

IN SITU

TAKING
COOPERATION
FORWARD

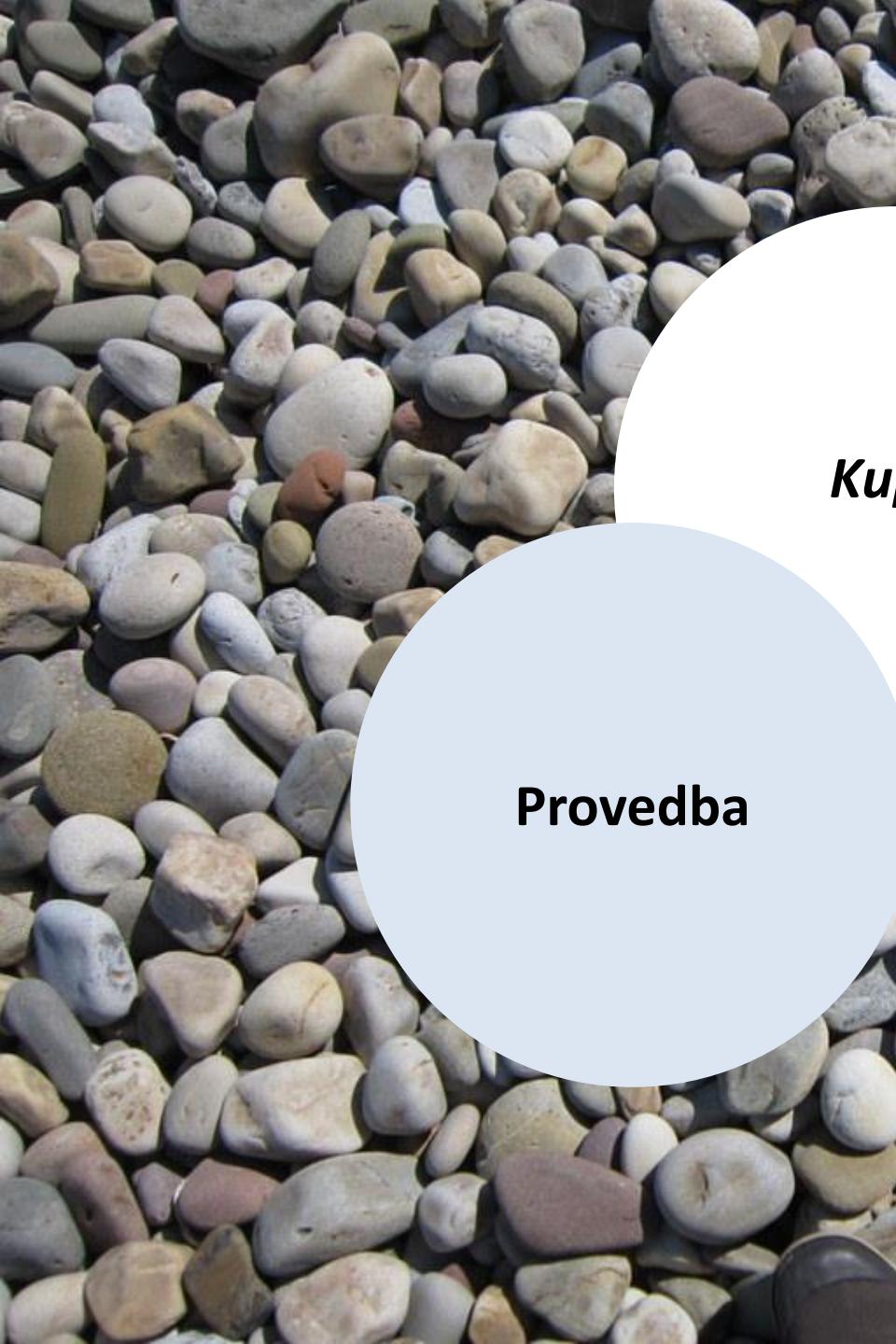
📍 D.T3.1.1 IN SITU SOCIAL INNOVATION HUB (SIH) PROGRAM

💬 01.02 Poslovni model

👤 IN SITU, STEP RI PP8, Boris Golob



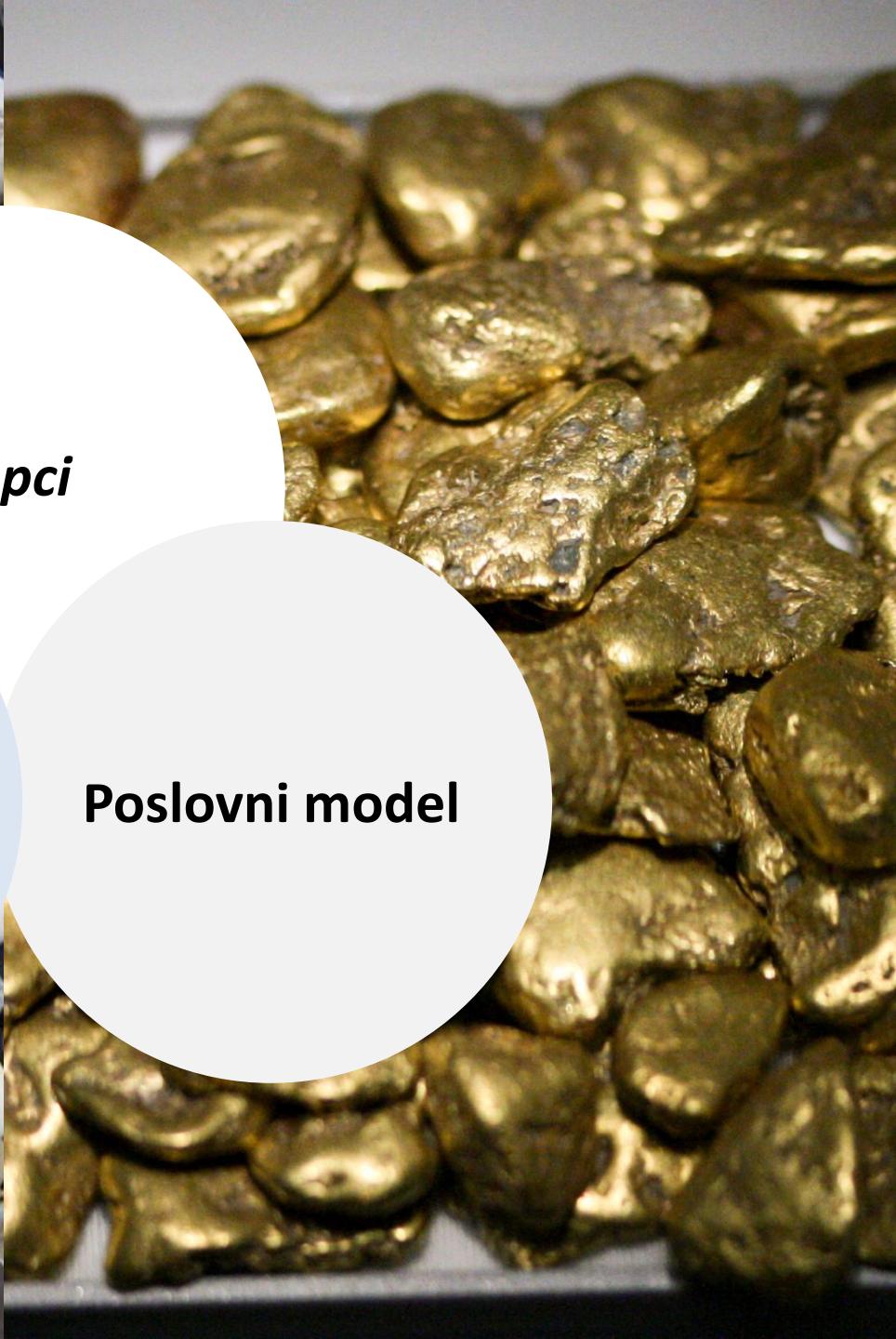
Tri preduvjeta za uspjeh ideje



Provedba

Kupci

Poslovni model



Danas

Poslovni model

Platno poslovnog modela

BMC i društveno poduzetništvo

- Platno poslovnog modela
- Mission Model Canvas





“...superior
business
model.”



