



CIGN

CREATIVE INDUSTRIES GLOBAL NETWORK

How do we integrate Entrepreneurship in our programme?

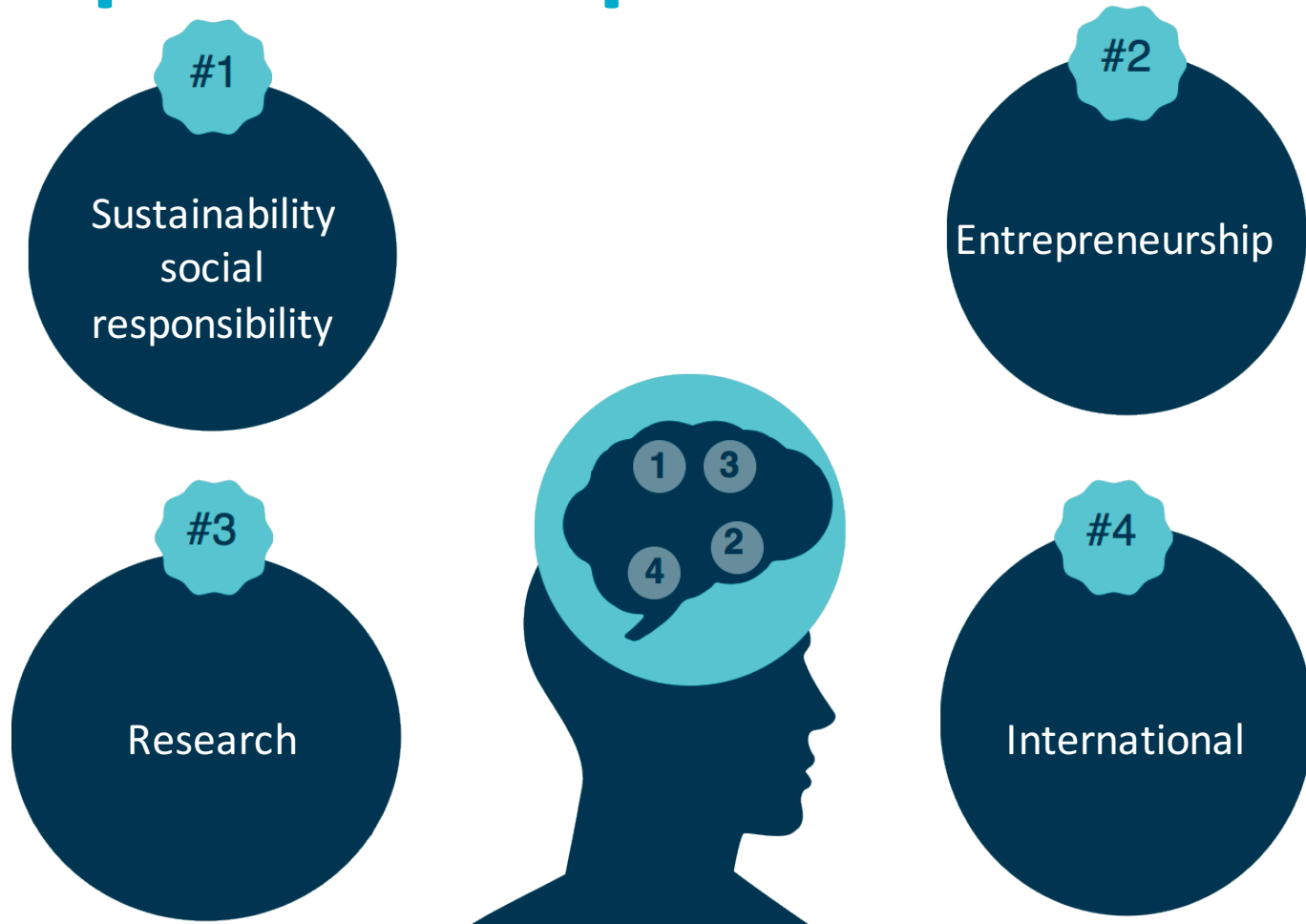
Dieter Wullaert

CIGN Benchmark Event – October 2015

Learning results of Graphics and Digital Media bachelor's degree programme

ENTREPRENEURSHIP IN CURRICULUM

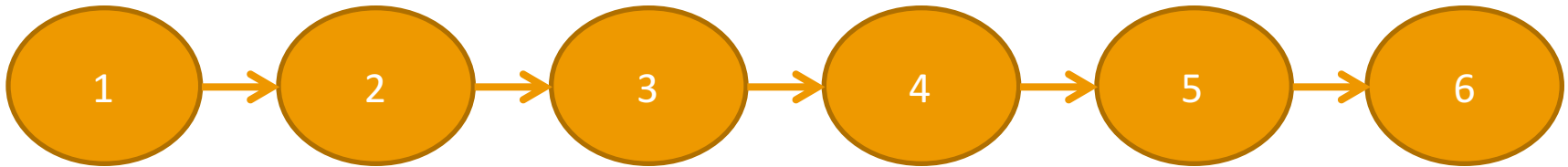
Entrepreneurship in Curriculum



Operates in an entrepreneurial and socially responsible manner in a cross media professional setting.

