



Entrepreneurship 101 – Business Model Design

WEE-North project, implemented by Alinea Foundation



MY VISION BOARD

This will be the best year yet!

DAILY NON-NEGOTIABLE

Make everyday count!

BUSINESS / CAREER

PERSONAL

FAMILY

HEALTH & WELLNESS



LIFE BUCKET LIST

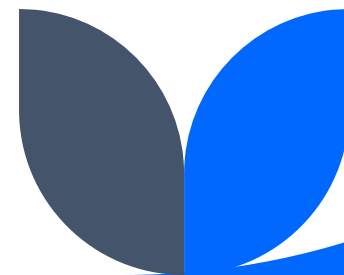
FINANCIAL

FAVORITE QUOTE



What you will learn

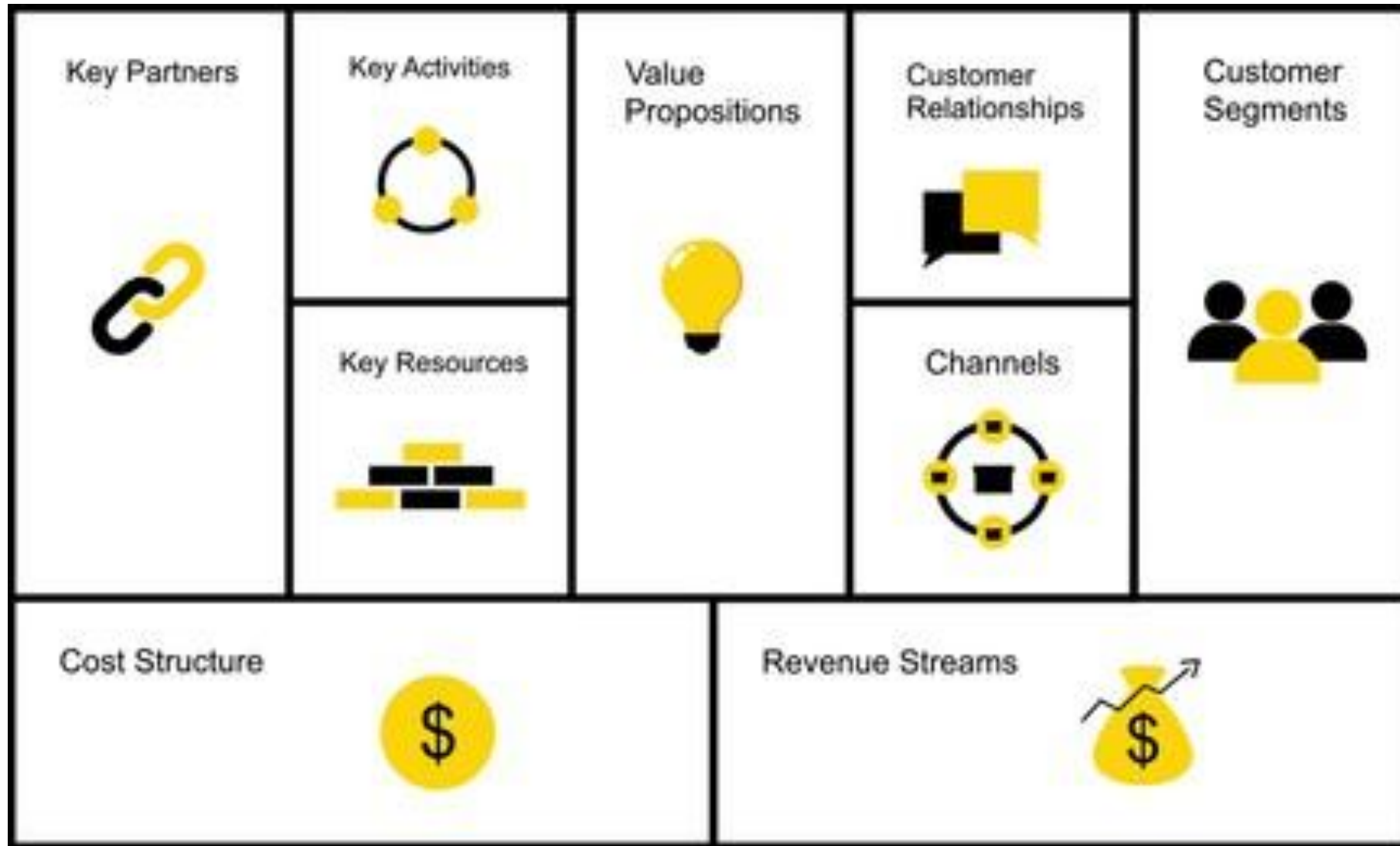
- 1) Key characteristics of a successful businessperson.
- 2) The nine key pillars to consider and document when developing or refining a business idea.
- 3) How to develop a business model canvas that aligns with your entrepreneurial vision.