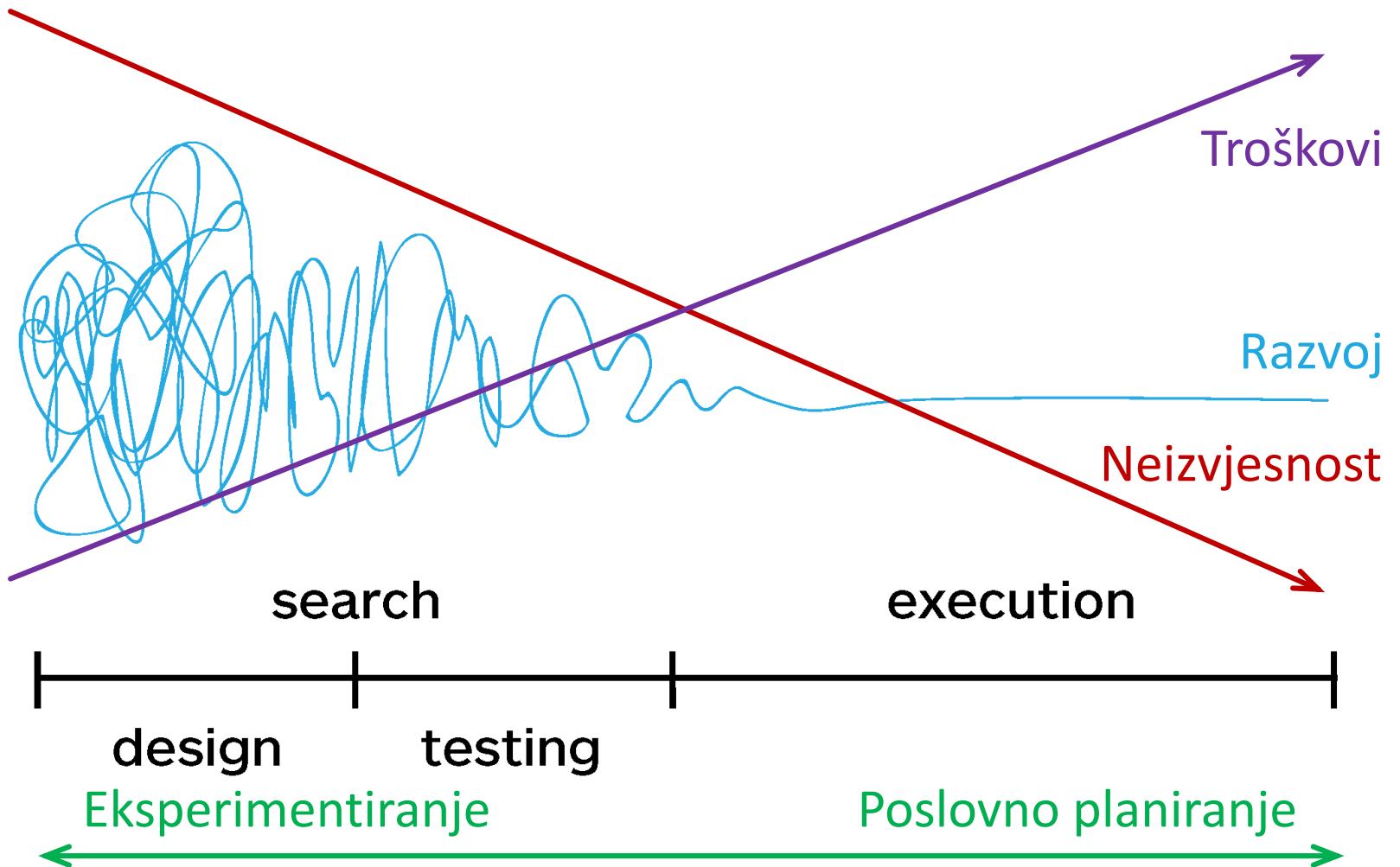
Kako **vi** stvarate ~~zaradu?~~
korist

**Poslovni model je način kojim
poduzeće stvara vrijednosti,
isporučuje vrijednosti i
zahvaća vrijednosti.**



=stvara zaradu

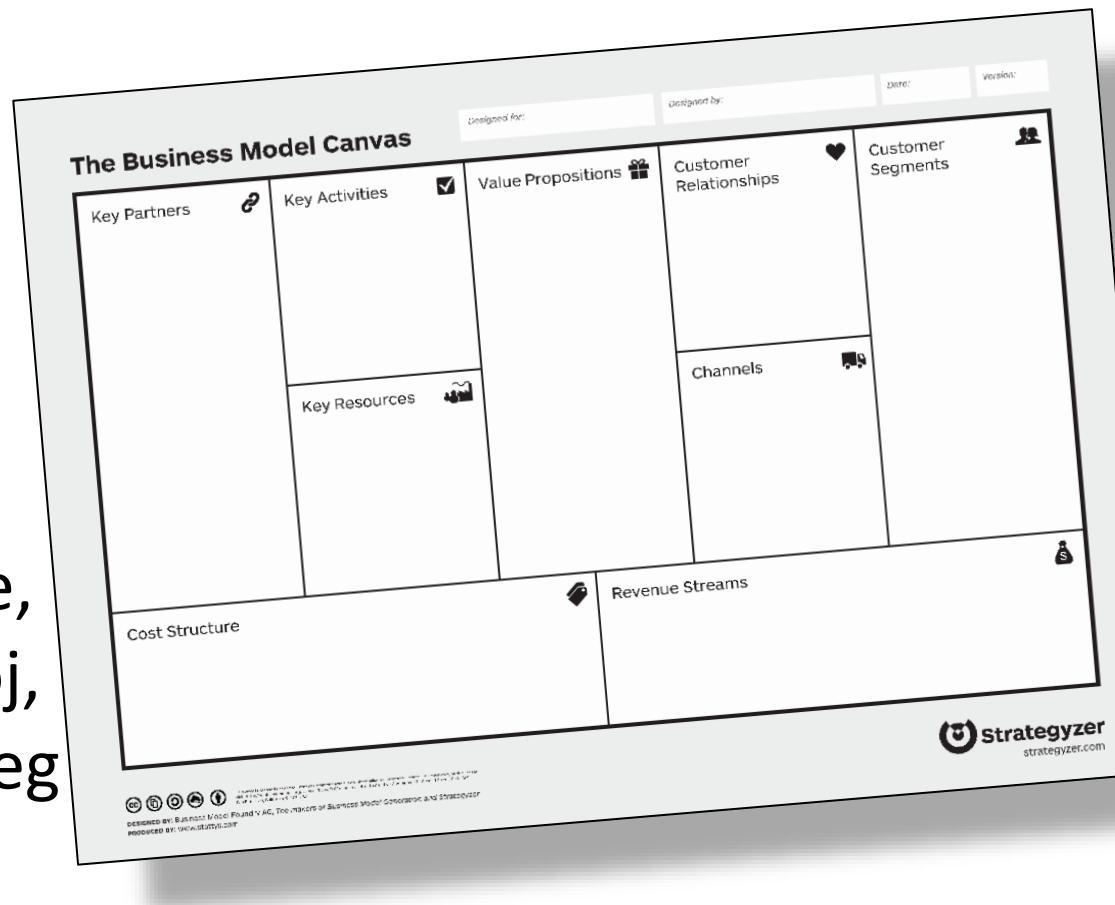
+ utječe na društvo i okoliš



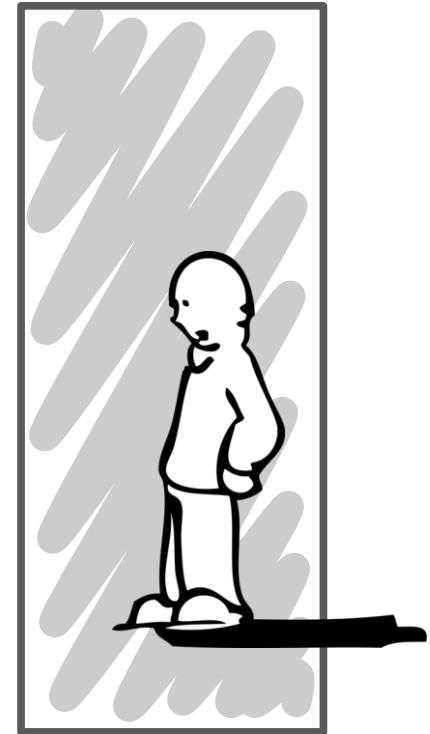
The Business Model Canvas.

(platno poslovnog modela)

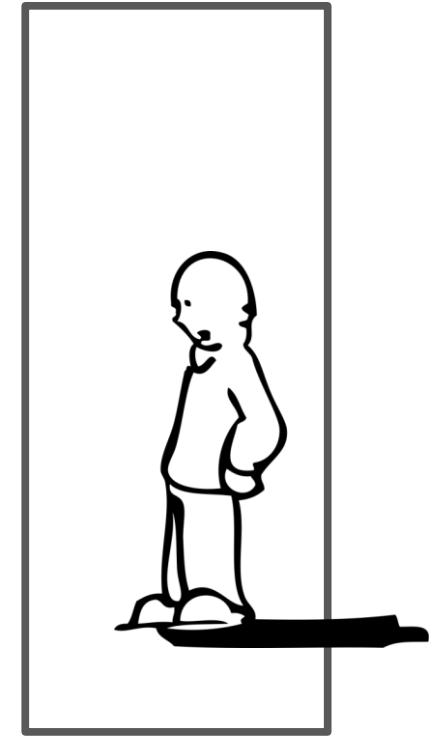
Platno omogućava opisivanje, stvaranje, preispitivanje, razvoj, i transformaciju vašeg poslovnog modela.



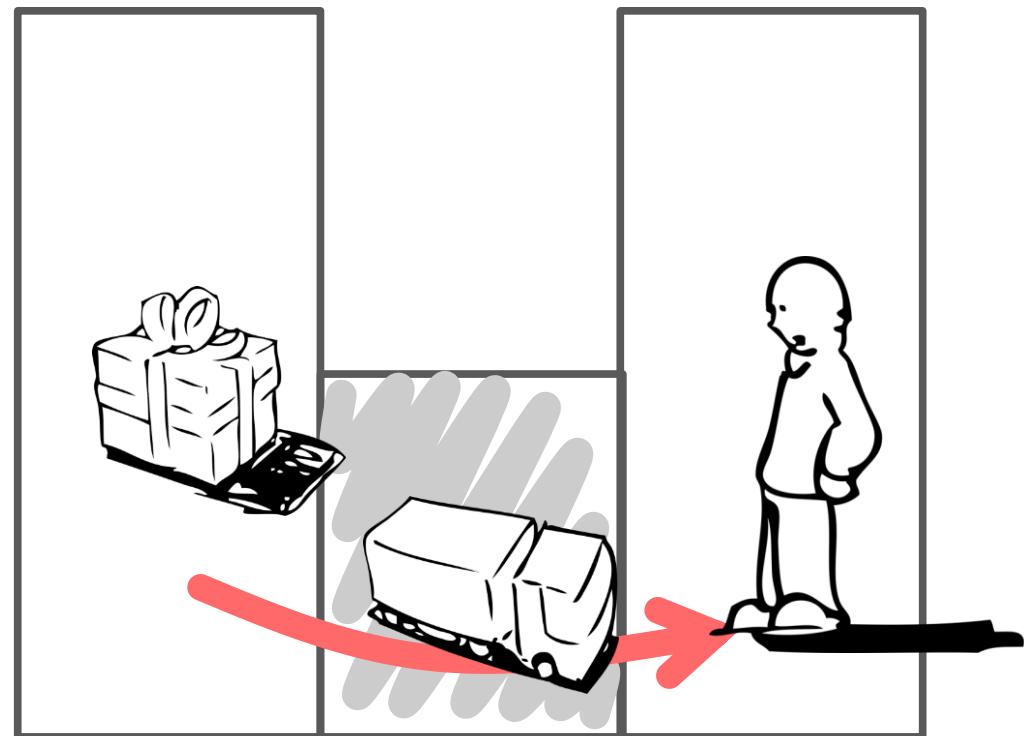
Segmenti kupaca (korisnika, donatora...)



