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Erasmus+ KA210-YOU Small-scale partnerships in Youth

YOUth Roots

Nurturing Rural Entrepreneurship

“Business Planning & Modeling”

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A business plan outlines:

- **Strategy**
- **Goals**
- **Roadmap for a company**





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Business modeling defines:

- **Structure**
- **Revenue streams**
- **Value creation processes**





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Strategy

- **Defines long-term goals and vision**
- **Identifies competitive advantages, market positioning**
- **Guides decision-making and resource allocation**

Focus on what truly differentiates your business.

Set measurable goals to track progress effectively.

Regularly revisit your strategy to adapt to market changes.





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Goals

- **Define what success looks like for your business**
- **Break down long-term objectives into actionable steps**
- **Align team efforts with overall strategy**

Set SMART goals: Measurable, Achievable, Relevant, Time-bound.
Prioritize the most impactful objectives first.
Review and adjust goals regularly to stay on track.





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Company roadmap

- Visualizes key milestones and timelines for growth
- Aligns projects, resources, and strategic priorities
- Tracks progress and ensures accountability

Focus on high-impact initiatives that drive growth.

Set realistic deadlines to maintain momentum.

Regularly update the roadmap to reflect changing priorities.





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Structure

- **Defines roles, responsibilities, and reporting lines**
- **Ensures efficient workflow and decision-making**
- **Supports scalability and team collaboration**

Design roles to match both skills and strategy.

Keep communication channels clear and simple.

Regularly review structure to adapt as the company grows.





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Revenue streams

- **Identify how the business generates income**
- **Diversify sources to reduce financial risk**
- **Align pricing and sales models with customer value**

Focus on streams that maximize profitability and growth.

Test pricing strategies to find what works best.

Regularly review and optimize revenue sources for efficiency.





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Value creation process

- **Identify how your company delivers value to customers**
- **Optimize operations to maximize quality and efficiency**
- **Continuously innovate to stay competitive**

Focus on what truly matters to your customers.

Streamline processes to reduce costs and increase impact.

Regularly gather feedback to improve and evolve your offerings.





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