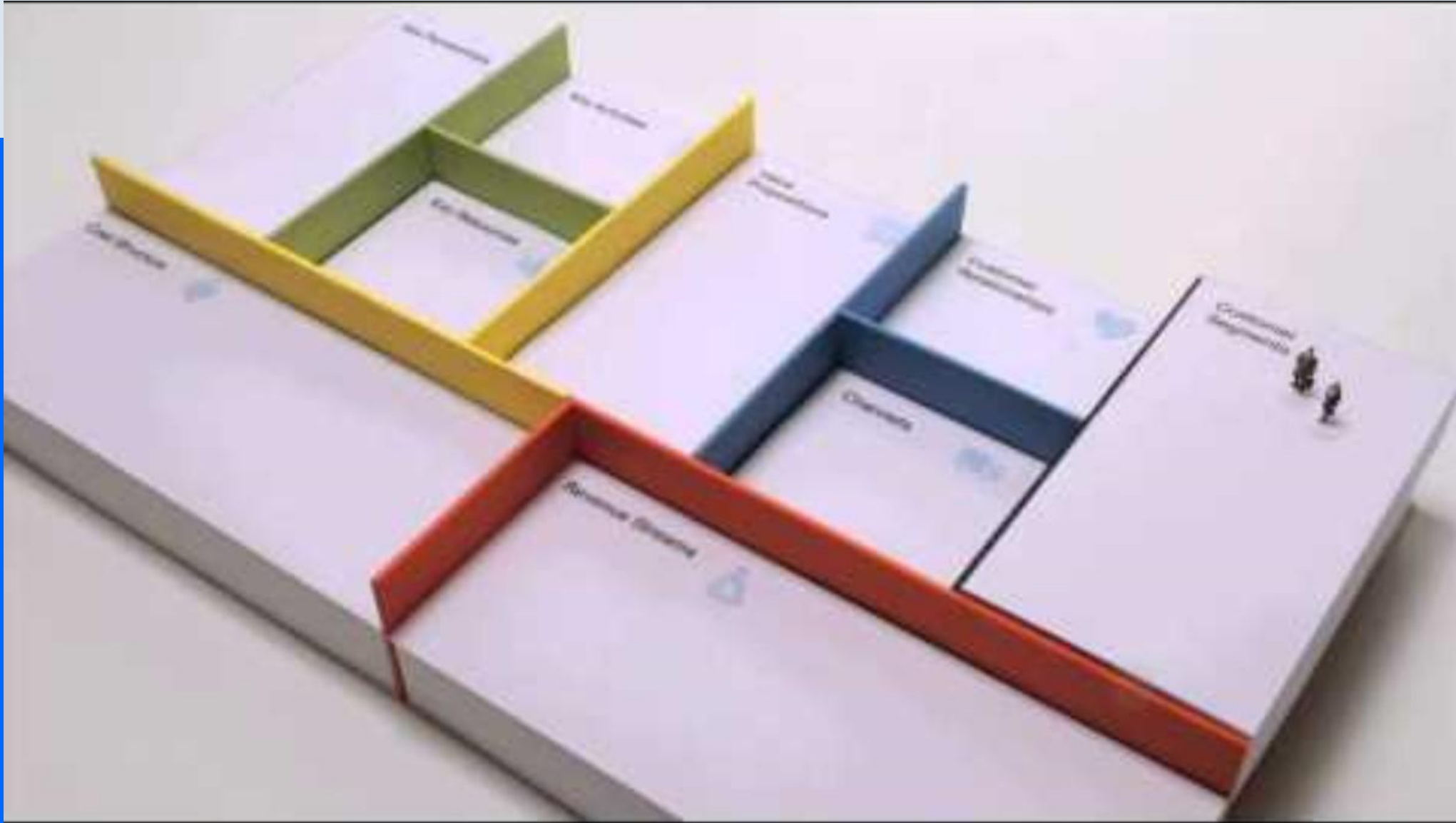
7 Characteristics of a successful businessperson