The graphics and digital media bachelor student acts in a socially responsible and entrepreneurial manner in a cross media professional setting. The student finds opportunities, proposes new ideas and sets into action. To realise these ideas the student looks for innovative solutions and endeavours to use the available resources in the most efficient and sustainable manner possible.

Entrepreneurship in Curriculum



- Procom I
- Business Modeling for the Creative Industry
- Procom II
- Entrepreneurship I
- Cost – and Management Information
- Media-communication
- Account-management
- Project GMM
- Procom III
- Thesis GMM
- Entrepreneurship II
- Entrepreneurship II CM
- Procom IV
- Thesis GMM
- Cross medial Business Project

Learning results of Graphics and Digital Media bachelor's degree programme

ENTREPRENEURSHIP CASE

Business modelling for the creative industry

By means of **the Business Model Canvas**,
a comprehensive, yet understandable model,
often used for developing new or documenting
existing business models

Goal:

- Describe, design, challenge and invent how you can setup a profitable business in the media sector
- Understand the 9 aspects of designing a business

Key Partners



- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

1. *Quadrilateral ABCD is a parallelogram.*
 2. *Quadrilateral ABCD is a rectangle.*
 3. *Quadrilateral ABCD is a rhombus.*
 4. *Quadrilateral ABCD is a square.*

Key Activities



What Key Activities do our Value Proposition require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Prasium
Prasium
Prasium
Prasium

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- **Manufacturers**
- **Planners**
- **Performers**
- **Costs**
- **"One Step at a Time"**
- **Design**
- **Branding**
- **Price**
- **Cost Reduction**
- **End Products**
- **Availability**
- **Customer/Channel**

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

How costly are the
services?
Percent of total cost
Billion of Dollars of total cost
Self-Service
A measure of Service:
Costs include
Cost of the line

Customer Segments



For whom are we creating value?
Who are our most important customers?

[illegible]

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Keywords:
 Regional
 Inflation and Price Adjustment, Copyright, the
 Home
 Product

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

- a. *Non è un caso*
c. *È un caso*
- b. *Non è un caso*
d. *È un caso*
- e. *Non è un caso*
f. *È un caso*
- f. *Non è un caso*
g. *È un caso*
- g. *Non è un caso*
h. *È un caso*
- h. *Non è un caso*
i. *È un caso*
- i. *Non è un caso*
j. *È un caso*
- j. *Non è un caso*
k. *È un caso*
- k. *Non è un caso*
l. *È un caso*
- l. *Non è un caso*
m. *È un caso*
- m. *Non è un caso*
n. *È un caso*
- n. *Non è un caso*
o. *È un caso*
- o. *Non è un caso*
p. *È un caso*
- p. *Non è un caso*
q. *È un caso*
- q. *Non è un caso*
r. *È un caso*
- r. *Non è un caso*
s. *È un caso*
- s. *Non è un caso*
t. *È un caso*
- t. *Non è un caso*
u. *È un caso*
- u. *Non è un caso*
v. *È un caso*
- v. *Non è un caso*
w. *È un caso*
- w. *Non è un caso*
x. *È un caso*
- x. *Non è un caso*
y. *È un caso*
- y. *Non è un caso*
z. *È un caso*
- z. *Non è un caso*

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Can Drive (from car argument, low-price-value proposition, maximum in tension, set as drive-maximizing)
Value Drive (from val and is values from is (positive value proposition))

Find $\lim_{x \rightarrow 0} \frac{f(x) - f(0)}{x - 0}$
 The limit is:
 Does not exist
 Does not exist

Revenue Streams



- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?

How much do each Revenue Stream contribute to overall revenues?		
revenue	revenue	revenue
At the end	At the end	At the end (longest)
Usage fee	Per use in future steps done	Full time in revenue
Subscription fee	On a revenue agreement depends	End time in revenue
Licensing: licensing & selling	Volume depends	
Licensing		
At the end of		