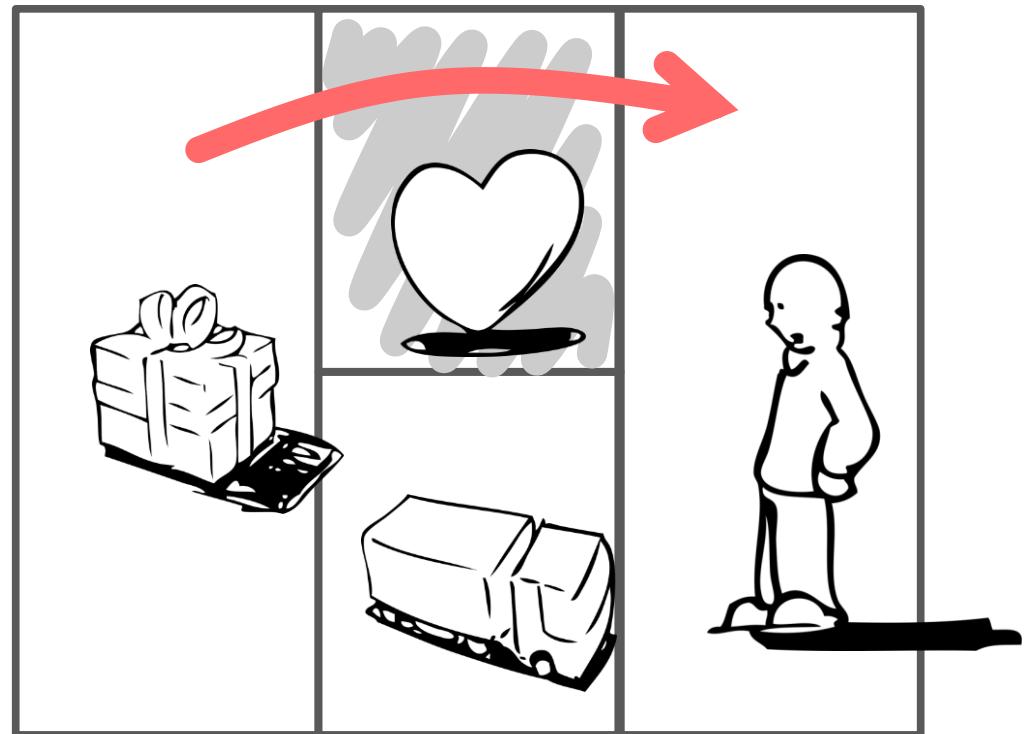
Ponuda vrijednosti



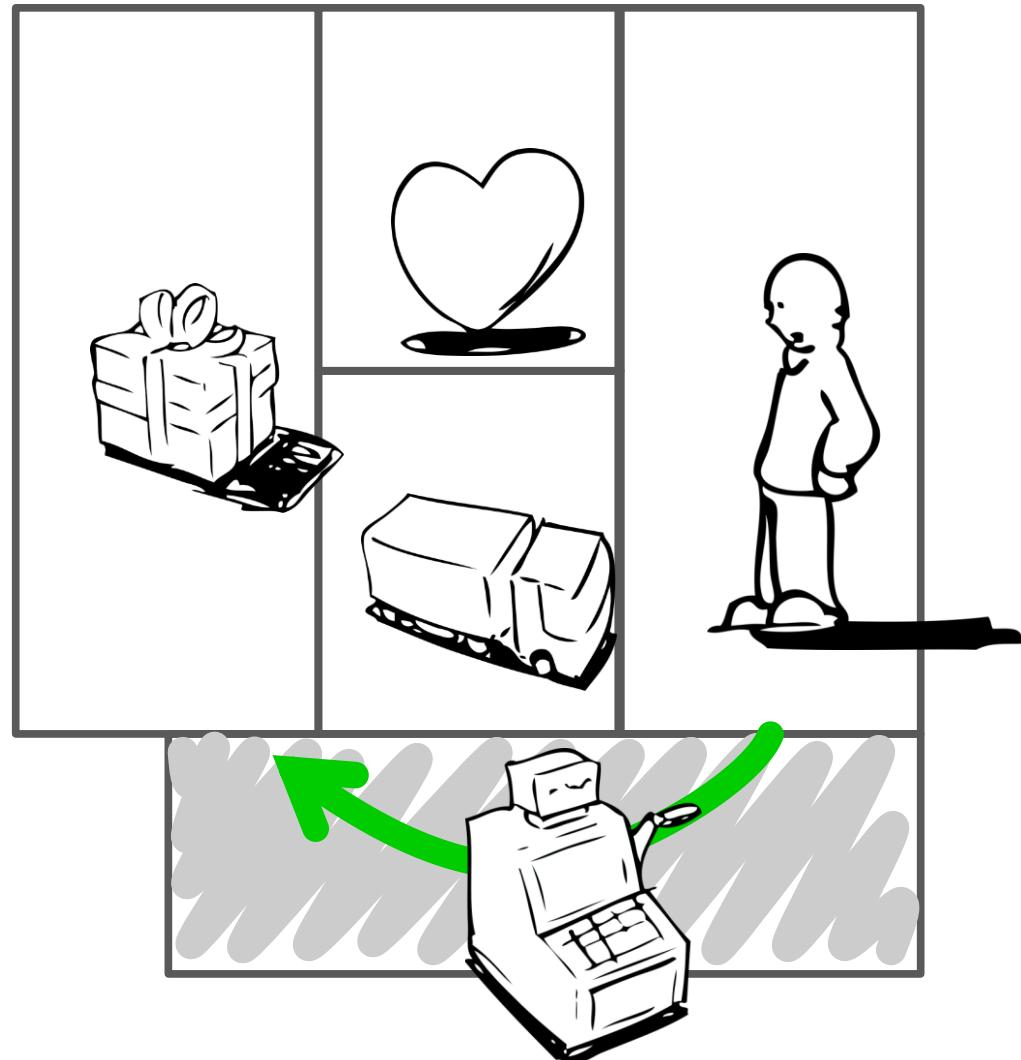
Kanali distribucije



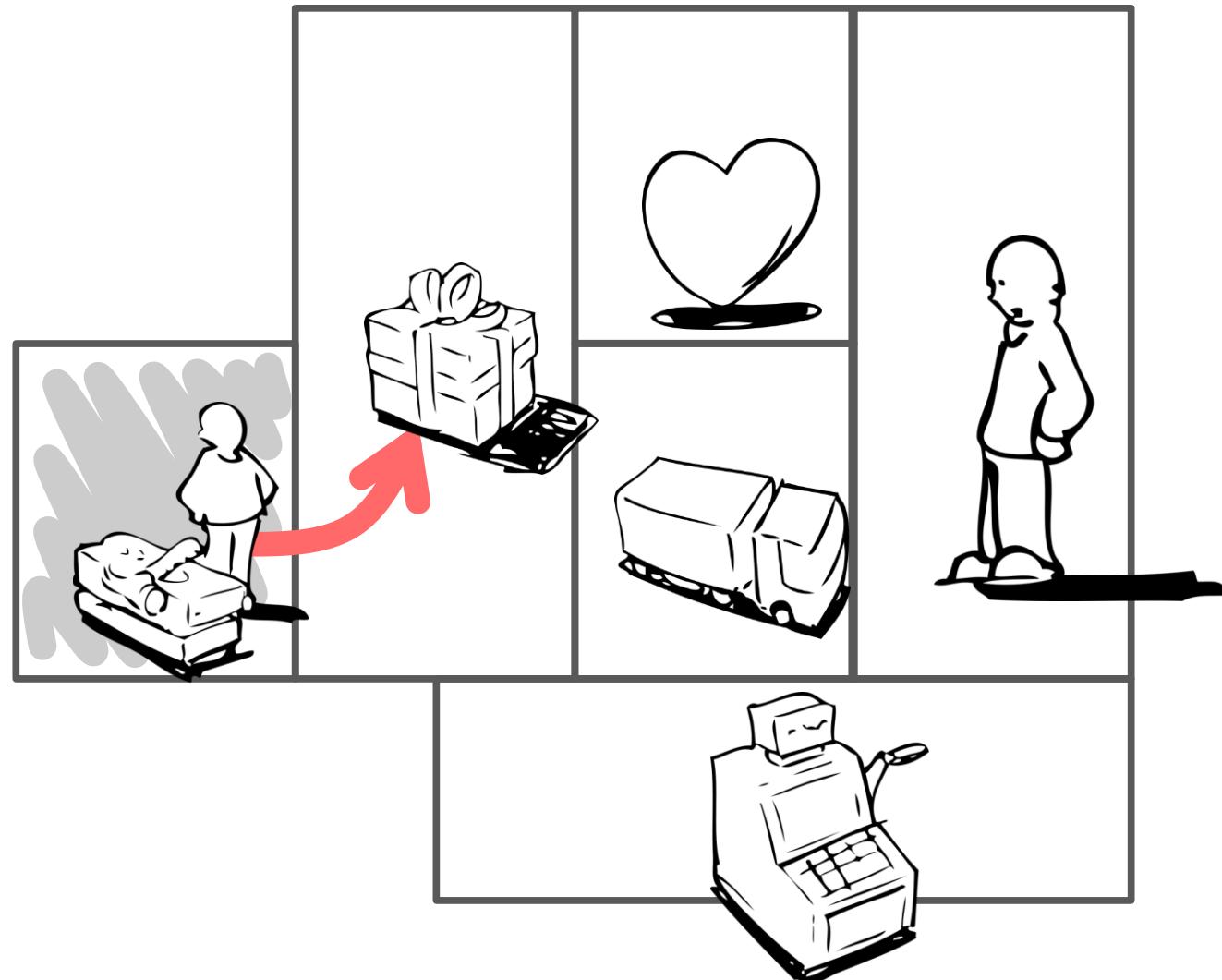
