



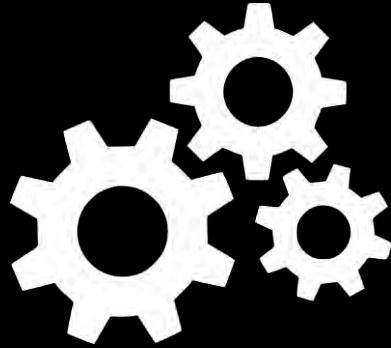
# Entrepreneurship: Purpose + People

Tools for project planning and marketing

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# Entrepreneurship

**Project = Core activity + Resources**




# Entrepreneurship

**Project = Purpose + People**



# Entrepreneurship

**Purpose + People**

- 
1. Planning
  2. Connection
  3. Synthesis



Those who have a **‘why’**  
to live, can bear almost  
any ‘how’.

Viktor Frankl,  
Austrian psychiatrist and author

# 1. Planning: honor your 'why'

The three  
stonemasons:

1. "I pick stone."
2. "I obey the foreman."
3. "I'm glorifying God with this Cathedral."



# 1. Planning: honor your 'why'

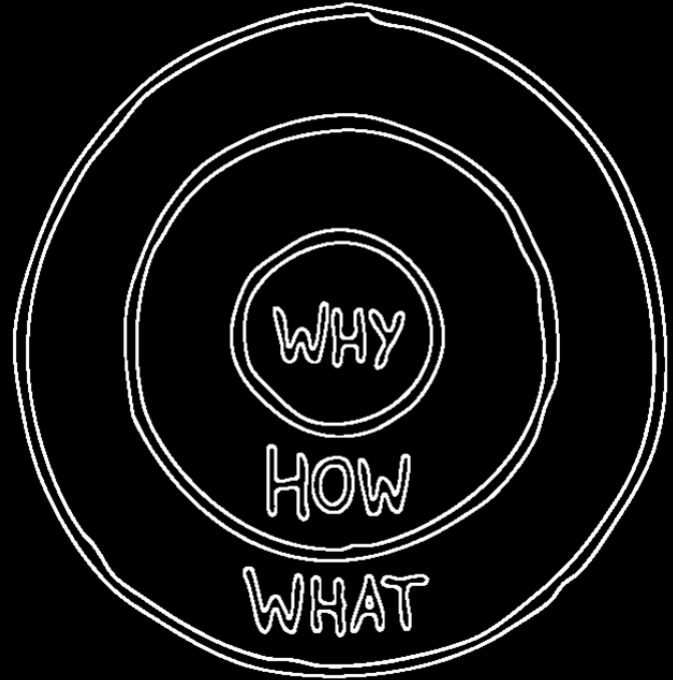
## Golden circle

(by Simon Sinek)

**WHY:** What's your motivation? What do you believe?

**HOW:** What makes you different?  
What's the process you follow?

**WHAT:** What are the proofs or results?  
What are the activities you do?



# 1. Planning: honor your 'why'

## WHY

Engaging,  
transcendent

*We are passionate  
about the possibilities  
of a better life through  
education.*



## HOW

Specific, deepens  
the WHY

*We emphasise the  
integral education and  
taking care of the  
whole human  
experience.*



## WHAT

Defined,  
hierarchical

*We offer a  
comprehensive plan of  
activities after school:  
lunch, homework  
assistance, sports, arts  
and spiritual guidance.*



