



# Business name

Business slogan

Date and author contact info



UNIVERSITY OF  
EASTERN FINLAND



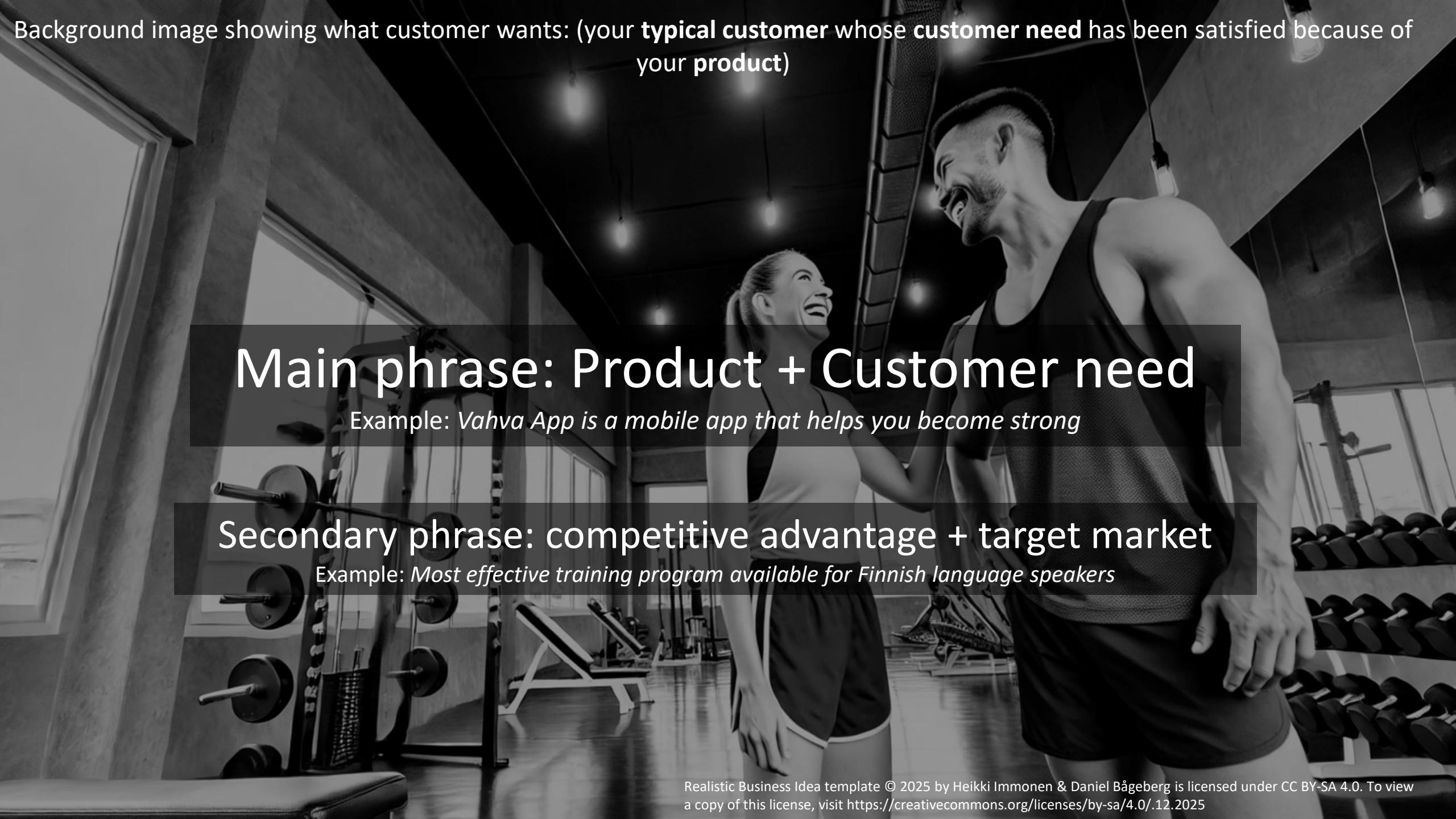
**SAVONIA**

*RIVERIA*

 **SAVON**  
AMMATTIOPISTO

**ysao**

Background image showing what customer wants: (your **typical customer** whose **customer need** has been satisfied because of your **product**)



## Main phrase: Product + Customer need

Example: *Vahva App is a mobile app that helps you become strong*

## Secondary phrase: competitive advantage + target market

Example: *Most effective training program available for Finnish language speakers*

# Founders

Team member 1

Name  
Experience  
Motivation

Team member 2

Name  
Experience  
Motivation

Missing team  
member

?

Name  
Experience  
Motivation

# Business model

Definition of all the main elements of the business.

# Product and Revenue streams (pricing)

Picture of the product / service

- List of important features of the product / service
- Revenue streams (pricing)

# Customers and Customer need/problem

- Customers
- Customer need/problem

# Target area

# Competition (competing alternatives)

# Competitive advantage

	Competitor 1	Competitor 2	Competitor 3	Your product
Customer criteria 1				
Customer criteria 2				
Customer criteria 3				
Customer criteria 4				
Price				

Use evaluations such as:

worst, poor, average, good, best

# Marketing and sales

	Awareness	Evaluation
Method		
Resources		
Partners		

# Production and delivery

	Production	Delivery
Method		
Resources		
Partners		

# Cost structure

# Business idea evaluation

Is the idea profitable? Is it doable? Do customers want to buy?

# Profitability analysis

## ((Will you make money?))

- Required number of units sold
- Break-even point
- Realism of costs

# **Product-Market Fit analysis**

## **(Do customers want to buy your product?)**

- Required number of customers
- Required market share
- Evidence of demand

# **Product-Market Fit analysis**

## **(Do customers want to buy your product?)**

- Future market development:
- Sustainable competitive advantage:

# Feasibility analysis

## (Can you deliver a working product?)

- Workforce sufficiency
- Resource sufficiency
- Marketing budget sufficiency

# Feasibility analysis

## (Can you deliver a working product?)

- Evidence of product working
- Regulations and permits
- Intellectual property rights (IPR)

# Development plan

What is the current status of your business idea? What do you need to do before you can launch the idea?

# Current status of idea

- Current status
- Missing resources
- Key uncertainties and risks

# Starting up plan

- Resource acquisition
- Uncertainty clearance
- Business planning and starting up help

# Talent Hub Eastern Finland -hanke

Talent Hub Eastern Finland, vuosina 2023–2027 toteutettava ESR+ rahoitettu ryhmähanke pohjautuu kuuden oppilaitoksen yhteistyöhön eri koulutusasteilta Pohjois-Karjalan ja Pohjois-Savon alueella. Hankkeeseen osallistuvat Itä-Suomen yliopisto, Karelia-ammattikorkeakoulu, Savonia-ammattikorkeakoulu, Pohjois-Karjalan koulutuskuntayhtymä Riveria, Savon ammattiopisto ja Ylä-Savon ammattiopisto. Karelia-amk koordinoi oppilaitosten yhteisiä kehittämistoimenpiteitä yrityjyyden edistämiseksi Itä-Suomessa.

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