Odnosi s kupcima



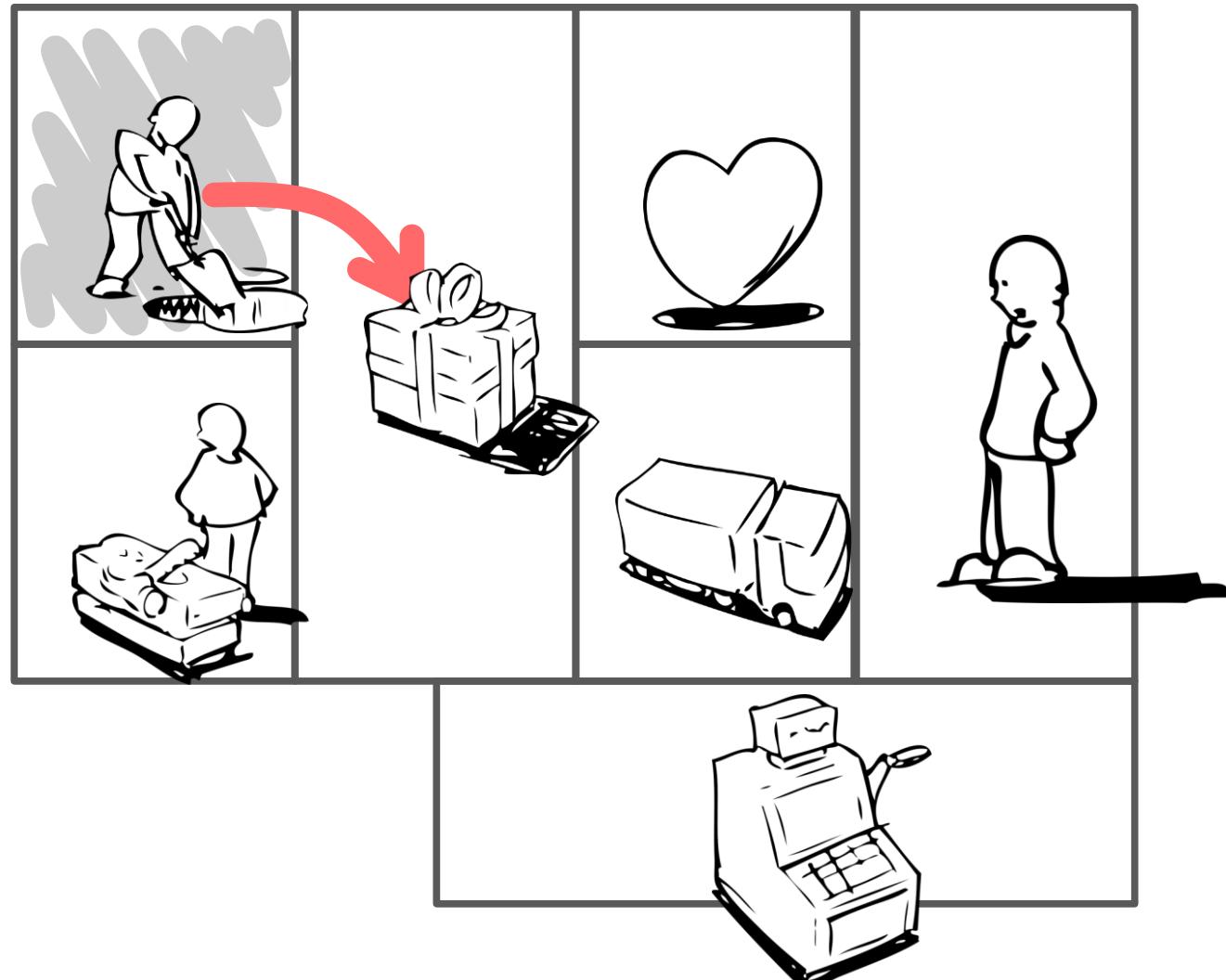
Prihodi



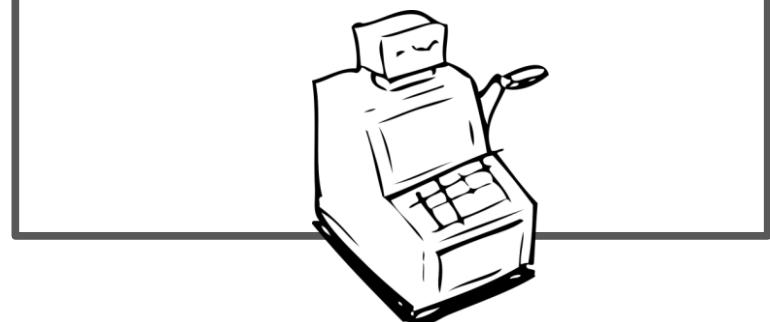
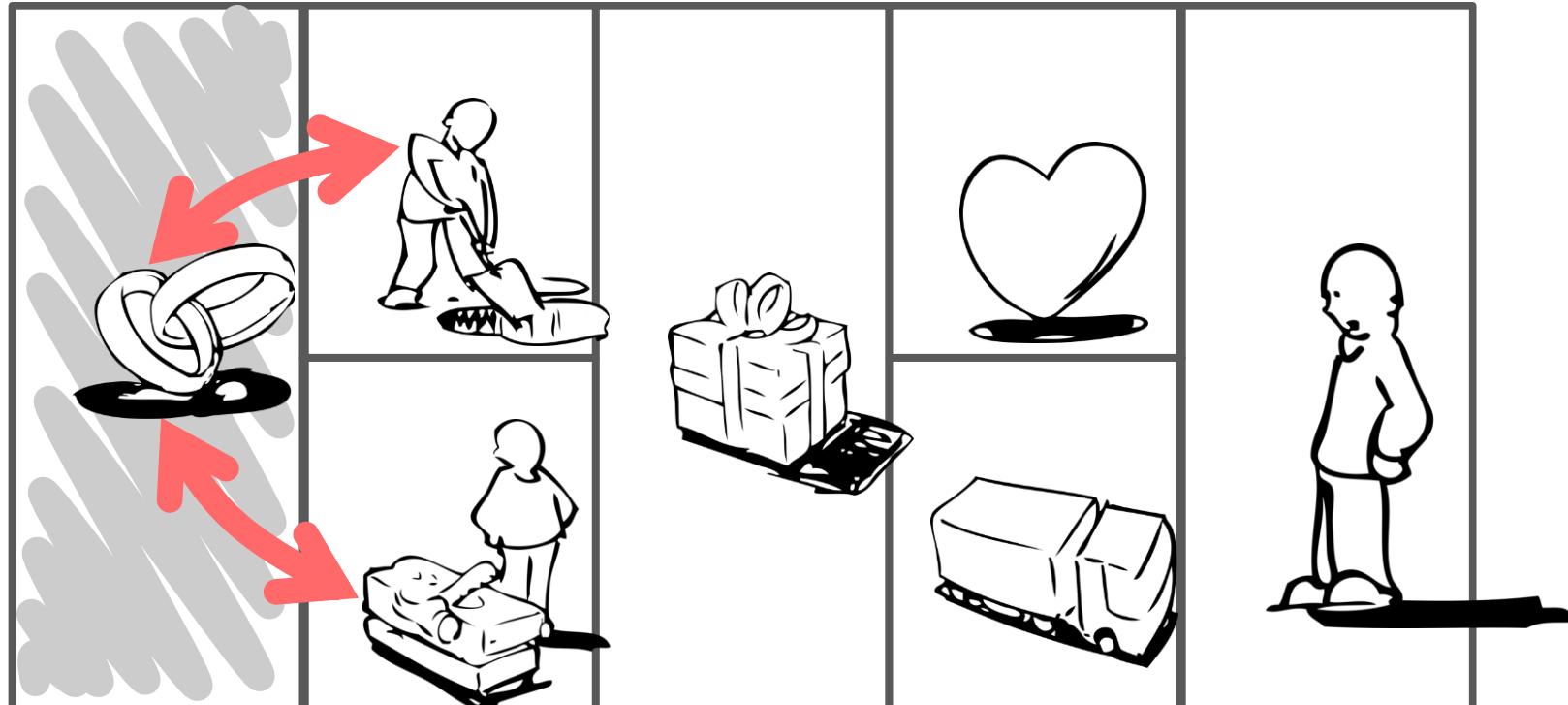
Resursi