# 1. Planning: honor your 'why'

## SMART Goals

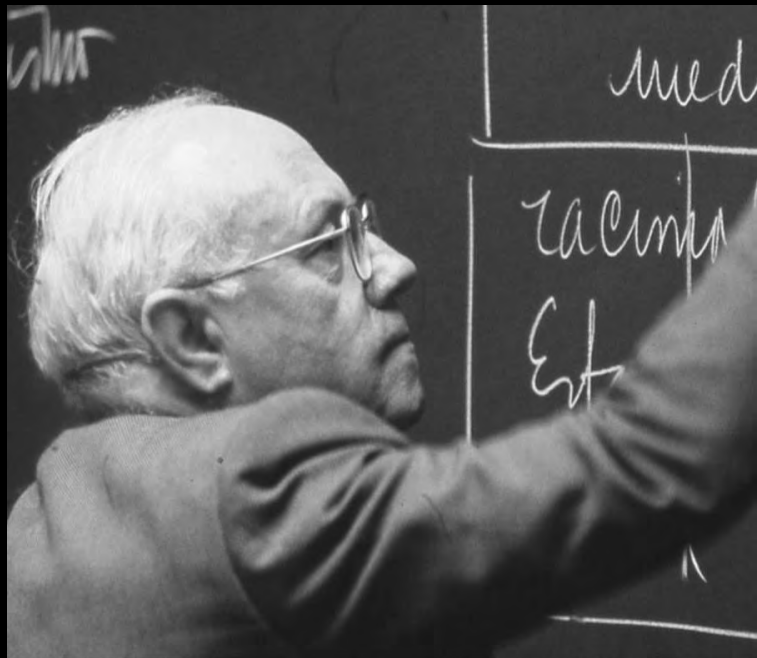
Following the WHY-  
HOW-WHAT

**Measure, evaluate and improve** the effects of the project.



# 1. Planning: honor your 'why'

SMART Frame	Goal with details
<b>Specific</b>	Reach 150 kids with our after-school programme.
<b>Measurable</b>	150 kids, attending 5 days a week, for 2 hours.
<b>Achievable</b>	We have 20 regular volunteers and support from a local university. We have 3 rooms, a library and a dining room.
<b>Relevant</b>	The kids in our community need a safe space to study and play, to avoid dropping out of school and joining gangs.
<b>Time bound</b>	We will reach 150 kids by the end of the school year: 90 before January and the rest before June.



The success of any project derives from the **connection** between people.

Carlos Llano,  
Mexican philosopher and businessman

## 2. Connection: communicate and persuade

Social experiment with **Joshua Bell**, famous violinist.

- One day he plays at an auditorium, thousands hail him.
- The next day he plays at the Subway/Metro station. People ignore him.



## 2. Connection: communicate and persuade

### 3 keys for persuasion

(by Aristotle)

We are not mere machines, nor animals. We need to move the whole person to follow us.

**ETHOS**  
*Credibility*



**PATHOS**  
*Emotion*



**LOGOS**  
*Logic*



## 2. Connection: communicate and persuade

### ***Logic***

What is the ***main idea*** you want to share?

Why is this information relevant?

What's your strategy (arguments)?

BE CLEAR AND ORGANISED.



## 2. Connection: communicate and persuade

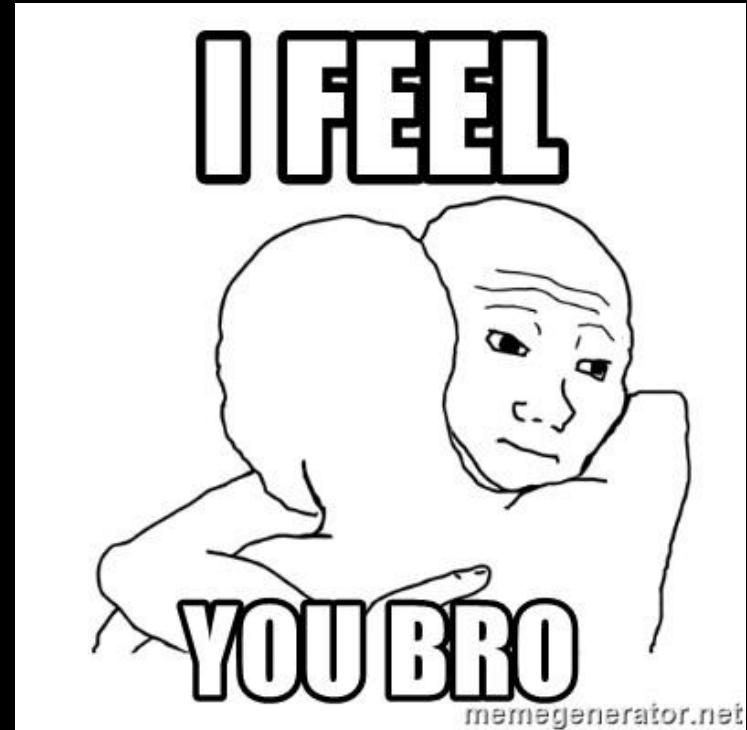
### *Emotions*

What are their needs and motivations?

How do you respond to their **dreams and fears**?

How do you want them to feel?

BE EMPATHETIC, LISTEN.



## 2. Connection: communicate and persuade

### *Credibility*

Why should they trust you?

How do you adapt to their communication style?

How do you make them **belong** to your project?

BE OPEN AND HUMBLE.



