



Dragon1 Entrepreneurship Improvement Plan

Introduction

This document is useful for any entrepreneur, but it is created especially for unexperienced and starting entrepreneurs. If you are stuck in your business model or see no way out of your problem it will also be useful to read. It helps you to become a better entrepreneur. You will have more control over your success and see new options.

Entrepreneurship is 1) seeing/discovering business opportunities, 2) turning business opportunities into solutions and 3) creating value for customers (ie. solving a business problem for your client better than your competitor).

In order to be able to do this you must know a lot about the market (that is the personas of your target audience) that you want to enter with your product, service or solution. You need to build a strong brand with a strong logo. And please, do not be afraid to make mistakes as entrepreneurs, but learn from them as much as possible.

“Be meaningful and more successful with your company by building a brand instead of only a business” – Mark Paauwe

Your business needs to change constantly because of a constant changing world and you want your prospects and clients to follow you. People stay much better and longer with companies that have a strong brand. And if your strong brand provides solutions that resonate for its target audience you are heading for success.

Solutions

Today more and more companies provide solutions to clients or customers . A solution is a combination of products and services bundled/packages to address a business problem of clients or customers. For instance: Mobility solutions help clients with their mobility problems. Providing taxi rides as a service together with an app where a client can order a taxi, can be seen as a mobility solution. Today we have many new energy solutions (like wind turbines and solar panels) and agribusiness solutions (like aquaponics and insect farming) because of new production and IT technologies. Solutions make it easier to collaborate with business partners and combine product and services from 2 or more companies.

Branding

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Starbucks for instance owns their color green. If you see that color, you already taste a caffe latte.

Important is to position yourself in the mind of your customers or clients. You can do that by finding a niche: creating a new category within a market(segment) OR try to become better or the best in a market(segment).

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The big brands in the world are often the result of hard work, good thinking, making decisions, focusing on what to do and what to leave.

Below you see a couple of example of big brands. Think of what they done: did they find a niche or are the best in their market or both?

Brand	Solution	Brand Message / Brand Promise	Value Proposition
Starbucks	Coffee Take away with snacks (Coffee Drinking shop / Take Away)	The third place to be with your friends and colleagues between home and work	Creating an intimate moment with friends or yourself to relax and enjoy
McDonalds	Dining and Birthday party solutions for people with young kids & lovers (Fast Food restaurant)	I'm Lovin' it	Food of a constant quality that is served quickly and consistently across the globe
Apple	Communication Solutions	Using apple products make you feel better	- To make your everyday life easier (with handy apps on your phone) - The experience IS the product (iPhone)
Coca-Cola	Refreshment solutions (Coca-Cola is the world's largest distributor and producer of soft drink concentrates and syrups.)	Refreshing the world	Coca-cola sells "happiness" and "joy" in a bottle.
Facebook	Social networking solution (a microblogging website)	Connect with your friends	A social utility that helps people communicate more efficiently with their friends, family and coworkers.
Nike	Footwear Solutions (Customizable Running Shoes)	Just do it	Offering accessibility, innovation, customization, and brand/status to customers
HelloFresh	Cooking Food Solution (A Meal Box Delivery Service)	A comfortable, time- and food saving, healthier alternative to supermarkets	Save time and thus money if you are busy and prevent waste of food. Make cooking together more fun.
Subway	Breakfast and lunch solutions	Eat Fresh	Subway deliver healthy and fresh sandwiches and provides customers with a large variety of healthy options

Note that companies often have more than one value proposition and that the first value proposition will develop itself after at least 6 months of just selling product and services to customers or clients and constantly improving the product or service (f.i. Starbucks started with selling high-quality roasted beans). So creating a pitch deck without having tried to sell a product or service for 6 months may be much too early and not meaningful.

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Lookup all the solutions, brand messages and value propositions of these big brands yourself on the internet. You will learn a lot with it.