Example of an assignment

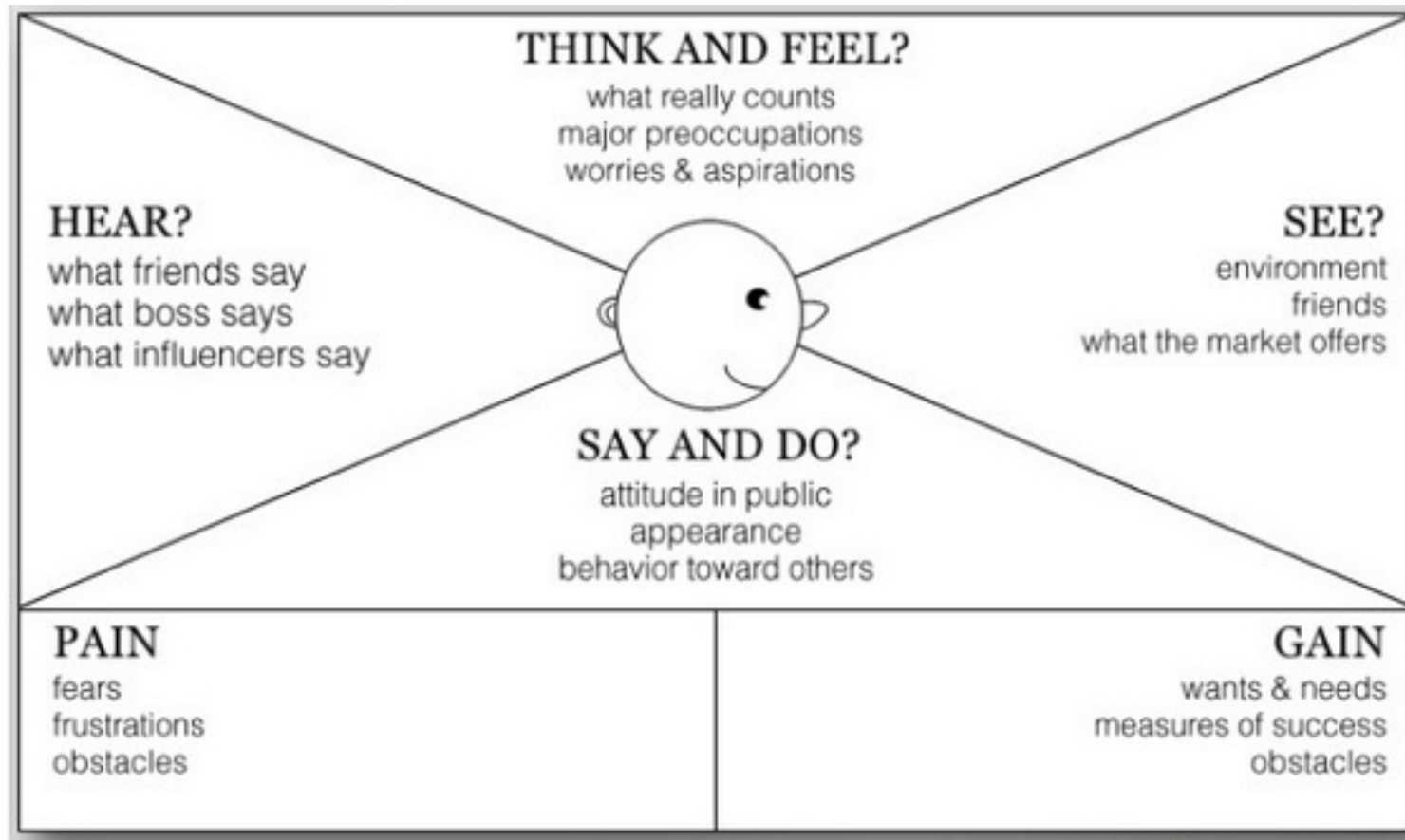
Assignment

- Search for a trend in the graphic arts industry
- During class:
 - brainstorm about the **value proposition** and possible **customer segments**
 - define a concept
 - if approved by the teacher, design a business model
- Work in groups of 3 students

Methodology

1. Create a new business model
2. Go through the following steps:
 - Design a customer empathy map
 - Use visualizing techniques
3. Deliverables:
 - Report
 - ✓ **Empathy map**
 - ✓ Business model canvas
 - ✓ A short description of the 9 components
 - Presentation

The customer empathy map



Business Model: Child Alert

Sharon Huwel, Sam Panen, Tatiana De Groote



Economy for the creative industry

- Create awareness on how to run a business financially:
 - What's the difference between cash flow and profit
 - How to evaluate employees in a service company?
 - Investing or outsourcing?
 - My competitor's prices are lower, why?
 - What's a reasonable price for my project?
 - Is my businesses able to overcome a financial crisis?
 - Break even point, optimal production quantity,...

Example of an assignment

- Suppose you are the manager of a web design agency. One manager, 4 employees
- Make a realistic estimate of:
 - The fixed and variable costs
 - The non-chargeable hours (courses, administration, pre sales)
 - The maximum, normal capacity and profit margin
- Based on this information: calculate the break even point, sales price, profit and safety margin

Focus on commercial skills

- Account management
- Advertising
 - Create and execute an advertising campaign
 - Execute a google AdWords campaign

Focus on management skills

- Budgeting
- Analysis of the financial statements
- The business plan
 - Marketing plan
 - Financial plan

Final project: set-up a small enterprise

- Consolidation of financial, commercial, organizational and creative skills gathered over the previous 5 semesters
- Select – sell – produce a graphical product
- Run the company financially and administratively
- Real products, real customers, real money!

Last year's project: Hibou

- Create, sell and realize
 - an interactive presentation
 - an infographic
 - a 3D print of the logo
- First step: create your own interactive presentation to sell you business

Interactive presentation: HIBOU

U vindt een goed verhaal belangrijk

moovly

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THANKS FOR YOUR ATTENTION

