

#MYGWA

OCTOBER 2019



*Make youth
gr8 again!*

Business Model Generation

TELL ME ABOUT YOUR BUSINESS

We often think that describing your idea for business must be very difficult and complicated.

Even when we think how does existing company work we at first have in mind that it is not easy to understand or imagine. First what comes to mind is a multipage strategy, business plans, analysis and charts, etc. written in specific and sophisticated languages .

But nowadays the view on business has changed. Like many other things the description

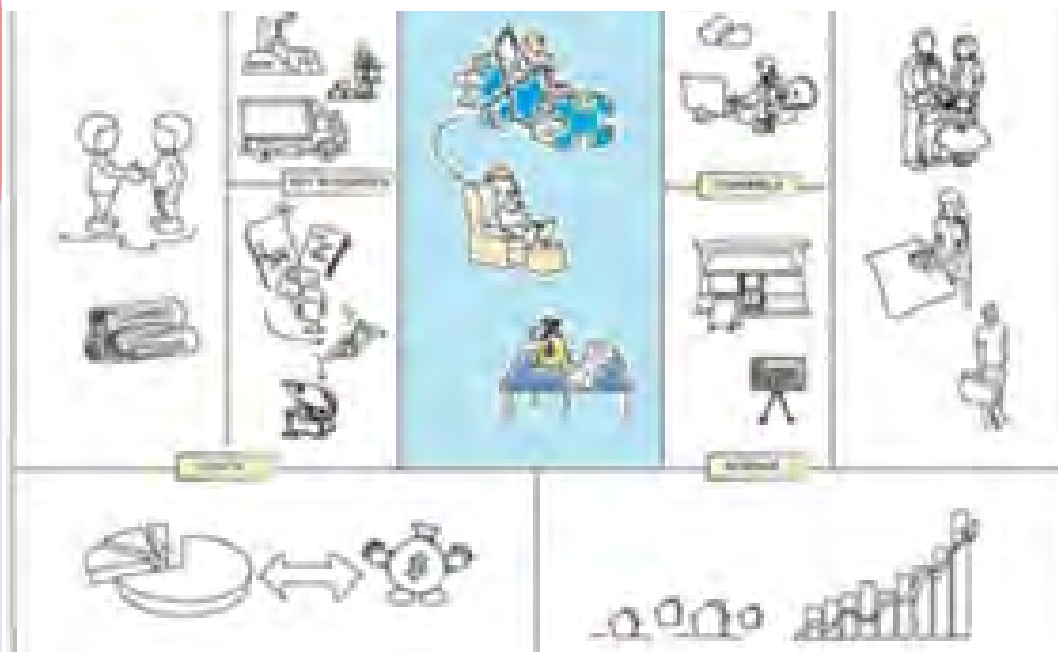
of your entrepreneurial idea should as simple as possible. Whenever you think about starting your business you should write it down in Business Model Canvas (BMC). It was developed by the Swiss business model guru Alexander Osterwalder and management Information Systems professor Yves Pigneur. So if you want to convince your future clients to buy your products or services you should know and be aware and loyal to certain values. BMC is a strategic management tool to quickly and easily define and communicate a business idea or concept. It is a one page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way.

Putting your idea into a model is a first step to check whether your idea can really work.

The Business Model Canvas breaks your business model down into easily-understood segments: Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams.

You will find more information about BMC in the book „Business Model Generation”. You will find more information about BMC in the book „Business Model Generation”. The first question you should ask yourself is the value your business can provide. Value

proposition provides a unique combination of products and services which all together give the solution of a problem the customer is facing. Having that done you can go to another steps in the BMC. The more questions you reply during this activity the more your business will be ready for success. Time spent on exploring this simple business model can impact your business path and make it more powerful.



YOUR NAME

Your Address/Your Phone Number/Your Email

Professional Summary

I have been working within the interior design sector for the better part of ten years. Within this time, I have developed a working knowledge of all of the latest trends and techniques. My scope of expertise is quite broad. I have worked within commercial environments as well as more traditional domestic settings. I am equipped with all of the necessary scholastic qualifications and certifications. My aim is to develop a synergy with an organisation that can enable me to further enhance this art form. I also desire to become part of an integrated team, although I am perfectly capable of handling large projects on an individual basis. I believe that this career is extremely lucrative and as it is constantly evolving, I hope to encounter a firm that is able to change with the industry itself. I thank you kindly for your time and look forward to future correspondence.