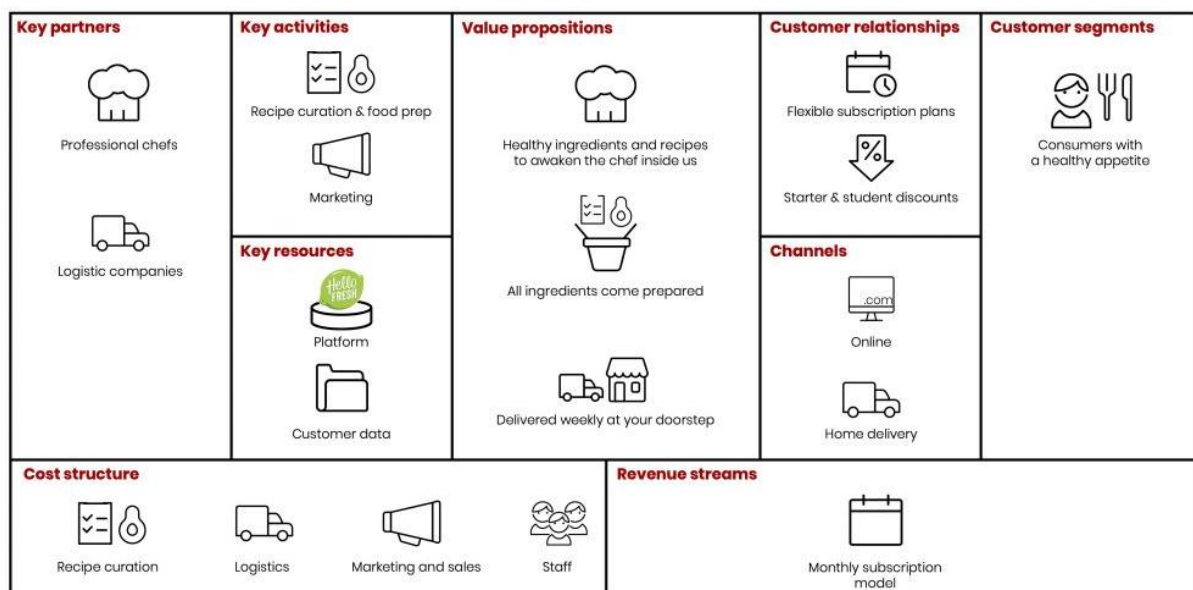
Note that many of these big brands made marketing, sales and product development mistakes. But they learned from them quickly and improved their marketing, sales and product development with it right away. Be sure to look up their mistakes on the internet and also learn from them. You might discover a business opportunity for you doing that.

Example Business Model of HelloFresh



www.hellofresh.com

€1.80 billion (2019), Number of employees: 4,276 (2018), <https://en.wikipedia.org/wiki/HelloFresh>



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Here you can read what went wrong with the brand positioning of HelloFresh: <https://www.entrepreneur.com/article/298102> and how they solved it.

Here are lessons in branding: <https://bughuntersam.com/lessons-in-branding-hellofresh/>

Also very interesting: <https://postfunnel.com/5-key-lessons-from-starbucks-recent-rebranding/>

And this one: <https://coschedule.com/blog/starbucks-marketing-strategy/>

Important lesson: Building a brand is never done. Work on it each day.

Questions

The questions below help to make you think hard about your own enterprise or business and to make decisions. The questions are focused around what do you really know and what have you done and what are you willing to do to really make money with your business or enterprise? If you do not understand a question, just check the internet for more explanation.

Answer these questions truthfully and you increase the chance of making more money and getting an investment.

