



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

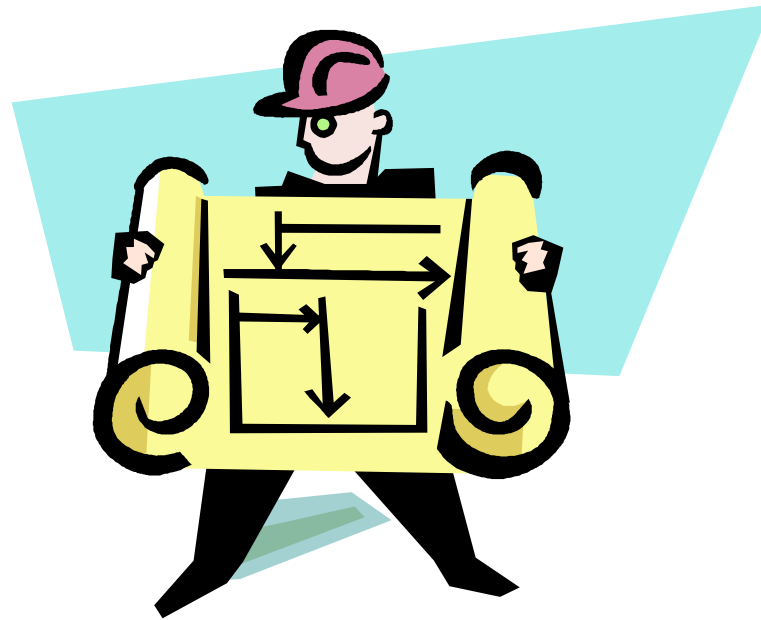


EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
**INVESTING IN YOUR FUTURE**



BALTIC TRAINING PROGRAMME

# Project presentation

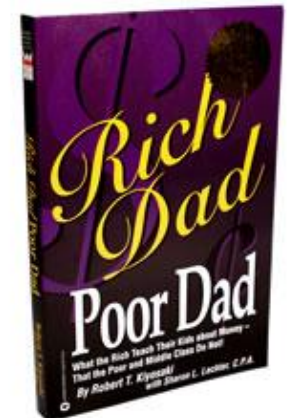


Kadri Schutting

# Introduction



- Tallinn
- Tallinn School of Economics
- Marketing
- Cashflow Club



# Valmiera



- Founded in 1323
- Member of the Hanseatic League
- Population 27 569



# Valmiera Business and Innovation Incubator

- Founded in 2007 (2010)
- Funded by European Union and the Valmiera city municipality
- Home for 29 companies



# New applicants

- Fill in the application form (and [business plan](#))
- Presentation

## What do they get?

- Office space
- Consultations
- No money

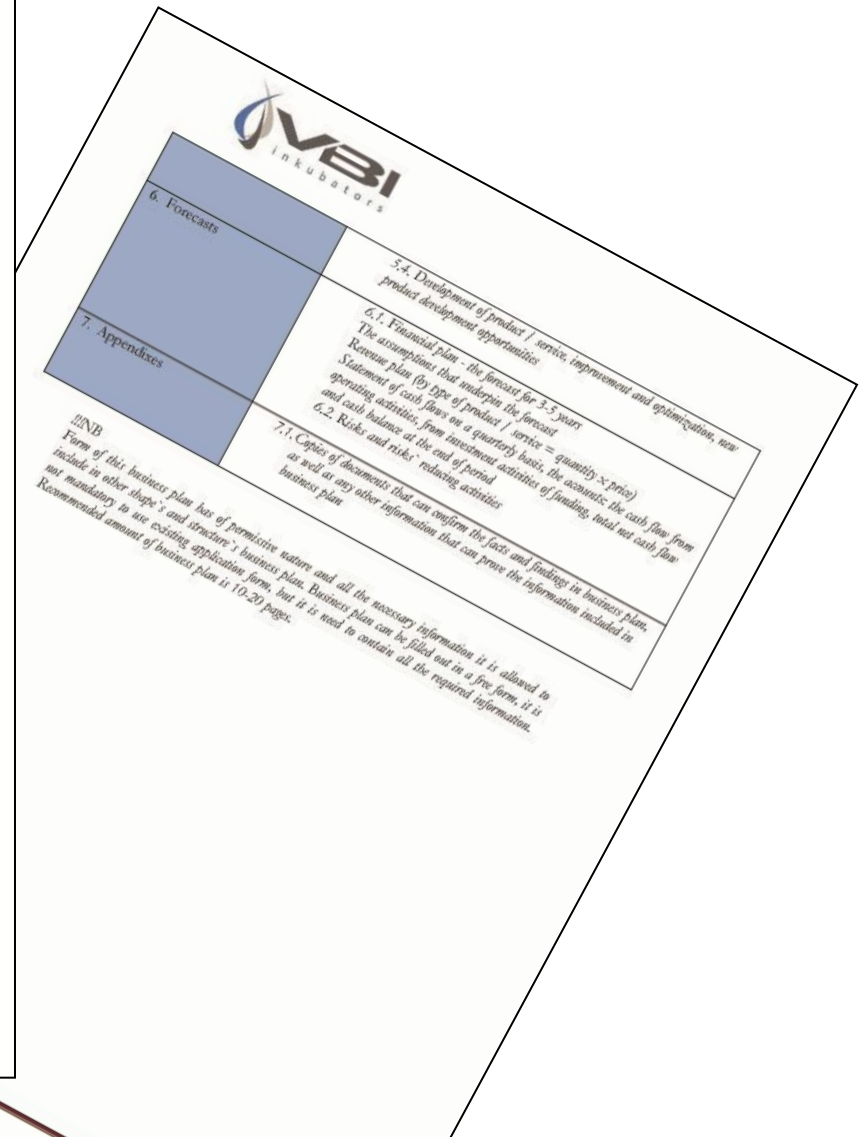
Quarterly statements!!





