Team A - Your trainer today

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Host
Rules of engagement

● This session will be recorded and made available on the Athlete365 platform.

● We have designed this session in the most interactive way possible: there is allocated time for Q&A as well as Group Work and discussions.

● During the trainer’s presentation: keep your **CAMERA ON** and your **MICRO OFF**

● The chat function has been enabled. Use it for informal greetings to the participants. There will be allocated time for Q&A, for which we will send you a Miro link.

● All questions are moderated so make sure the questions you ask are in line with the topic. We will do our best to take as many of them during the session.

● Excellence, Respect & Friendship! Keep the Olympic values in mind at all times
Team A - Agenda

09:00 - 09:15 Introduction & Impulse Presentation

09:15 - 09:45 Peer-to-Peer Sparring

09:45 - 09:55 Question Lab

09:55 - 10:00 Closing
Objectives

The second Hangout will help you...

... increase your awareness about the variety of business models that exist

... get a feeling of the pros and cons of different business models

... apply the learnings for your business plans

... exchange with peers, receive hands-on feedback and get more concrete!
Speed Dating

Gather in groups of 2 and present your business idea to one another!
(5 minutes)
Time to take a photo
How to build an impactful model?
Presentation and Interactive Exercise
Aspects of an Impact Model

- Impact area
- Approach / (business) model
- Size & Scale
How to create social impact
How to create social impact

Social Impact

Products/Services
How to create social impact

Social Impact

- Products/Services
- Operations
How to create social impact

Social Impact

- Products/Services
- Operations
- Ownership
Social Business Models

HOW do you do it?

Subscription

Freemium

Cross-Subsidization

Marketplace

On Demand
Neighborhood Assistance

World Domination
If you had 1 million € to invest in your (social) business, what would you do?
Approach and Business Model

If you had 50 million € to invest in your (social) business, what would you do?
Peer-to-Peer Sparring

Get valuable feedback!
TEAM A: In groups of 2...

Step 1 (15 min): Jointly work on candidate 1’s customer segments: Are they clear? Are customer segments missing?

Step 2 (15 min): Specify candidate 2’s main revenue streams and major costs. Jointly reflect: Is there anything missing? Does he / she have other ideas?

Please use the following Miro Board:
https://miro.com/app/board/o9J_lB4_XHI=/
Team A - Question Lab
What are your questions?

https://miro.com/app/board/o9J_IDK1RCw=/
Outlook

Let’s wrap this day up!
Team A - Phase 2

Hangout 2
3 June 2021, 9 - 10 am CET

ONLINE COURSE:
Lesson 6 at your own pace!

Hangout 3:
17 June 2021, 9 - 10 pm CET

PREPARATION OF YOUR APPLICATION FOR PHASE 3
(Olympians only / Applications to be submitted May 28th - June 11th, 2021)

Supporting tool:
Athlete 365 Business Accelerator
Online Course
Next steps - Your Task

Write down your plans on the following aspects regarding the business model you envision to realize:

- **What’s the value proposition of your business?** (max. 100 words)
- **Who are your customers?** (max. 150 words)
- **What are the main activities of your business?** (max. 150 words)
- **How will you generate revenue?** (max. 150 words)
- **What are the major success factors for your business model?** (150 words)
- **What are the major risks?** (150 words)
Team A - Reminder

- This session has been recorded and will be available on Athlete365 platform.
- You will also receive the newsletter on Friday June 4th with the material of this session and informations about the next steps.
- For Olympians, the applications for Phase 3 will open on June 28 and close on July 11. You will receive all the information about the process at the end of the 6 Week Sprint.
Thank you