1. Determined and Future-Focused
2. Open-minded and Humble
3. Adaptable and Resourceful
4. Opportunistic and Smart with Risk
5. Leadership Mentality
6. Personable & Empathetic
7. Good with Organization

BUSSINESS MODEL CANVAS



Business Model Canvas Explained



Customer Segments

For whom are you creating value? What type of customer?

Example:

Who are your most important customers?

Example:



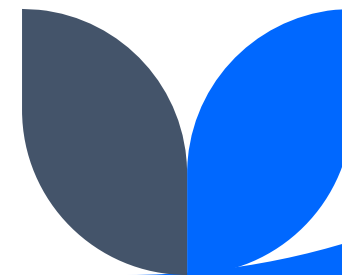
Customer Relationships

What type of relationship does each of your customer segments expect to establish and maintain with them?

Example:

What relationships have been established? How costly are they?

Example:



Channels

Through which channels do your customers want to be reached?

Example:

How are you reaching customers now? Which ones work best?

Example:



Value Proposition

What value do you deliver to the customer? What problems are you helping to solve?

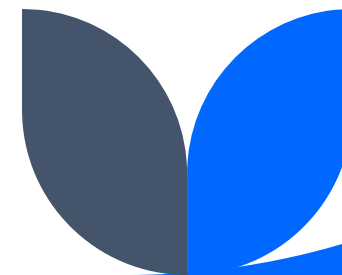
What bundles of products and services are you offering to each customer?



Key Activities

What key activities does your value proposition require?

What are your distribution channels, revenue streams and customer relationships?



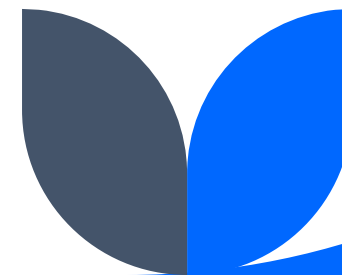
Key Resources

What key resources does your value proposition require?

Example:

What resources are needed for your distribution channels, revenue streams and customer relationships?

Example:



Key Partners

Who are your key partners?
Who are your key suppliers?

Example:

What key activities do your partners perform? What resources are coming from partners?

Example:



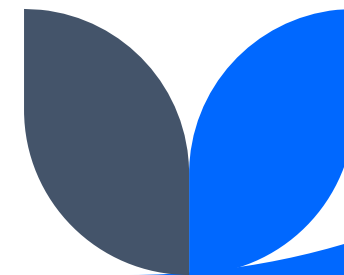
Cost Structure

What are the most important costs in your business model?

Example:

What key activities and resources are most expensive?

Example:



Revenue Streams

For what value are your customers willing to pay? What do they currently pay?

Example:

How are they currently paying? How would they prefer to pay?

Example:



Let's have some fun and design your own business model canvas

30 minute activity:

- 1) Each participant is given a blank handout and is requested to move through the business model canvas from right to left and then end with cost structure and revenue streams.
- 2) If required, facilitators will help participants by asking probing questions, not by providing answers.
- 3) Each participant presents back to the group their business model canvas.