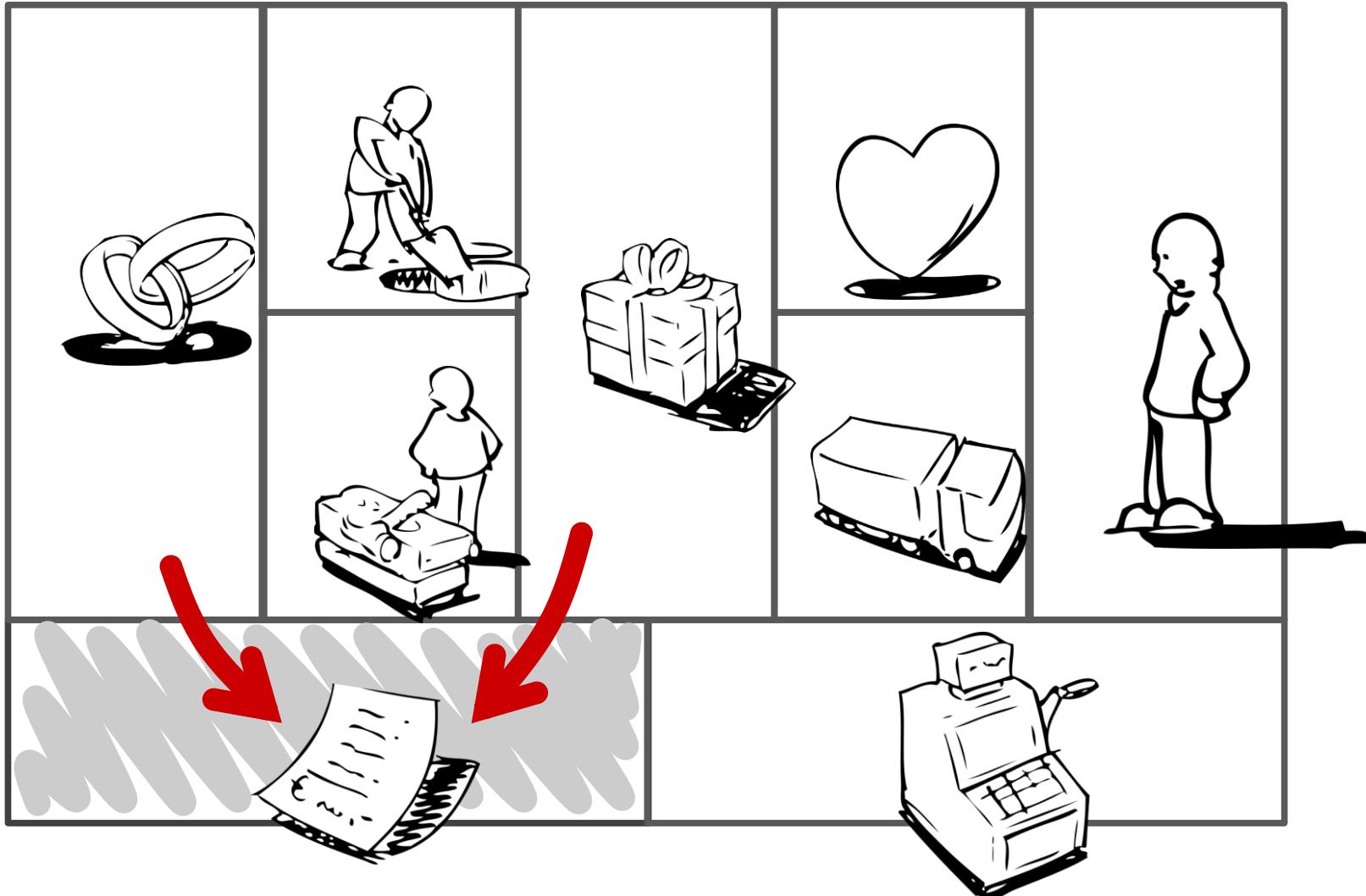
Aktivnosti



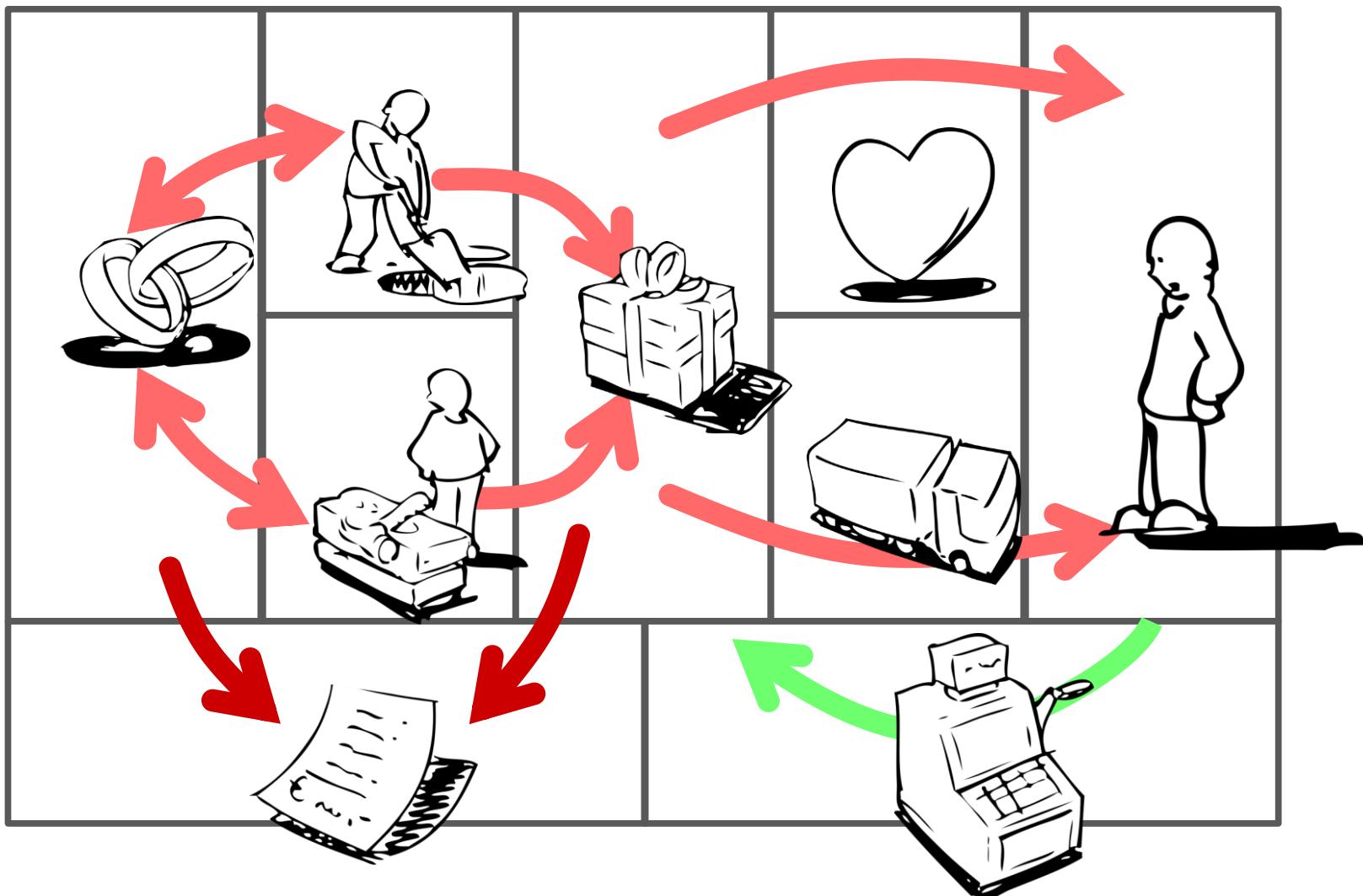
Partneri



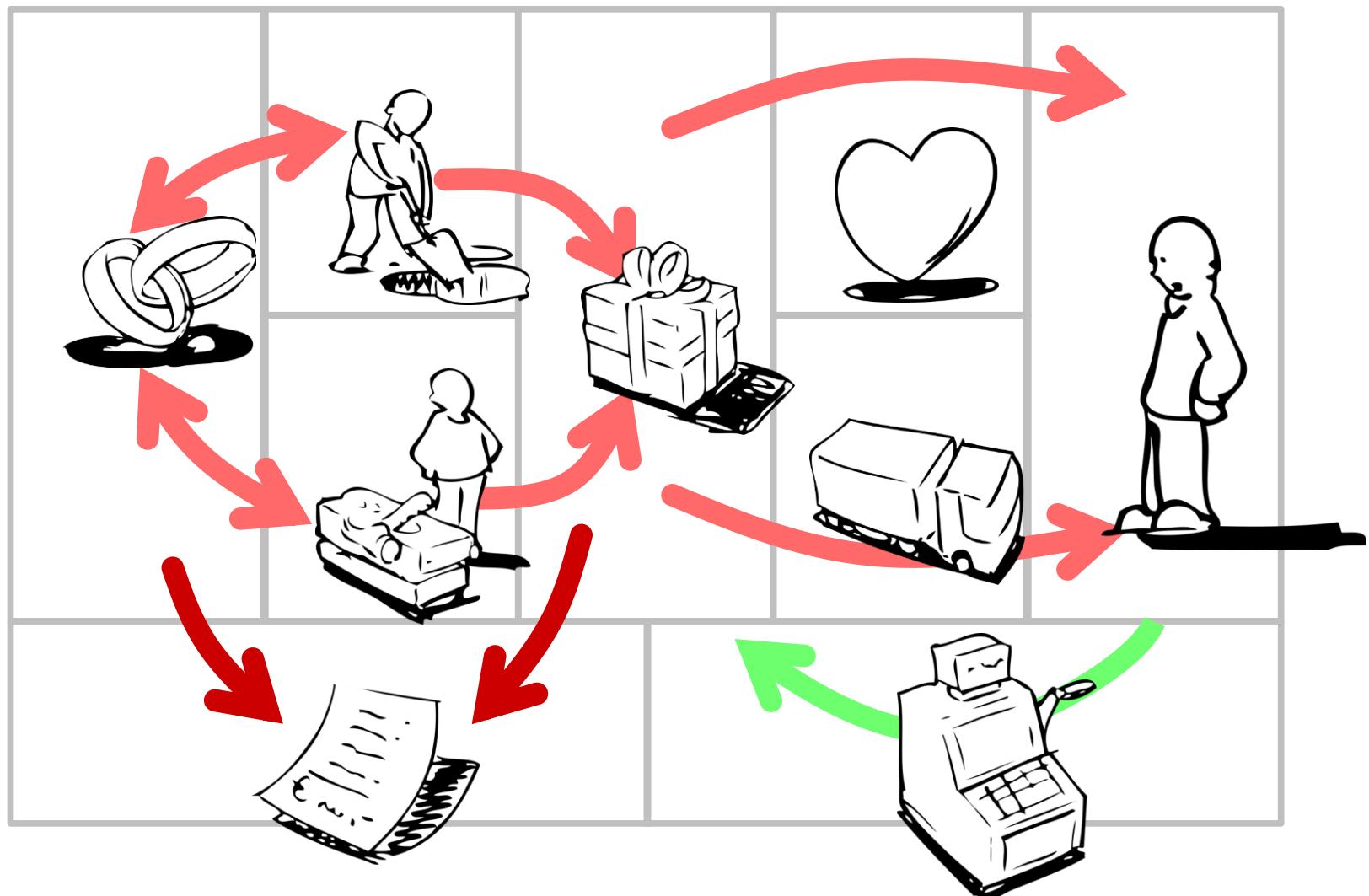
Troškovi



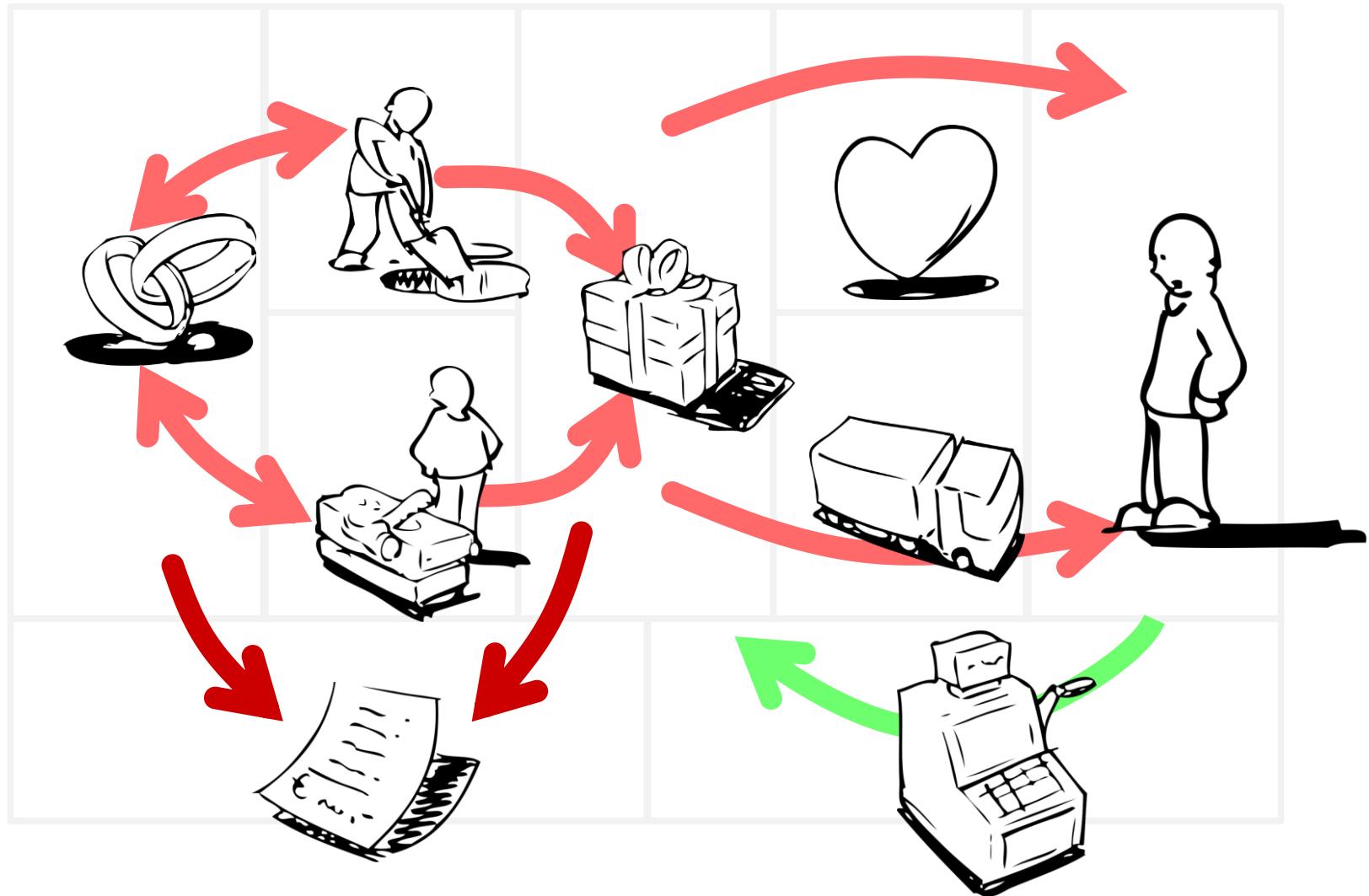
Platno poslovnog modela



Odnos elemenata poslovnog modela



„Priča“ poslovnog modela



Ground Rules

RULE #1

Avoid writing directly on a canvas

Use sticky notes

RULE #4

Never use bullet points

- Never
- Use
