who is the customer?
2. What does the customer value?
3. How do we make money in this business?
4. What allows us to provide value to customers at an affordable price?





# Designing business model

- Position of the company in the value chain
- Business Development
- Sustainability



# Lean Start-up

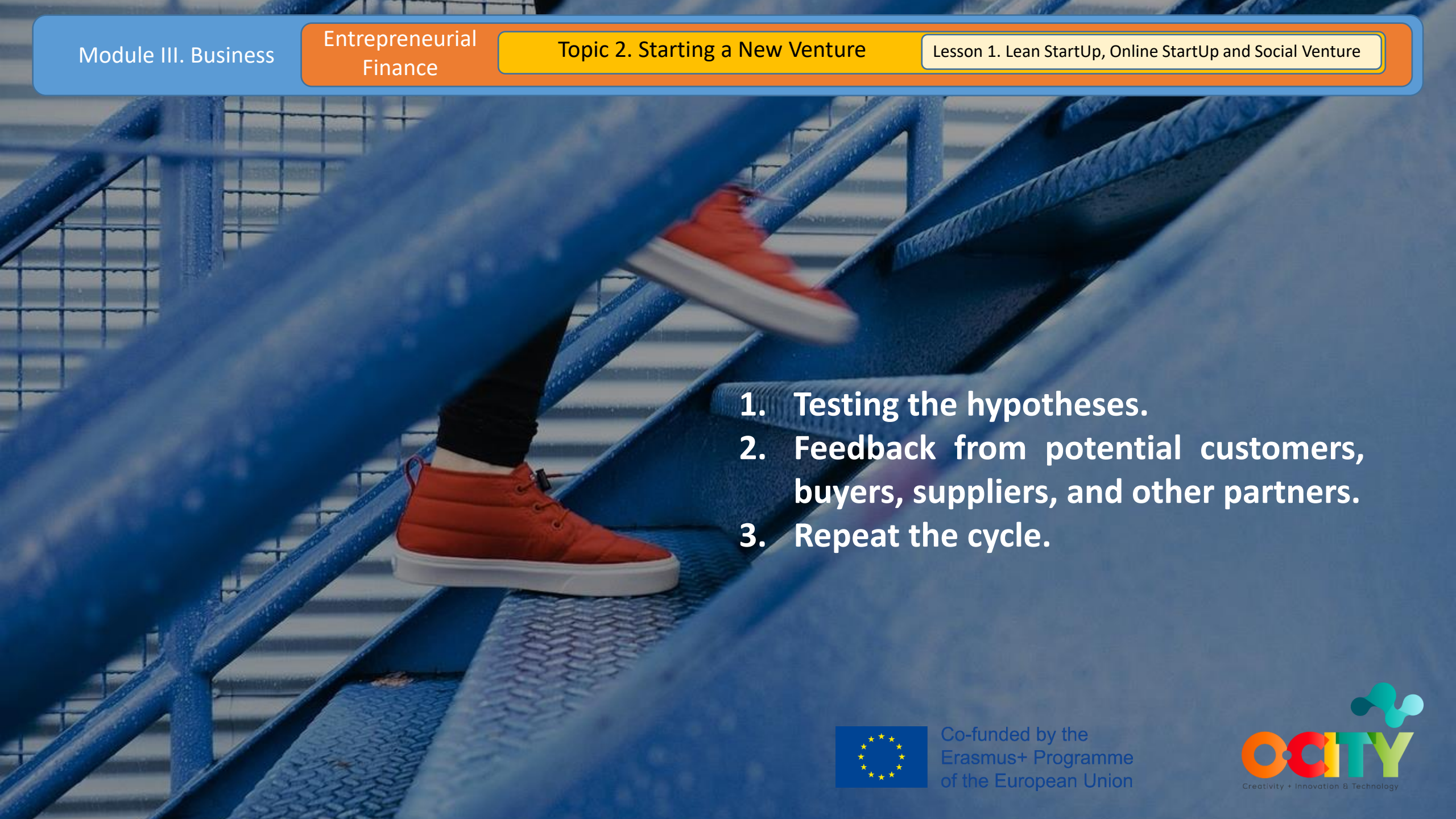
Methodology that aims to shorten product development cycles and quickly discover whether the proposed business model is sustainable.



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1. Testing the hypotheses.
  2. Feedback from potential customers, buyers, suppliers, and other partners.
  3. Repeat the cycle.



# Online Start-up

- Is it easy to use?
- Does it have help and support at any time?
- Is design flexible?
- Security?
- Scalability?
- What about marketing?



# Social Venture

Social venture include business skills and techniques in order to provide innovative solutions to enduring social problems.



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## *Conclusions*

**Starting a business involves a lot of steps such as planning, making key financial decisions, and completing a series of legal activities.**



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