Core Qualifications

- Current member of the British Institute of Interior Design (BIID).
- Member of the International Interior Design Association (IIDA).
- City and Guilds: Design and Craft (7716) Level 4.
- City and Guilds: Interior Design (7157) Level 2.
- City and Guilds: Furniture and Furnishings (5792) Level 3.

Experience

2014-2016: Lead Interior Designer. Duties include:

- Choosing all relevant fabrics, furniture and colours.
- Working together with the client on a daily basis.
- Liaising with other professionals such as electricians and carpenters.

2007-2014: Assistant Design Specialist. Primary responsibilities were:

- Supervising the work of other team members.
- Addressing temporal and budgetary concerns.
- Assisting the property owner during the buying process (materials and decorative items).

I will provide additional references if required.

Education

Coventry University (2003-2007) - Interior Design BA (Hons.)

MAKE CV AS A PROFESSI ONAL

A good CV must be maximum 2 pages with your name written at the top with BIG letters. Additionally, you have to choose the right type of it (chronological, functional, combination of previous) and follow the correct format: personal details, personal statement, education, work history, skills, achievements, hobbies. Your CV must be easy to read, so keep it neat and tidy! And always include a cover letter. The most don't for a CV is to tell a lie, in addition there is no need to put any references, since whatever you say it's true.

Also there is no need to add a photo of you unless it's necessary. Furthermore do not include irrelevant personal information as age, ethnicity, sexual orientation etc. Moreover don't add any negative information and do not make any mention about money.



OPEN A BUSINESS IN ANOTHER COUNTRY

Starting a new business is not an easy task. Especially in another country. There will be a lot of challenges, ups and downs that you will face. But with knowledge, good preparation and a little luck everything is possible.

First

it's very important to learn more about the cultural differences. You need to understand the cultural differences that can affect your business. That's why the first thing you need to make a good research for the product that you will offer if there's a market and need for it in that country. That's why you need a new and different idea that will be interesting for the people in that country. For sure you have to know the language of this country because it can be very difficult to establish and grow your business there and it will be a risk. It's very important to make research about the laws in that country for example the insurances of the employees, all the documents ad duties that you have to make.



IT WAS UP TO ME

For many years I assumed that I was a very unlucky young person because nobody offered me any job, as well as no job applications I sent was ever accepted. Sadly, as a consequence, I literally wasted many years of my youth just complaining of being both an unfortunate and not competent person (although I had a very good CV). Therefore I was extremely unsatisfied with my life.

One day, I decided to use the competences I acquired through my personal, academic and professional experiences for creating myself a NGO in the field of my expertise which had pursue the goals I deeply believe in. I did it by sharing ideas and perspectives with some other friends having the same mind-set. And that is how I became the president of the Civil Society Association. I worked very hard and with passion on it (for free) while keeping on sending curricula and cover letters to apply for jobs. After more than one year, I actually realized we did a great job for our city. Besides organizing events and activities for people of all ages, we particularly focused on youth. We assisted many youngsters finding great opportunities as Erasmus plus projects, internships, Erasmus for Young Entrepreneurs and more.

At that moment I understood I could have built myself my professional future. Actually I just had to transform my competences and personal interests in a job. After a while, I decided to have a meeting with the public administration of my little town. I proposed to it to fund a semi-public youth center. After some months of meeting and negotiation the idea was accepted and implemented.



Now, I am the boss of the Youth Center of my little city and my salary is paid by the administration. The youngsters of the city now have a place where to meet and where they can organize workshops and other activities they want to thanks to our mentoring. In the center there is also a cafeteria where students can work for the time they prefer to. My team and I have continued assisting youngsters finding several opportunities and became more active citizens. Also, the city began to be an international and young city thanks to cultural exchanges. Now I am totally fulfilled in my new life. It was just up to me but I did not realize it.

It's time for a game



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