1. How important do you think it is to be able to master the English language to be a successful entrepreneur?
2. Are you good enough in reading, writing and speaking English? How do you practice your English?
3. How important is it according to you to constantly get feedback from prospects, clients or customers on your product, service and solution and use that to improve them?
4. How important is it according to you to have a website and what is your websites URL?
5. What is your main brand color? How does it help you build your brand?
6. What does your logo look like? What does it tell or say? How does it help you build your brand?
7. What have you done yourself to learn and understand how to get a domain name and a 1 page website?
8. How do you do permanent education? What do you study, what books do you read and what training and certification do you do in new technologies so you can make your products and solutions smarter for your clients?
9. Do you have a business coach? (that is a good business friend that makes more than 1 million USD per month with his or her business. Do not stop looking if you do not have a business coach yet.
10. If someone gives you advice, how important is it that they can back up their advice with their own track record?
11. What is your main product or service?
12. What is your (type of) solution? (the combination of product and services that helps to improve an aspect of the business of your prospects/customers/clients? Is it a mobility solution? A sales solution? An energy solution? An HR solution? What is it?
13. What is your target audience?
14. What is a persona of your target audience?
15. How do you make sure your target audience knows about your product, service or solution?
16. What percentage of your target audience is educated in your product, service or solution?
17. What is your business model (write down in one sentence)?
18. What value do you create for your customers or clients? Ergo, what is the main reason that clients or customers will buy your solution and not the one of a competitor? what is your pitch? (write down in once sentence)?
19. Where does your knowledge about the business of your prospects, clients or customers come from?
20. How do you constantly improve and update that knowledge? Are you doing that?

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21. What are the current or prognosed monthly costs of your business?
22. What is the current or prognosed monthly revenue of your business?
23. What is the current or prognosed monthly profit (revenue-cost) of your business?
24. Who are your competitors?
25. What solutions (a combination of products and services) do they provide to your prospects/clients/customers?
26. What do you prospects/clients/customer spend monthly or annually on these solutions.
27. What have you done until know to make sure some prospect in your market known about your solution? How did you educate them?
28. What is needed in order to make 1 million USD per month with your solution?
29. With which business partners could you create a collaboration so you can make use of relations they have with their customers and clients?
30. How can you make money on import and export of your solutions, products and or services? Often entrepreneurs overlook the opportunities that import, export and re-export have.
31. How can you broaden your markets? Suppose your product, service or solution is fit for branch or sector, how to extend that to other businesses?
32. Are you busy daily with lead generation? Never stop doing that!
33. Do you have a list of 100 prospects?
34. When did you engage them or when are you going to do that?
35. When did you show them an sample of your solution or gave them a demo of your product or service?
36. What was their feedback on your solution, product or service?
37. What did you learn the most from engaging clients or customers with a sample or demo of your solution and getting feedback from them?
38. What did you do with that feedback? Have your improved your product with it?
39. What is your product roadmap? What improvements will you on your product, service or solution?
40. What are you 10 dream prospects/clients/customers?
41. If we asked them tomorrow, what will they know and say about you, your company and your solution?
42. What motivated you to start your business or to develop your product or service?
43. How can you scale your business?
44. Have you done a SWOT analyses?
45. Do you have an overview of your core business processes and for every core business process a process flow diagram? How important do you think it is to have documented your business processes?
46. Do you have a fixed moment on the day (an hour) for doing business development? Your personal business development hour?
47. Do you have a business development plan where you outline with activities HOW you are going to realize your plan?

The questions above all lead to be able to create a smart pitch deck with 10 slides.

Pitch Deck topics (and answers to questions)

Pitch Deck Slide	Question to answer on this slide
1. TITLE	What are your contact details?
2. OPPORTUNITY	What is the business opportunity that you see? Who has what business problem and how problematic is it?
3. VALUE PROPOSITION	How do you solve the business problem and why is it better than the competition?