- Bullets

One note - one thought

RULE #2

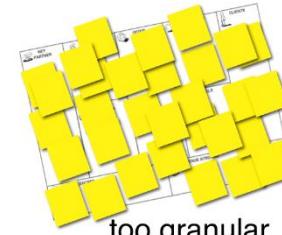
Don't get stuck with
Blah Blah Blah

Blah
Blah
Blah

RULE #5

Avoid too much detail

too much info



too granular

RULE #3

Start with any building block



RULE #6

Be precise for every building block

Advertising

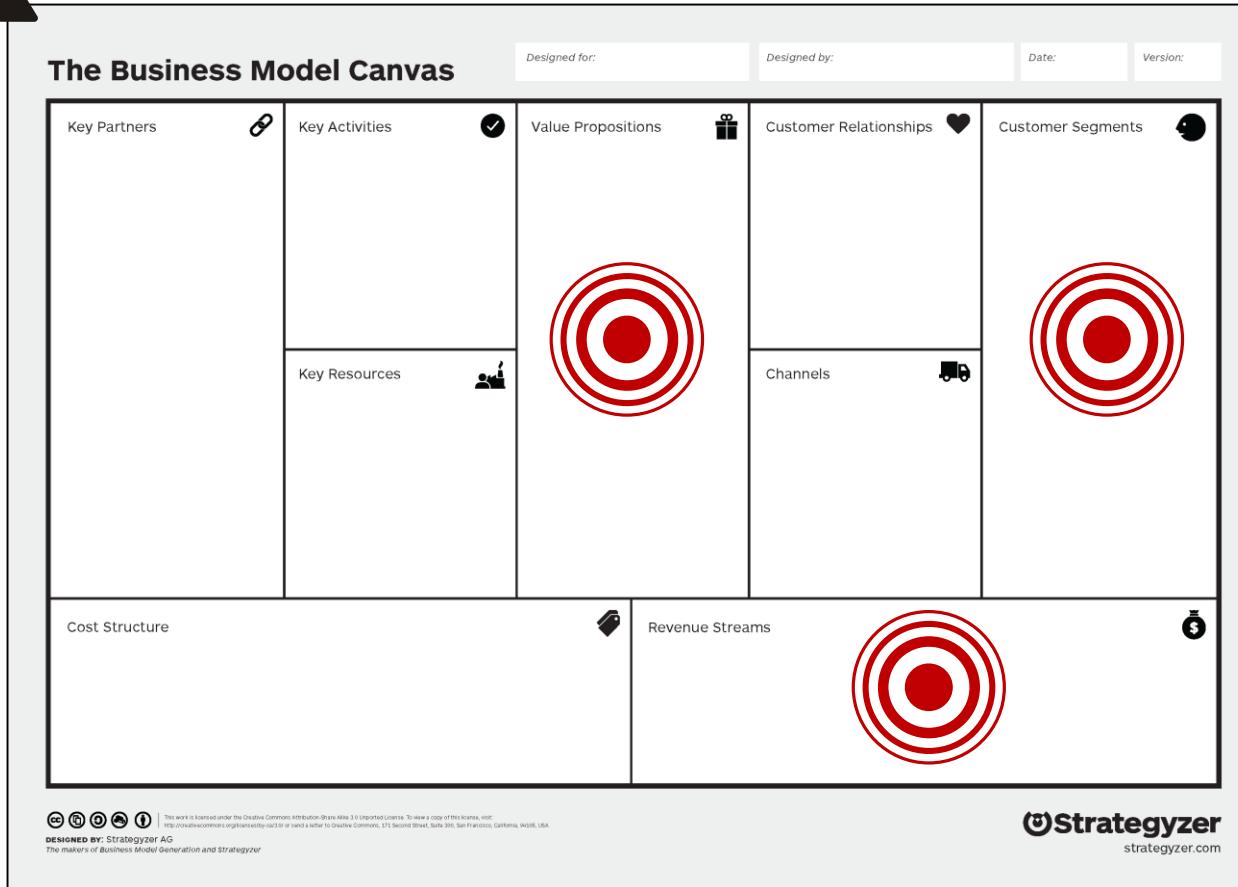
Keyword Auction



Stvaranje vašeg
poslovnog modela

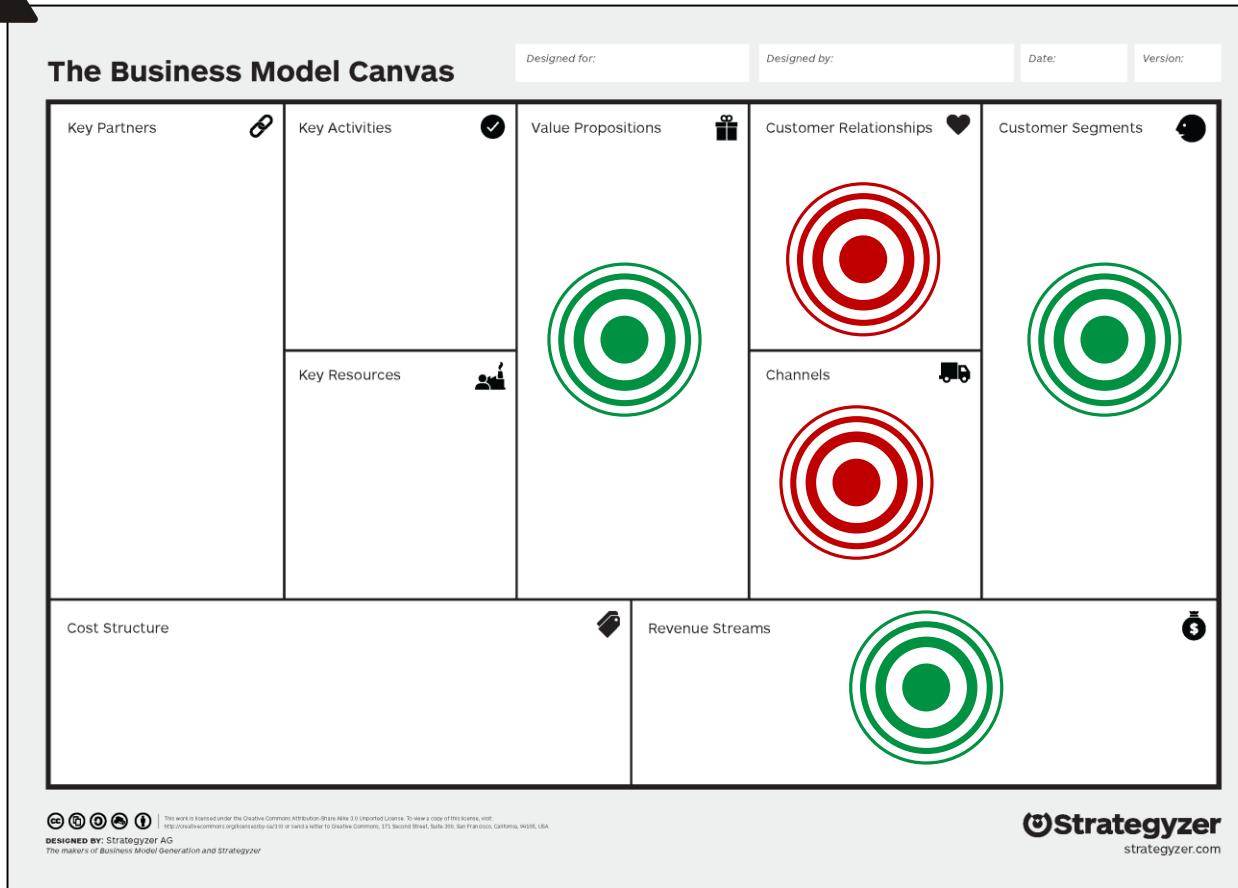


