Mentimeter

Crafting Business Model Sharing

@Impact Innovation Lab

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Specialized Area

- Team Building
- Leadership
- Social Innovation

Instagram
edutainment.hk

Instagram
Team.unlock.plus

Mentimeter

Sharing Topic

- Business Model
- Financial statement
- "From Founder POV"

Mentimeter

What is Business

Meet the needs and demands of customers by providing them with products or services in exchange for money

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What is Business Model

- Target Customer Segments
- Value Proposition
- Revenue Streams
- Cost Structure
- Competitor

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Sales of product / Service

- (Target) Who
- (Value Proposition) Benefit (Social)

Sales of product / Service

- (Target) Young Adults and Teenagers
- (Value)Refreshment and Enjoyment
- Social and Cultural Experience

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Revenue

- Direct Sales (BtoB), (BtoC)
- Service charge (Platform)
- Subscription
- .....

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Cost

- Salary
- Raw material
- Rent
- ....

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Competitor?

Direct Competitor / Substitute

- Coffee Shops
- Smoothie and Juice Bars
- Dessert Shops
- .....

- Target Customer Segments
- Value Proposition
- Revenue Streams
- Cost Structure
- Competitor

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What is financial statement

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Record of the financial activities, performance, and position of a company

Financial Statement

- Income Statement
- Balance Sheet
- Cash Flow Statement

Personal Wealth

- Income Statement (Salary,Expense)
- Balance Sheet (Deposit, Asset, Liability)
- Cash Flow (Income with flow concept)
- Relationship of Three statement

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Accounting Double Entry

- Income+ -> Cash+
- Expense+ -> Cash-

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Income but not Cash ?

- Receivable (Salary)
- How about expense (Credit Card)

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How a company bankruph

→ Profit / Liquidity

→

Breakeven

- Investment
- Operation

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Cash Flow Statement

- Cash activity
- Liquidity

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