1. Introduction	<p>1.1. Contents</p> <p>1.2. Summary (1-3 pages)</p> <p>Brief history of the company</p> <p>Key working areas, the market place</p> <p>Project idea, objectives, team, costs, risks</p>
2. Current situation	<p>2.1. General information about the company</p> <p>The company's name, legal form, registration number</p> <p>The company's share capital, owners</p> <p>Sector of business, business specialization</p> <p>Brief business history</p> <p>The company's structure, place of business</p> <p>Team (number of employees, management, and others)</p> <p>Main financial indicators</p> <p>Existing problems and risks, the success and progress</p> <p>2.2. Company's management</p> <p>The company's organizational structure, the team's experience and education</p> <p>2.3. Activity profile, products, services</p> <p>The company's operating characteristics compared to the situation in the industry</p> <p>The company's product (service) features, price, distribution channels, advertising and so on.</p> <p>Description of raw materials needed and their suppliers</p>
3. Market and competition	<p>3.1. The company's product / service market and characterization of competition</p> <p>The company's product / service sales market characterization</p> <p>The company's current and projected market share</p> <p>Characteristics of the company's competitors, their market share</p> <p>3.2. The company's customer profile</p> <p>3.3. Description of industry</p> <p>Description of industry company is working in, key figures, which preferably are based on official statistical data</p> <p>Industry trends and analysis</p> <p>Industry's development perspectives</p>
4. Strategy / project and its implementation	<p>4.1. Outline of the strategy or project</p> <p>Aim</p> <p>Expected results</p> <p>Place the business is going to be realized</p> <p>Necessary resources (technological, intellectual, personnel, finance, etc.)</p> <p>Product / service demand forecast</p> <p>Sequence of strategy / project is going to be implemented, phases and activities, expected results</p>
5. Marketing plan	<p>5.1. Methods products / services are going to be distributed</p> <p>5.2. Key characteristics of product / service that will be highlighted</p> <p>5.3. Advertising forms of product / service</p>

# Business plan



# What's the problem?



- companies have fewer employees
- more people are out of jobs
- not enough skills or experiences

**MEMBERS**

unemployed,  
students

**USERS**

(individuals/  
corporates)

**WEB**

```
graph TD; MEMBERS[MEMBERS  
unemployed,  
students] --> WEB((WEB)); USERS[USERS  
(individuals/  
corporates)] --> WEB;
```

The diagram illustrates a central concept, 'WEB', represented by a blue circle. Two rectangular boxes, one on the left labeled 'MEMBERS' and one on the right labeled 'USERS', both have a blue-to-purple gradient. The 'MEMBERS' box specifies 'unemployed, students' as examples. The 'USERS' box specifies '(individuals/ corporates)'. Two grey arrows point from each of these boxes towards the central 'WEB' circle, indicating a relationship or interaction between the groups and the web.





*Your personal assistant anywhere in the world!*

- The members
- The users
- The services:
  - *Work-related tasks*
  - *Errands*
  - *Organizing/event planning*
  - *Consierge services*

# The members



- International staff
- Sign-up 3 EUR
- CV

# Project goals

- Opportunities:
  1. Unemployed
  2. Students
- Project based work

# Team



- Managing director\*
- Marketing director\*
- Accountant\*
- Web designer - *professional*
- Web manager
- Customer service\*

Expert consultancies!

# Activities timeline

Activity no	Activity	Duration	Method	Budget
1	Write down the business plan	1 week	Writing down	0.-
2	Consult with IT systems company	2 hours	consultancy	0.-
3	Finding investors	2 weeks	Individual presentations	0.-
4	Finding the best IT-company	3 weeks	Surfing on the Internet, visiting the companies etc.	0.-
5	Programming	1 month	Meetings, on paper	100 000.-
6	Marketing the website	2 days	Participating in public events, advertizing on media channels, personal contact.	5 000.-

THANK YOU!