Odredite ponudu, kupce, prihode



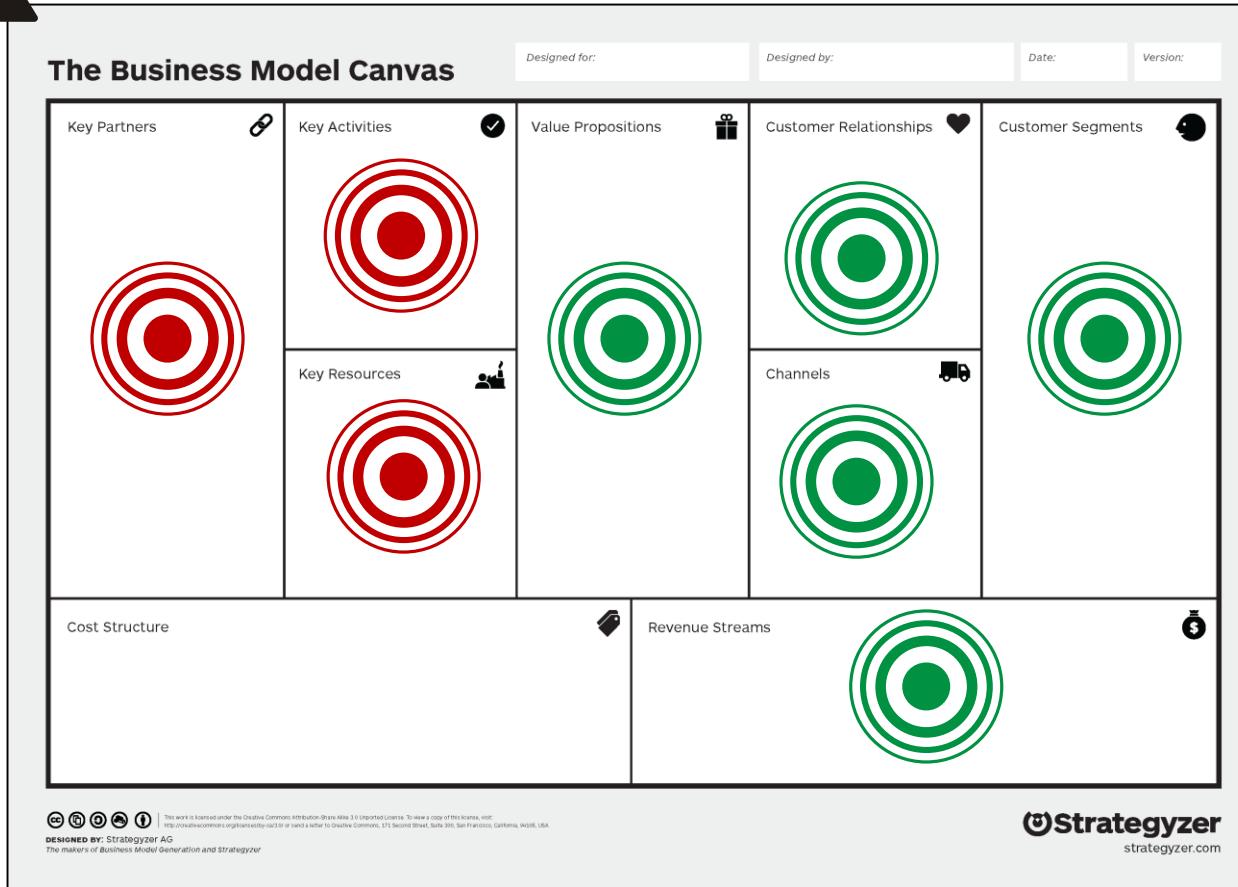


Odredite način distribucije i odnose s kupcima



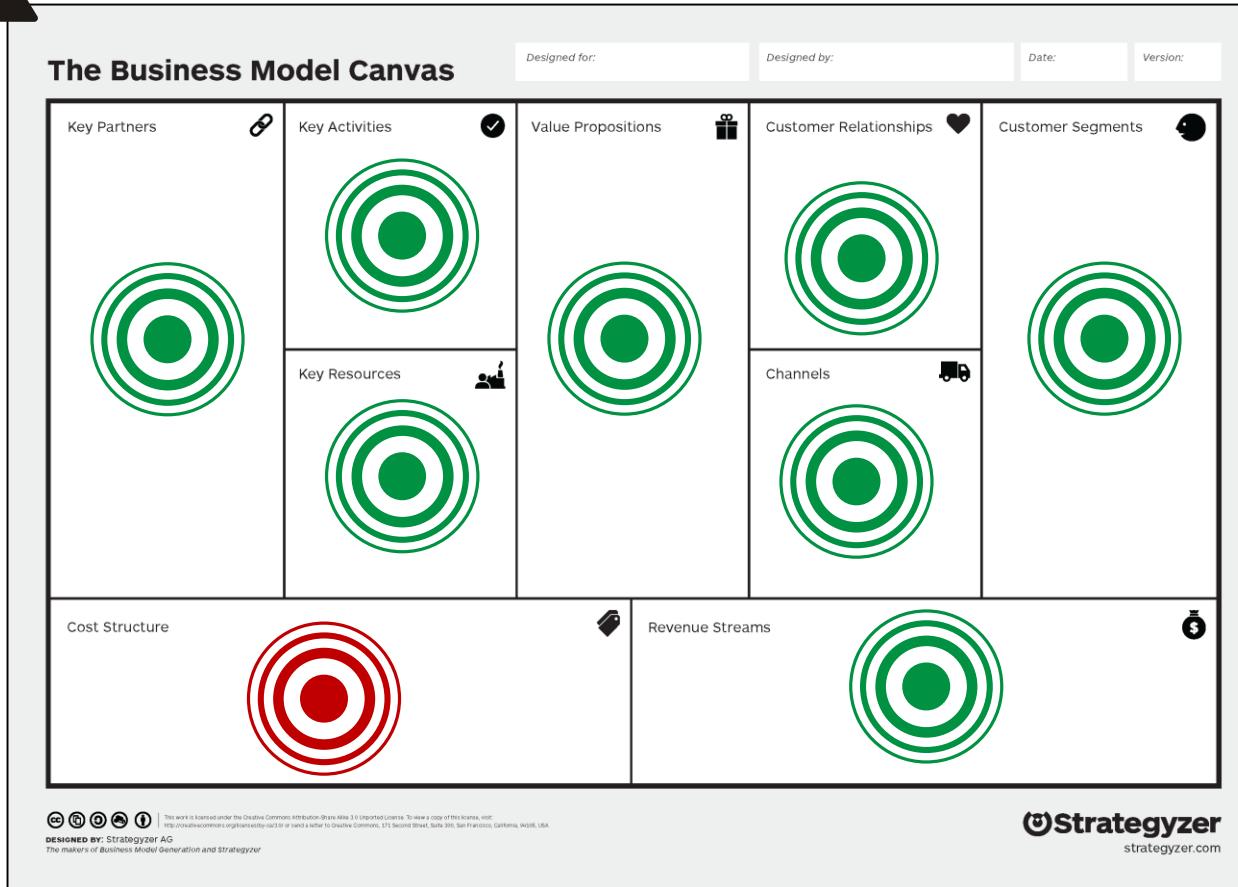


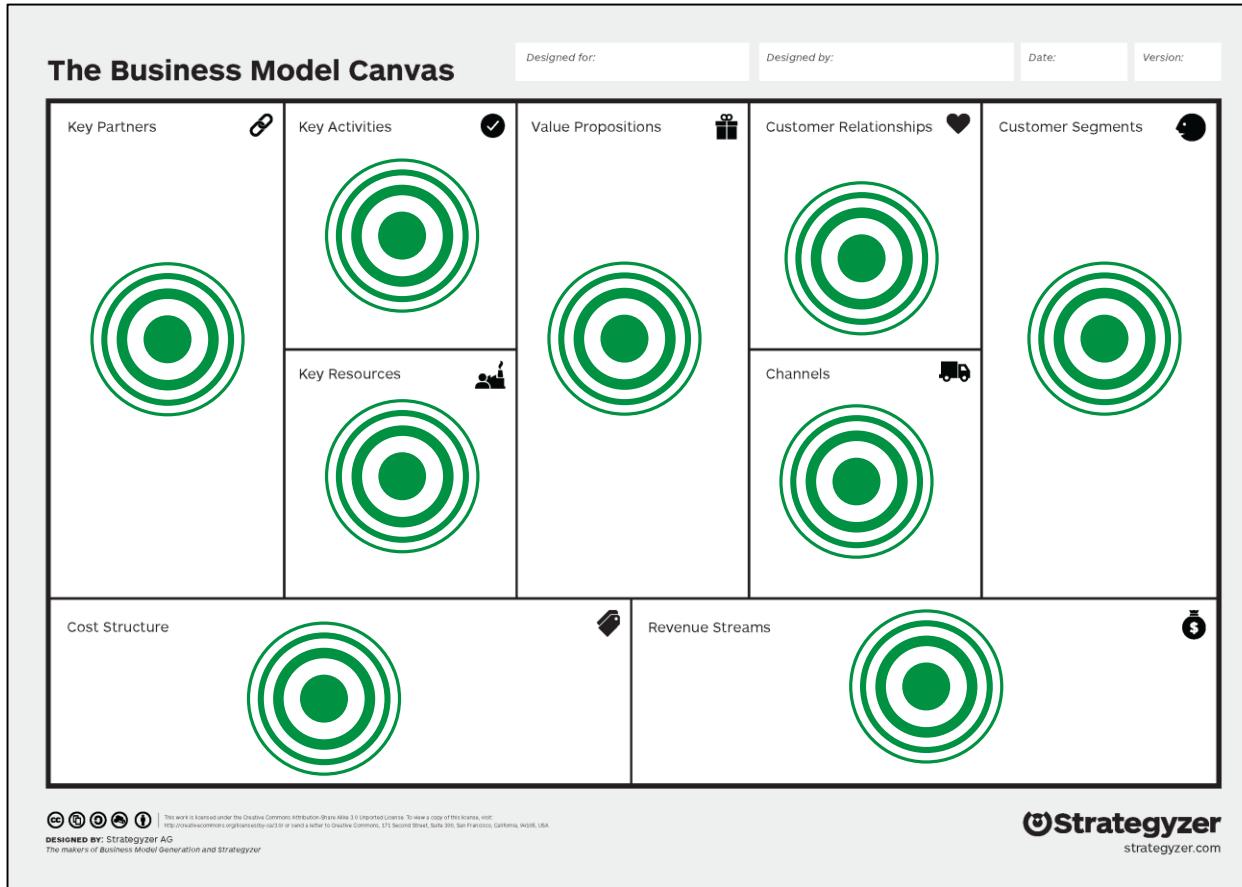
Odredite resurse, aktivnosti i partnere





Odredite strukturu troškova







Jedna ideja...



1na1

limu

Sa

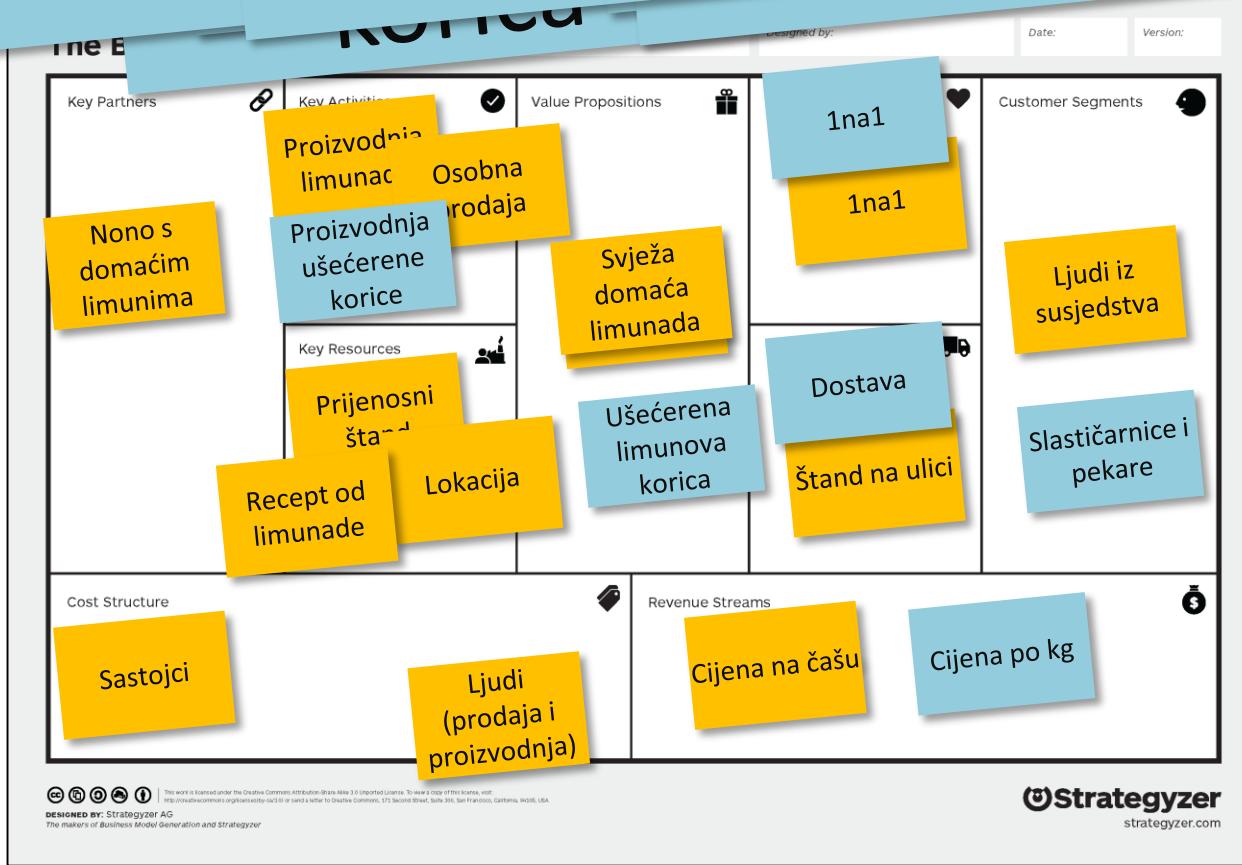
Ljudi (prodaja i proizvodnja)

