

Crafting Business Model Sharing

@Impact Innovation Lab





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Specialized Area

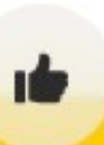
- Team Building
- Leadership
- Social Innovation



Instagram
edutainment.hk



Instagram
Team.unlock.plus



Sharing Topic

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

What is Business



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



What is Business Model



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

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



Revenue

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

- Salary
- Raw material
- Rent
-



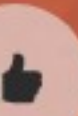
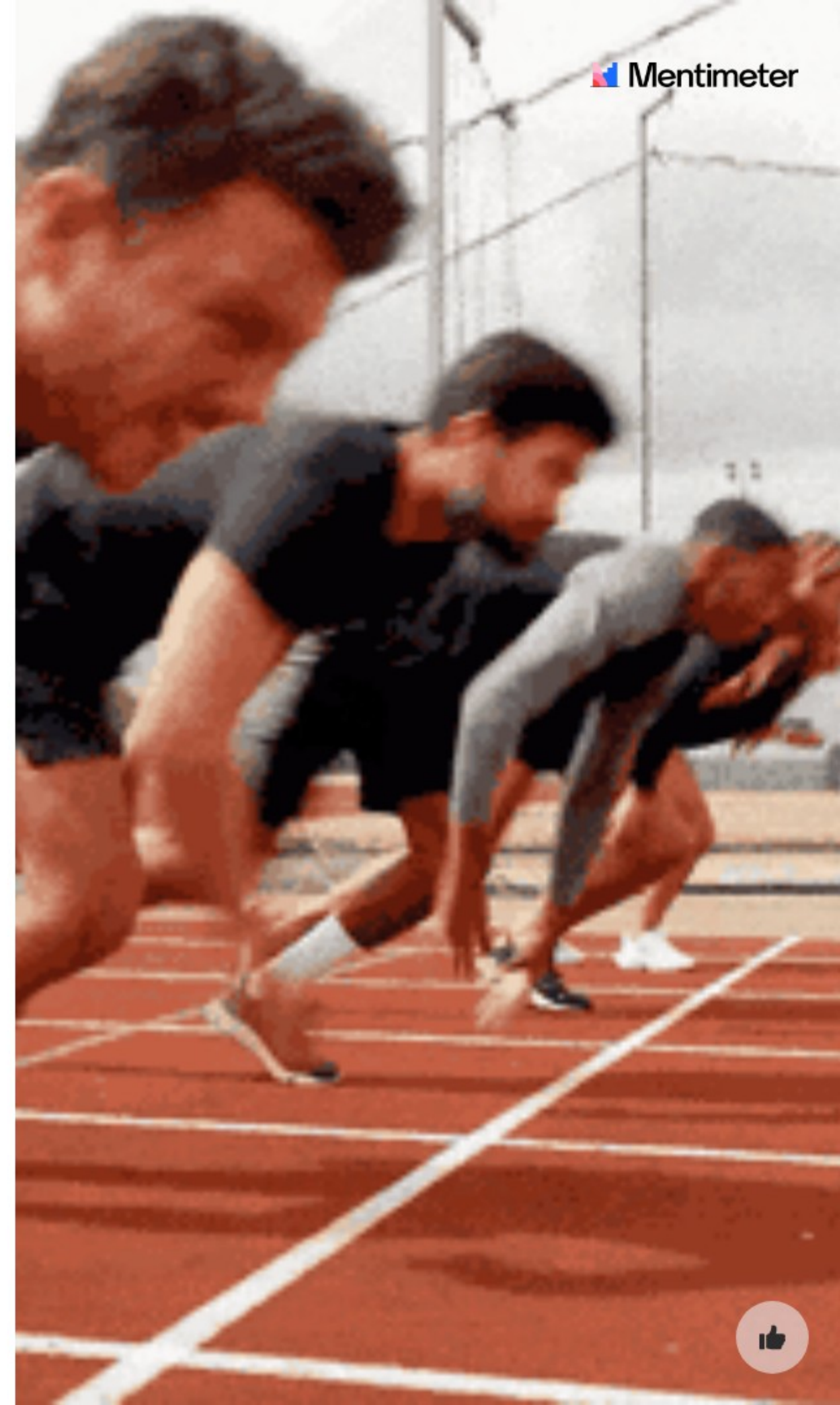


Competitor?



Direct Competitor / Substitute

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



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What is financial statement



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



Accounting Double Entry

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

Income but not Cash ?

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

How a company bankrupt

→ Profit / Liquidity

→

Breakeven

- Investment
- Operation



Cash Flow Statement

- Cash activity
- Liquidity

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