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4. SOLUTION, PRODUCT OR SERVICE	Which concepts, technologies, products and/or services are the magic behind your solution? Create a diagram
5. STRATEGY MAP	What is your identity (are you a snackbar or a restaurant providing food?), vision (view of the future) and mission (task fulfilment)
6. BUSINESS MODEL	How do you produce or provide your product, service or solution? What is your revenue stream? Create business model canvas diagram
7. GO-TO-MARKET PLAN	How are you going to everyone know you exist? How are you going to educate the market? How does your chain of delivery or logistics look like?
8. COMPETITIVE ANALYSIS	Who are your competitors and why do they have success and how and when are going to beat them?
9. MANAGEMENT TEAM AND PARTNERSHIPS	Who is part of your dream team? Name founders, board of directors, employees, board of advisors, investors and partners. And emphasize their knowledge, expertise and network
10. FINANCIAL PROJECTIONS AND KEY METRICS	What will your liquidity, cashflow, revenue be for the coming 12 to 36 months? How do you measure it is a success? What key metrics do you use?
11. CURRENT STATUS, ACCOMPLISHMENTS TO DATE, TIMELINE AND SPENDING OF BUDGETS, USE OF FUNDS	What have you done and accomplished until now? Suppose you have a budget or get investment, how will you spend it?

As entrepreneur it is always smart to create a PowerPoint Presentation as a Pitch Deck and a 1 minute video with your value proposition. It keeps you sharp, whether or not you want to get funding by an investor. Do this at least annually to make sure you keep innovating.

For questions or advice on becoming a better entrepreneur, suggestions for business opportunities or improving your business model, mail to mark.paauwe@dragon1.com or info@discover-suriname.com

Value Propositions

In order to be more successful as company it is essential to know your actual value proposition and live up to it (and document it).

A value proposition is a simple statement that summarizes why a customer would choose your product or service. It communicates the clearest benefit that customers receive by giving you their business. Every value proposition should speak to a customer's challenge and make the case for your company as the problem-solver.

A value proposition is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced and acquired. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.

A truly great value proposition introduces you to prospective buyers and helps you make a strong first impression. Your value proposition should describe: how your product or service solves/improves problems, what benefits customers can expect, and why customers should buy from you over your competitors.

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More Example Value Propositions

In the beginning of this document you already saw example of value propositions, here follow more examples

AirBnB	Airbnb exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable
Uber	The Smartest Way to Get Around
Apple iPhone	The Experience IS the Product
Levi's	The original authentic American jeans
Google	For Users: A free search engine for billions of users around the world For Businesses: Targeted text-based ads
Barbie	Inspiring girls to believe that "you can be anything"
ASML	We provide chipmakers with hardware, software and services to mass produce patterns on silicon, increasing the value of a chip while lowering the manufacturing cost.
PowerBI	Provide high-value self-service analytics to anyone who knows how to use Excel

Planning

Example Business Development Planning

As entrepreneur, you should have a business plan.

If you don't have a business plan, start making one today.

When you do have your business plan, you have to build your company as stated in that plan.

In other words, you are going to convert your business plan into a business development plan.

This planning is part of the business plan and shows how you, as entrepreneur, will implement the plan step by step, in order to realize the goals.

Make sure that all activities in this planning are reflected in your business plan in one way or another.

Make sure you think about HOW you are going to do something. Be as specific as possible when writing down the activities in the schedule.

Entrepreneurs that have a planning, do not waste time on things that do not bring them closer to their revenue goals and growth goals.

Entrepreneurs that have a planning make more money and grow more rapidly with their business.

Tip: First do the activities that you find difficult to do. And try to make them easier by dividing them into sub-activities and researching them on the internet.

On the next page you see an example business development planning for every entrepreneur.