Remember: this is a living document and can be edited and adapted as needed.

Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



Revenue Streams





End of Module

Please take your business model canvas home and put it on the wall for continuous inspiration and refinement.



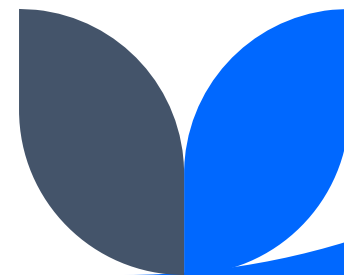
Entrepreneurship 101 – Household Budgeting

WEE-North project, implemented by Alinea Foundation



What you will learn

- 1) What a budget is and why it's important.
- 2) The difference between needs and wants.
- 3) The seven steps to building a household budget.
- 4) The 50/30/20 rule to managing money.
- 5) How to use simple technology to build and maintain a household budget



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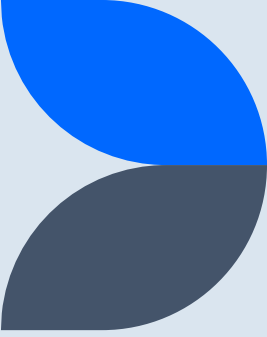
If you fail to plan, you are
planning to fail

”

What is a budget? Does anyone keep a budget? If yes, how do you track your budget?



Budgeting helps...



Make decisions about what your money is best spent on and what you could leave out to help you meet your financial goals.

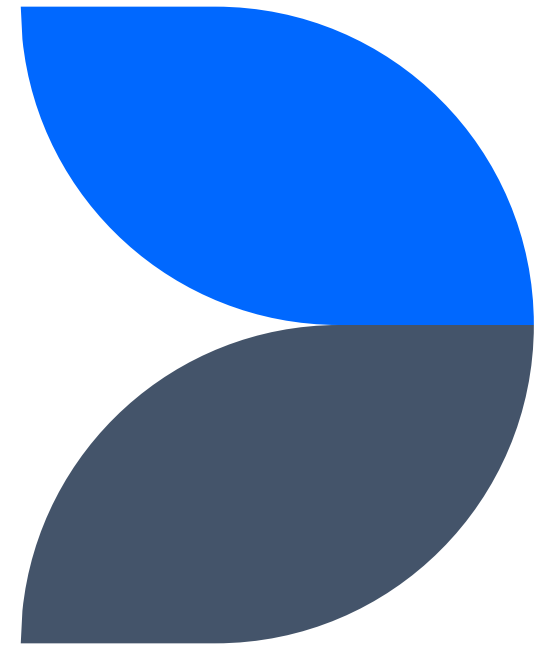
Ensure that you are making purchases that are essential and beneficial to you and your family. These purchases should not put you or them at risk.

Be prepared for the future, particularly when you do not know what it can bring. For example, consider what it could cost your family if there was a medical emergency, natural disaster, or a sudden death of an income-earning member of your family.