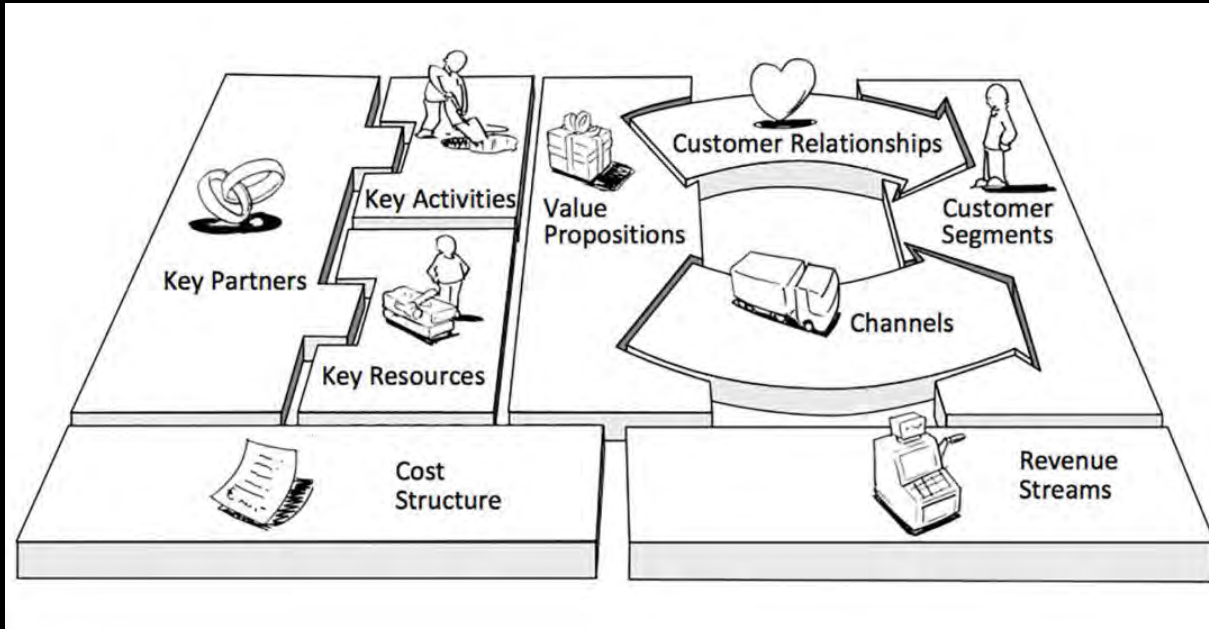


Behold, I am sending you out as sheep  
in the midst of wolves, so **be shrewd** as  
serpents and **innocent** as doves.

Mathew 10, 16

# 3. Synthesis: Canvas business plan

**PURPOSE**



**PEOPLE**

# The Business Model Canvas

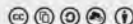
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<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>RELEVANCE FOR ENTREPRENEUR</b> Leveraged and security Reduction of risk and uncertainty Availability of valuable resources/activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>ACTIVITIES</b> Production Problem Solving Relationships</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>COMPONENTS</b> Newness Performance Customization "Getting the job done" Design Service/Support Price Cost Reduction Risk Reduction Accessibility</p>	<h3>Customer Relationships</h3>  <p>What Type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they established with the rest of our Business Model? How costly are they?</p> <p><b>RELATIONSHIP</b> Personal assistance Self Service Automated services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p><b>MARKET SEGMENT</b> New Markets Segmentation Demographics Psychographics</p>
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b> Physical Intellectual (patents, software, copyrights, etc.) Human Financial</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels Integrated? Which ones work best? Which ones are most cost-efficient? How do we integrate them with Customer Relationships?</p> <p><b>CHANNELS STRATEGY</b> 1. Awareness How do we draw attention about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's value Proposition? 3. Purchase How do we allow customers to purchase (online, physical, and services)? 4. Delivery How do we deliver a clear Proposition to customers? 5. After sales How do we provide such customer support?</p>	
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>BY COST STRUCTURE TYPE</b> Cost Drivers: Materials and structure (how does price/costs fluctuate) (material, operational, business processes) Scale Effects: Economies of scale, experience, network, learning, technology <b>MARKET CHARACTERISTICS</b> Market: Local, domestic, global, online Logistics: Mass, customized Economies of scale Economies of process</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>REVENUE STREAMS</b> <b>Product Sales</b> Licensing Advertising/Marketing Affiliate Subscription Usage-based Freemium Razor and Blade Transaction Fees Usage-based Pricing Licensing Advertising/Marketing Affiliate Subscription Usage-based Freemium</p> <p><b>REVENUE STREAMS</b> Licensing Advertising/Marketing Affiliate Subscription Usage-based Freemium</p>		



DESIGNED BY: Business Model Foundry AG

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Thanks!  
¡Gracias!  
Merci!  
Grazie!  
Obrigado!  
Dziękuję!

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