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Datum	Locatie	Wie	Activiteit	Deliverable	Doorlooptijd	Deadline	% gereed	Opmerkingen
14 dec 2020	Kantoor	<de ondernemer>	Inplannen in outlook agenda van een dagelijkse business development uur, waarbij je aan je plan en planning werkt. En plan ook een dagelijkse wandeling in van 15 minuten waarin je op straat loopt, om je heen kijkt naar wat iedereen doet en hoe iedereen doet. Bestudeer elke dag op jouw manier het gedrag van mensen en probeer te leren van wat je ziet.	Ingepland item in agenda	10 minuten	14 dec 2020	0%	Dit zorgt ervoor dat je elke dag aan je bedrijf (en dus je droom) bouwt.
15 dec 2020	Bar Torarica	<de ondernemer>	Opstellen van een persona (een beschrijving van je ideale type klant als persoon of bedrijf) Het kan zijn dat je wel drie of 5 verschillende personas hebt: bijvoorbeeld jongeren, ouderen, gezinnen, vrijgezellen (bij business2consumer)	Een persona in een word document	4 uur	23 dec 2020	0%	Een persona heb je nodig bij je marketing en sales om te focussen op de juiste klanten voor jou en je bedrijf.
16 dec 2020	Palmentuin	<de ondernemer>	Maken in MS Excel van een lijst met 100 personen of bedrijven, met contact gegevens die allemaal je ideale klant vormen (voldoen aan de persona die je hebt opgesteld)	Een Excel sheet met met 10 personen	4 uur	24 dec 2020	0%	Deze 100 personen geven richting aan alles in jouw bedrijf, daarom is het belangrijk om die lijst te hebben.
17 dec 2020	Thuis in de tuin	<de ondernemer>	Het zoeken van 3 assistenten of medewerkers in je familie, vriendenkring, kennissenkring. Het opstellen van een lijst met 20 potentiële assistenten en welke kennis en kwaliteiten ze bij voorkeur hebben, en wat je met ze gaat afspreken zodat ze voor je kunnen en willen werken.	Een lijst met 20 potentiële assistenten	2 uur	25 dec 2020	0%	Als ondernemer moet je van begin af aan denken aan de continuïteit van je bedrijf. Ook jij kan ziek worden. En door een team te maken is het werk ook leuker en kun je gaan delegeren.
18 dec 2020	Kantoor	<de ondernemer>	Een boek lezen over marketing en verkoop op een moderne manier (Verhage): hoe kom je erachter hoe je klanten denken en komen tot hun koopbeslissing? Hoe ga jij daar op inspelen?	Boek gekocht (onlne pdf?)	4 uur	26 dec 2020	0%	Als ondernemer ben je nooit uitgeleerd
19 dec 2020	Kantoor	<de ondernemer>	Zoveel mogelijk ideale klanten bellen en afspreken om langs te gaan. Met ze praten (en eten en drinken) over je product of dienst en achterhalen wat je er aan zou moeten verbeteren/veranderen zodat ze het gaan kopen. En probeer ze laten voorinschrijven.	Een lijst met klanten en feedback/verbeter opmerkingen voor je product of dienst	1 uur per ideale klant	19 januari 2020	0%	Je moet als ondernemer het spannend vinden maar ook leuk om proactief te klanten op te zoeken en om feedback te vragen
20 dec 2020	Kantoor	<de ondernemer>	Maak een lijst van je concurrenten en ga kijken wat hun assortiment aan producten en diensten is en waar ze dus allemaal hun geld mee verdienen en ga dan kijken wat ze niet goed doen (waar hun klant over klagen) en wat jij beter zou kunnen doen	Een lijst met concurrenten, hun assortiment en wat jij beter kan dan zij	1 uur per concurrent	20 januari 2020	0%	Wie klein is moet slim zijn.
21 dec 2020	Kantoor	<de ondernemer>	Op YouTube filmpjes kijken hoe je je eigen website maakt, hoe belangrijk websites zijn, welke verschillende soorten websites je hebt, hoe je een domeinnaam registreert en hoe webshops werken.	Meer kennis over websites en gerelateerde zaken	8 uur	25 december 2020	0%	Je kunt niet zonder website. Dat levert veel meer klanten op dan zonder en je kunt beter werken aan een imago.
25 dec 2020	Kantoor	<de ondernemer>	Zelf registreren van je domeinnaam, zelf maken van een 1 page website, zelf kennis opdoen op het internet, zelf proberen aan SEO te doen.	Meer kennis over internet krijgen en modern zaken, klanten base opbouwen	8 uur	10 januari 2020	0%	
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