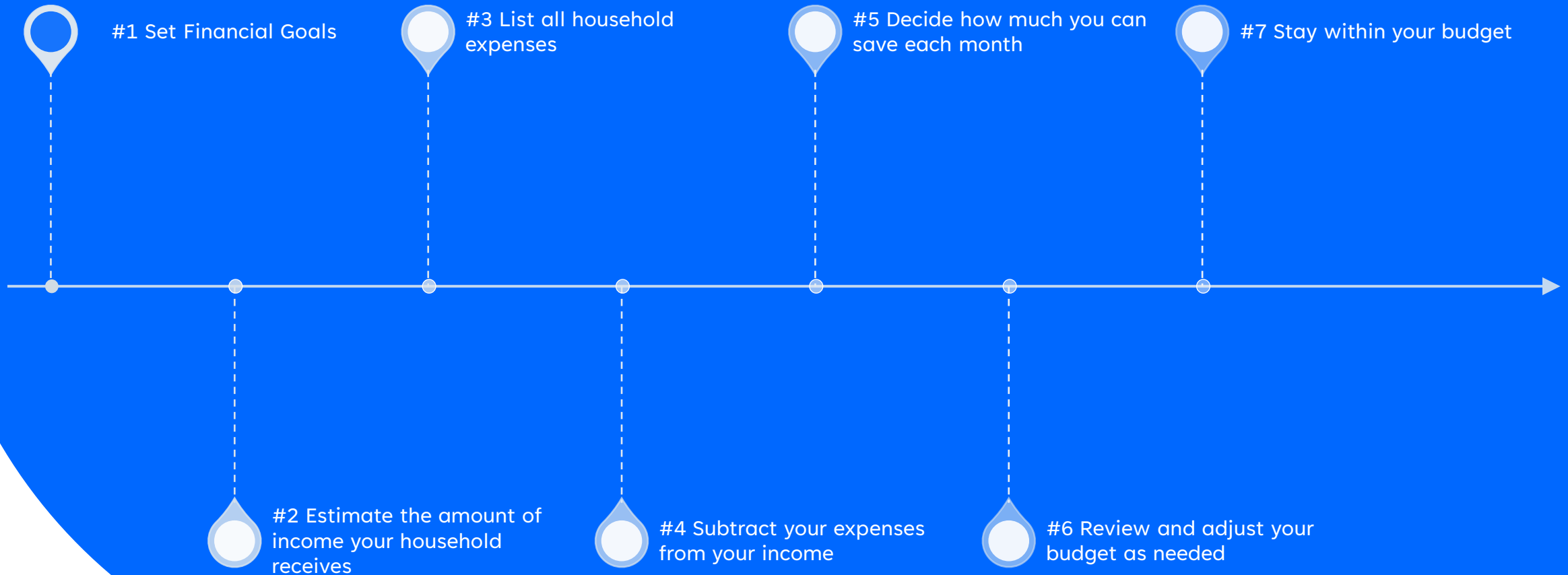
Household Budgeting Story

Ayisha and Alhassan are both workers in Tamale and have a three year old daughter. They made their monthly budget including the money set aside for the unexpected. A week after creating their budget they went to market to buy food stuff. While in town, Alhassan was offered a beautiful dress that would fit their daughter at a deep discount. The price was so low that Alhassan was excited and Ayisha thought that they could afford it. However, it would chop their money set aside for the unexpected and they would not stay within budget. Alhassan agreed with Ayisha that it was not a 'need' right now, so they decided not to buy the dress. Later that week their daughter lost her only pair of school shoes. Since they had not spent the money on the dress they were able to replace the shoes from the unexpected category of their budget.

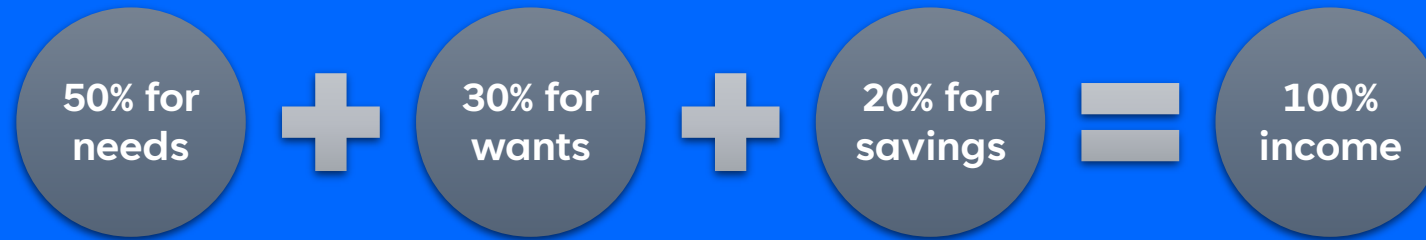
**What is the
difference
between needs
and wants?**



7 Steps in Budgeting



Let's build a household budget using the 50/30/20 rule and technology!



