

Ideate, Validate and Create

Overview - You will work in groups to plan, consult and carry out and evaluate an innovative and sustainable business activity - your Young Enterprise Scheme company. This resource focuses on a **Lean Start-up Business Model Development**.



Ideate, Validate and Create

1. Find a problem your team are passionate about, ideate possible solutions.
2. **Lean Canvas** – Create a proposed business model (an untested guess) that develops a product (good or service) to solve the problem.
3. **Build–Measure–Learn** – Create a tangible Minimum Viable Product (MVP), take it to the market to examine the ideas you have put into your Lean Canvas. Test and develop the model incrementally. Start with the most outlandish ideas first.

Comprehensive Planning

4. Once you know you have a viable product, start doing the detailed planning. Please note – the HR section could be developed during the previous stage. This has limited direct impact on the product chosen.

Ongoing Planning

5. Ongoing planning clearly evidenced through Strategy Meetings plus Sprint Planning, Review, retrospective minutes and Scrum. Scrum meetings could be evidenced through video or photo/screenshots of a Kanban. **See www.scrumguides.org/scrum-guide.html#definition**

Stage 1: Lean Canvas

- A visual chart providing an overview of your company – you should choose a Lean Canvas that best meets your company's needs.

Stage 2: Idea Validation

- Create a tangible MVP, test all the ideas in your lean canvas – are they real? Do they work? Adapt the Lean Canvas, cross out and amend the bits that don't work, add bits that do work. Take photos of ongoing changes in your Canvas as you learn.

Stage 3: Comprehensive Planning

Vision, Mission and quadruple bottom line

- Vision statement and Mission statement.
- SMART economic objectives. Environmental, social and cultural sustainability aims for the business.
- General timeline/Gantt Chart – this should be integrated with the aims and objectives above. This should show the guiding, general timeline for product development, marketing, production and sales.
- List key external stakeholders and how the business will maximise value for all stakeholders.
- Strategy for continuation of the business or exit strategy.

Sales/Marketing – Please note. This section can be replaced with 91382 where the focus is on this business activity.

- Description of the target market – including demographic and psychographic factors.
- The Marketing Mix 4 (or 7p's if a service) – planning here should be explained in relation to the target market.
- Your social media strategy - how you will engage with your target market on Social Media.

Human Resources/Capital Development

Clear Policies and Procedures will be developed for:

- Staff training to ensure effective delivery of your product or service.
- Health and Safety – A RAMS statement is alternative evidence.
- Motivation and worker productivity.
- Performance management where directors do not complete their tasks – this should link to clauses 4.5 in the YES constitution.

Production/Operations

- Policy and procedures for communication with external stakeholders.
- Complete workflow diagram including quality management. Names and contacts for all suppliers should also be supplied. Quotes and invoices should also be supplied.
- Policy and procedures to protect non-financial assets, e.g. use of physical assets and inventory management where relevant.

Finance

- Develop a financial model or cash flow forecast that links to your timeline/Gantt chart. This will provide sales forecasts, details of start-up capital, breakeven and planned returns.
- Explain the sources of finance and strategies to raise this finance.
- Policies and procedures to record and protect financial assets, e.g. cash. This will involve payments and receipts.

Stage 3: Planning Meetings and Weekly Action Plans

- Ongoing planning through clearly evidenced planning meetings – regular agendas and minutes – this should link to a developed timeline/Gantt chart.
- Weekly action plans would support evidence of planning here.

Assessment Conditions

- The Business Planning and the Evaluation is a group activity.
- All students must be able to provide evidence of their personal contribution towards the Business Planning and Evaluation. All written work must be stored via Google Drive/Google Classroom with teacher having full access.
- All members of the group must be involved at The Pitch.
- All members of the group must be involved in carrying-out the business activity (sales).
- There will be no resubmission as feedback is offered during the year.