

Instructions

Please complete and submit this Business Plan for the Deloitte Top Technology Talent Competition where the prize is **the chance to win €1,000 or 4 weeks' paid work experience with Deloitte.**

- We suggest sections 1 & 3 should be completed in approximately 200 words - we don't expect essay length answers and bullet point answers are fine.
- Diagrams, graphs, pictures etc. can be included but aren't a necessity.
- For each section, we have provided some notes on what you should cover in each section.
- To assist you in developing your business plan we have included a business model canvas for you to use.
 - You can access a large format version of the canvas at <http://www.businessmodelgeneration.com/canvas>
 - We would encourage you to watch the short video there about how to use the canvas
 - Fill in as many panels as you see fit
 - Use bullet points rather than lengthy answers
- Include any details of how you have made use of campus resources. E.g. using social media for market research or feedback.
- If you have any specific questions, please email toptech@deloitte.ie.
- Please email your completed entry to toptech@deloitte.ie.
- Closing date for submission of this business plan is **midnight 12 March 2014.**
- Please see www.deloitte.com/ie/toptech for terms & conditions.

Good luck!

Submission

Entry title (where applicable)

Section 1: Executive summary of your technology business idea

What is your product/service idea? What inspired your product/service?

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES:
Production
Problem Solving
Platform/Network

Value Propositions



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?

CHARACTERISTICS:
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



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 integrated with the rest of our business model?
How costly are they?

EXAMPLES:
Personal assistance
Dedicated Personal Assistance
Self-service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

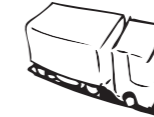
Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES:
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



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 are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
How do we raise awareness 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 specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope



Revenue Streams

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?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING:
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING:
Negotiation/Bargaining
Yield Management
Real-time-Market



Section 3: Technology

If your idea is a technology product please describe the components and design.

If your idea is dependent on technology please explain what technologies it utilises and how they are implemented.