[Link to Google Sheets Tool](#)

	A	B	C	D
1	WEE-NORTH Empowering Women in Industrial Trades in Northern Ghana	Instructions: Fill in your income and expenses in the relevant boxes. Use the "amount" column to record your monthly spending or set goal amounts. Scroll down to see how your totals compare to the 50/30/20 budget guidelines.		
2				
3	Monthly income	Amount		
4	After-tax salary or wages	GHS1,000.00		
5	Self-employment income	GHS1,000.00		
6	Any additional income (rental, financial aid, child support, pension, etc.)	GHS2,000.00		
7				
8	Total	GHS4,000.00		
9				
10	Expenses			
11	Needs (monthly)	Amount		



End of Module

Please review and update the personal/family budget you have created frequently.



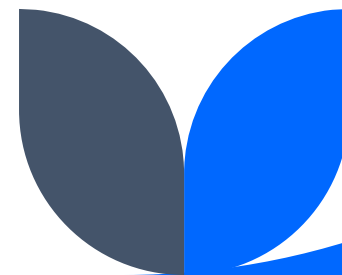
Entrepreneurship 101 – Budgeting for Business

WEE-North project, implemented by Alinea Foundation



What you will learn

- 1) The difference between a personal/household budget and a business budget.
- 2) The difference between business needs and wants.
- 3) The seven steps to building a business budget.
- 4) The 50/30/20 rule for managing business profits.
- 5) How to use simple technology to build and maintain a business budget



