

ECONOMIC TREE OF LIFE

Instructions

Just like the human being, the company is a living organism evolving in its ecosystem.

The objective here is to define the company's mission and its value proposition from the vibratory essence of the entrepreneur, and then to unfold the business model. We will leave the mind aside for this exercise, focusing on our emotions and their vibrations. They are the guides. Ready for the journey?

1 - STRENGTH AND WEAKNESSES OF THE ENTREPRENEUR

Take back the emotions that emerged during the holistic experience on the entrepreneur

- Associate a strength/weakness with each of these emotions
- Describe a situation in which each emotion was a strength, then a weakness for each emotion
- We will represent these Strengths/Weaknesses in the roots of the trees, taking the ones that resonate the most with the emotions

2 - MISSION OF THE ENTREPRENEUR

Put words that stem from emotions, on the "mission" of the entrepreneur, of the person. These words are represented in the center of the tree trunk.

VISION OF THE ENTREPRENEUR

Describe the "ideal" situation, listening to the emotions that arise from it. Write down the words that have a positive, comfortable resonance.

3 - BUSINESS PURPOSE

Perceive/listen to the previous vibrations and put words to them, in alignment with the entrepreneur's mission. This is what we find in the Value Proposition of the Business Model Canvas

- What need / problem does the company address?
- What does it bring to its customers?
- What is your added value?
- What are your strengths/uniqueness's for this added value?
- Implementation in product/service combinations



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4 - CLIENTS

- Who are they? Who is the decision maker?
 - What age groups are they in?
 - What are their needs? What are their specificities?
 - Classify them by the segments we will address
 - How sensitive are they to your approach / offer / product?
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5 - CUSTOMER RELATIONS

Determines the interaction mode with each customer/offer segmentation. It will determine the communication / loyalty strategy

- How will you communicate with your potential or current customers? How will they get to know you?
 - Internet advertising, social networks
 - Blog,
 - Pre-sales presentations to your customers
 - Telephone solicitation campaigns...
 - Are your customer relationships personalized or automated?
 - How will you acquire new customers and retain old ones?
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6 - DISTRIBUTION CHANNELS

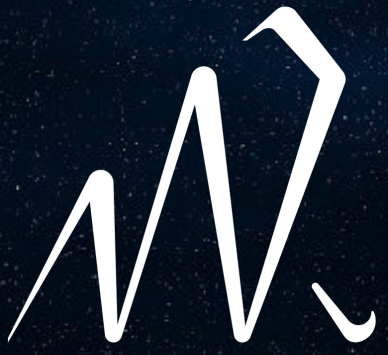
They can be direct or indirect

- Where will your product/service be sold? On the internet? In physical stores, at trade shows? How will your customers know about your offer?
 - What relationships exist between these channels
 - Which channel is best suited to each customer segment ?
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7 - SOURCES OF REVENUE

Identify

- Each offer / package
- How to sell them and
 - Sale
 - Subscription
 - Location
 - Licenses
 - Commissions / brokerage
- Fees and related cash flow.



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8 - CORE ACTIVITIES

What needs to be in place for your business model to work ?

- What is the key activity or activities?
 - Role of the entrepreneur and his “allies”
 - Supply chain
 - Software development
 - Cybersecurity
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9 - KEY RESOURCES

It is essential to clarify in your business model the different resources you will need. What are the human, financial and material resources needed to launch your project ?

10 - KEY PARTNERS

Who are your allies, who will help you create your value?

- Raw material suppliers
 - External providers to promote your product/service
 - To complete your service offering
 - Business intermediaries
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11 - STRUCTURE OF COSTS

The crucial point for every company is the cost. It is therefore essential to control its costs

- What are the costs necessary to achieve the value proposition,
- to maintain customer relationships
- generating revenue?
- Fixed costs, variable costs, economies of scale, ...
- Priority costs



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12 - ENVIRONMENT

Ecosystem in interaction with the Company / Entrepreneur

- Opportunity
 - Identified but unmet market need
 - Positive regulatory environment
 - Media coverage
 - Threat
 - Direct / Indirect Competition
 - Negative Regulatory Environment
 - Negative media coverage
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13 - IMPACT OF THE COMPANY'S ACTIVITY ON THE ENTREPRENEUR

- Positive Impacts
 - Sense of accomplishment / recognition
 - Alignment
 - Sufficient source of money
- Negative impacts
 - Stress
 - Chronic fatigue
 - Recurrent financial insufficiency