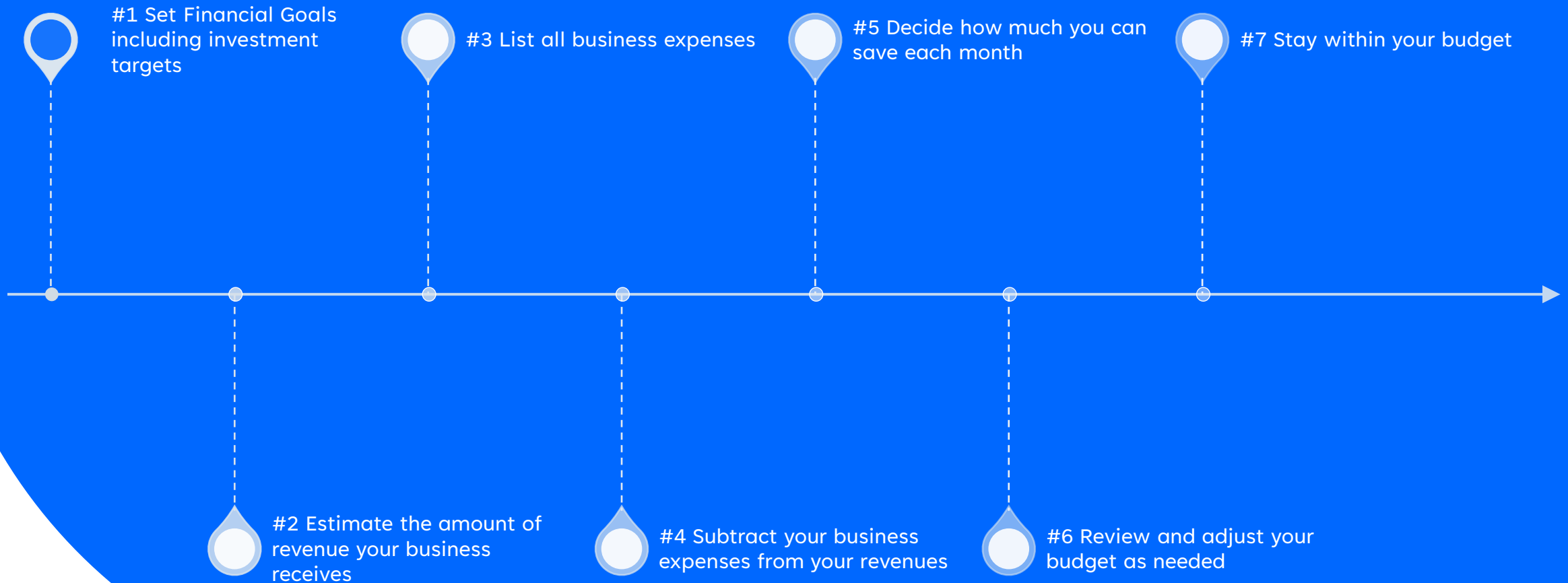
Business Budgeting Considerations

1. A business budget is a tool for financial planning that helps manage revenues and expenses associated with your business.
2. Creating a budget can help your business meet its financial goals and investment targets.
3. Business budgeting is not difficult. It is similar to household budgeting in regard to tracking income and expenses.
4. Accurate business budgets are absolutely essential, as they help you ensure your business has enough revenue to remain viable while also giving you an in-depth window into how your enterprise is performing.
5. When creating a business budget, it is important to think about your short-term and long-term financial goals, and what you would like to save money for in the future to invest back in your business.
6. Keeping your business monies in a separate bank savings account or a mobile money account can help you avoid unnecessary spending and track your business budget.
7. Consider using helpful business budgeting tech.

Business Budgeting Story

Fatima and Fuseina are two friends who are working in the carpentry industry. Fatima is happy and produces and sells her goods regularly on the roadside. On the other hand, Fuseina looks very sad all of the time, and she doesn't get along well with others. One day, Fatima asks Fuseina what is going on with her. She adds that Fuseina seems stressed all of the time. Fuseina replies that she is stressed because she cannot save her earnings. She explains that all of her earnings each month seem to just wash away. She often needs to take out loans from others to cover her expenses. Fatima asks Fuseina if she records her expenses and her sales income. Fuseina replies that she never records her financial information. Fatima explains that one reason why Fuseina may be having difficulty is because she is not tracking her income nor her expenses. Fatima warns her friend that if she continues to face these issues, she might have serious trouble in the future. To help her friend, Fatima shares that she budgets her money every month so she can track her expenses and save small amounts for her future. She tells her friend that she should start planning too, which will help her to lead a more comfortable life.

7 Steps in Budgeting



What to Include in Your Business Budget



SALES AND
REVENUE



FIXED COSTS



VARIABLE
COSTS

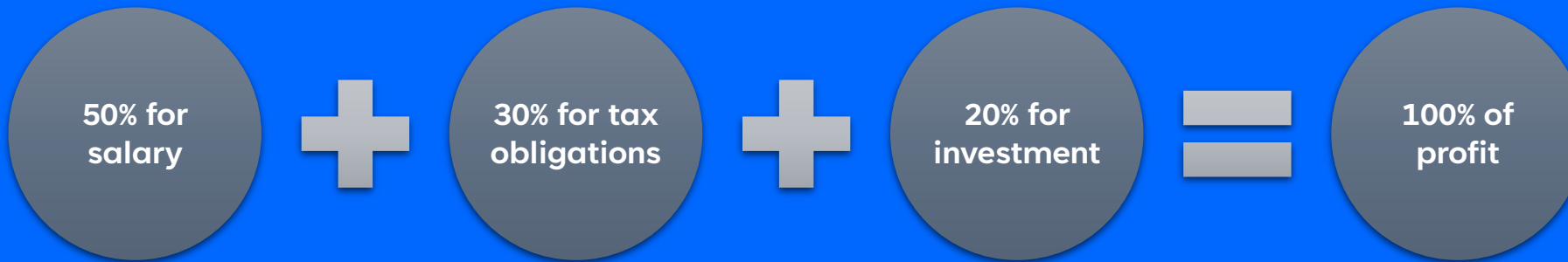


DEBT
SERVICING



ONE TIME
EVENTS

Let's build a business budget and use the 50/30/20 profit rule and technology!



[Link to Google Sheets Tool](#)

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7				
8	Total	GHS4,000.00		
9				
10	Expenses			
11	Needs (monthly)	Amount		



End of Module

Please review and update the business budget you have created frequently.