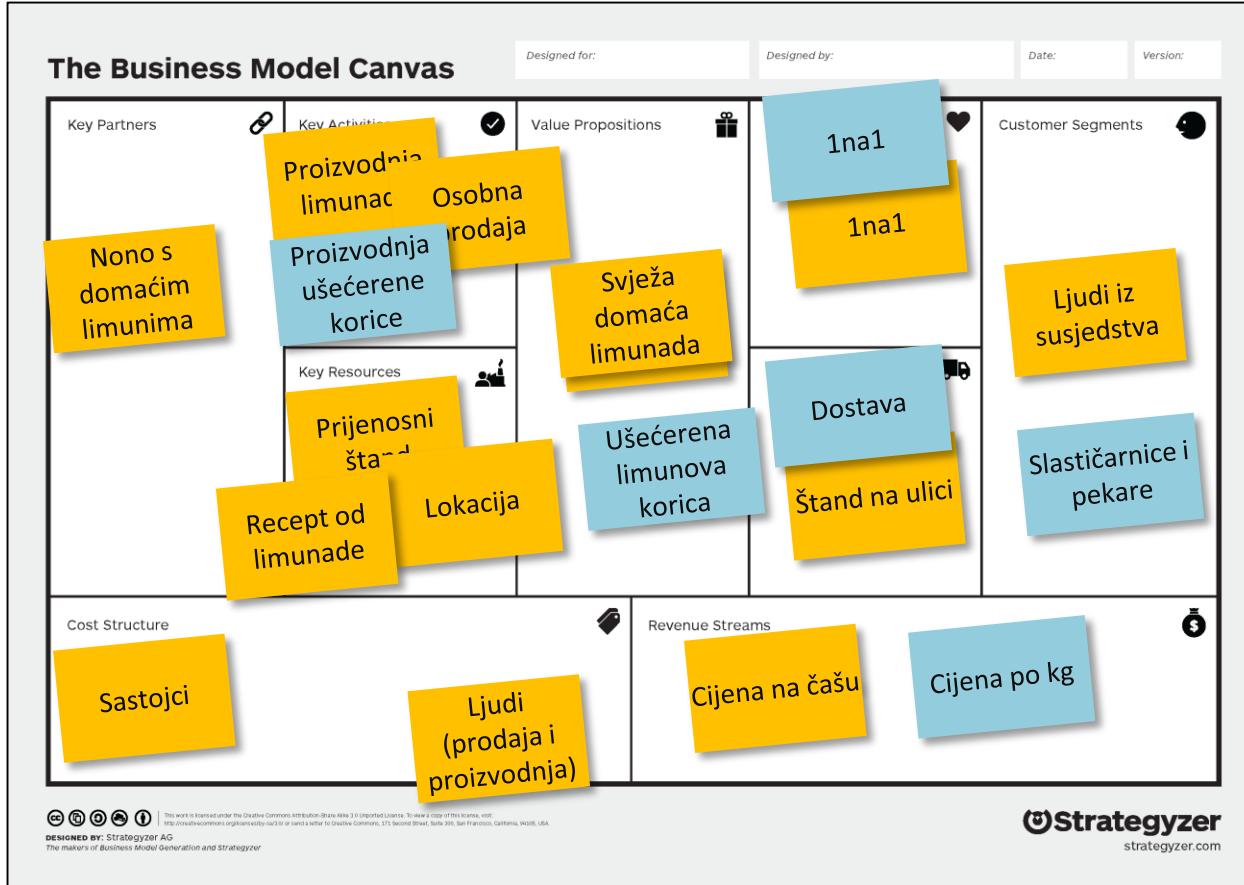
ono s
omaćim
limunima





Proizvodnja 1n ušećerene korice





Najbolje prakse

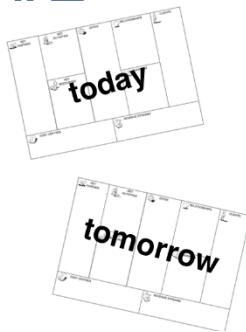
Practice #1

Use colour to separate segments



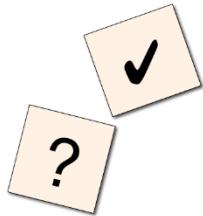
Practice #2

Separate 'as-is' and 'to-be'



Practice #3

Distinguish between fact and assumption



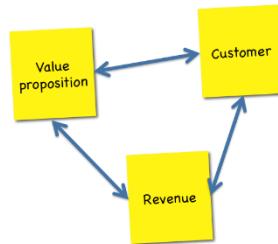
Practice #4

Design a BM with a story



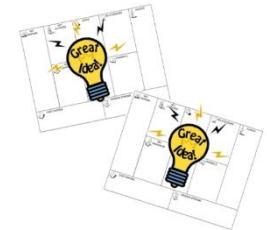
Practice #5

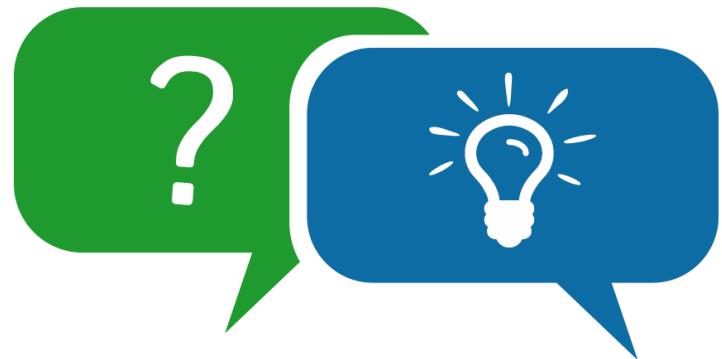
Connect the building blocks



Practice #6

Different ideas and stories in separate canvases





„Neprofitni” poslovni modeli

**Poslovni model je način kojim
poduzeće stvara vrijednosti,
isporučuje vrijednosti i
zahvaća vrijednosti.**

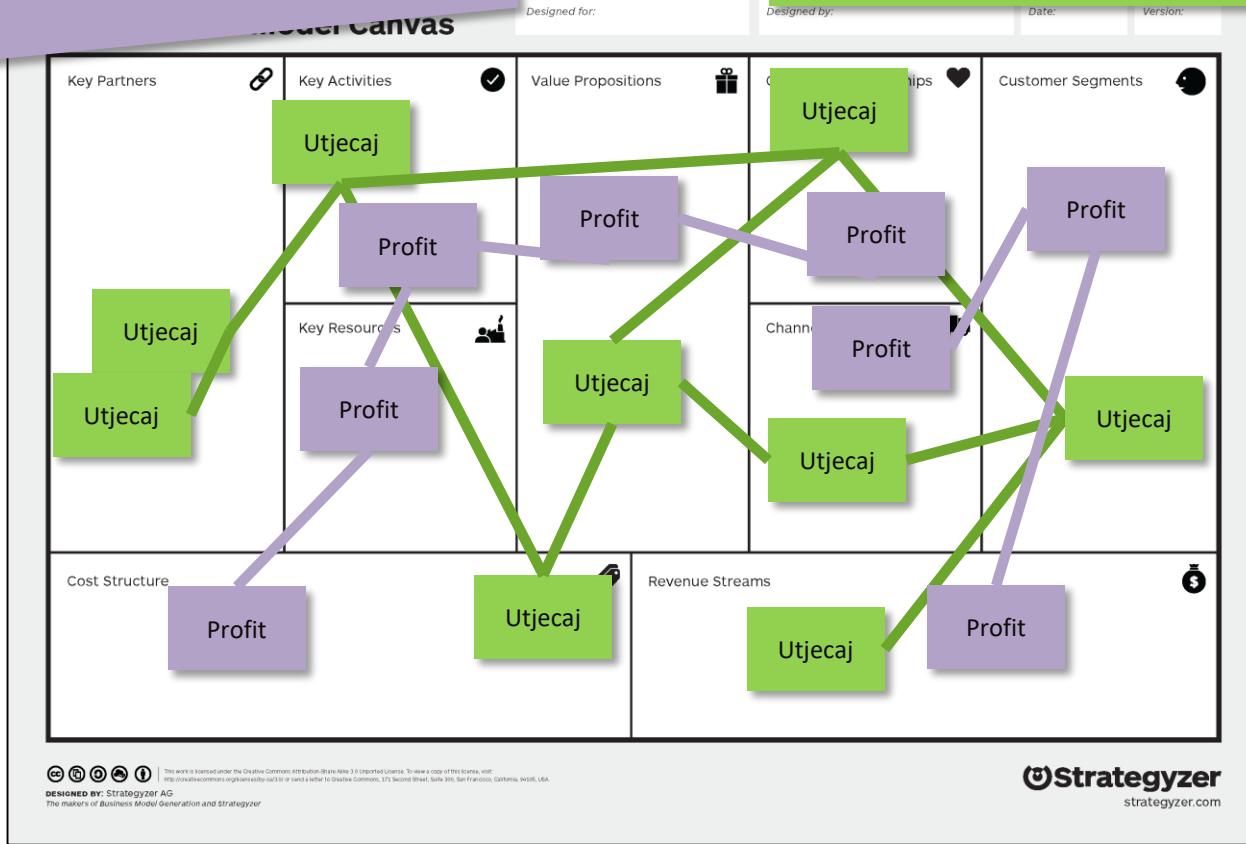


=stvara zaradu

+ utječe na društvo i okoliš

Profit Donatori

Utjecaj Korisnici



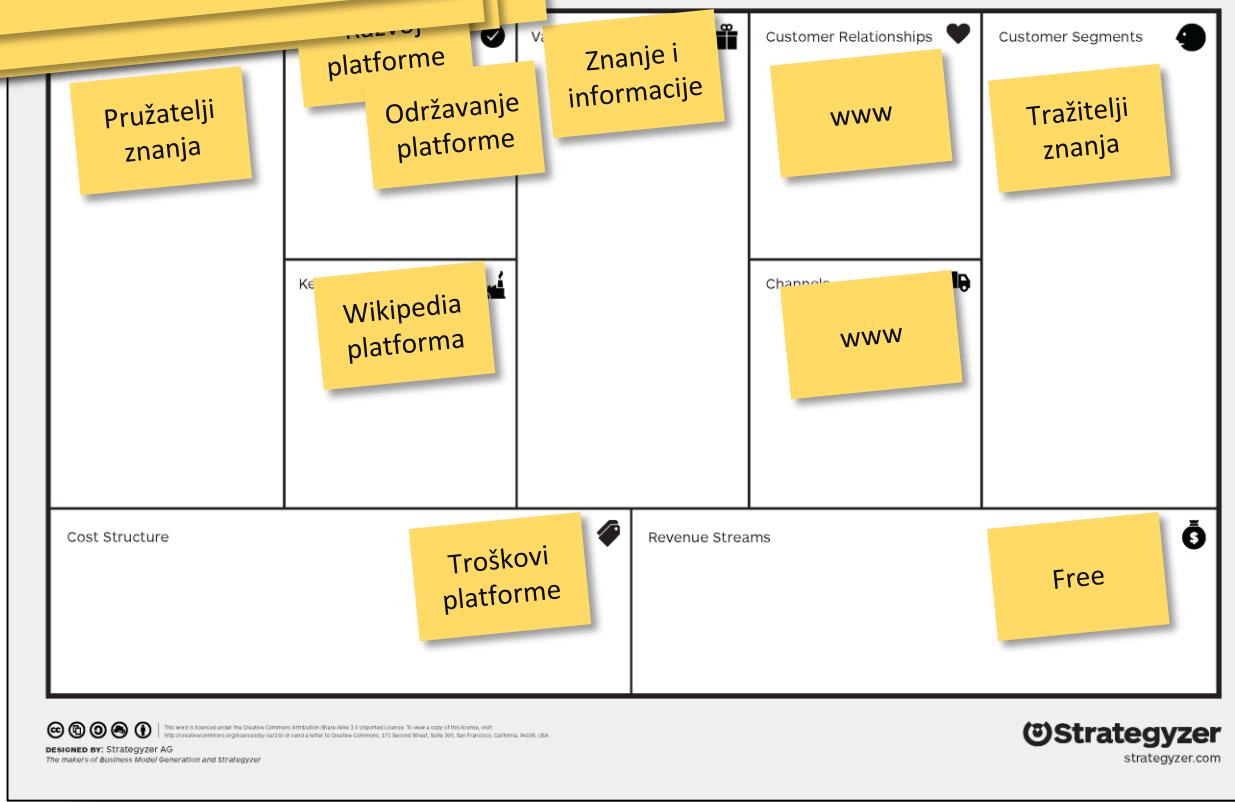


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The Free Encyclopedia

Troškovi platforme



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We're a non-profit that depends on Donacije to stay online and thriving, but 98% of our readers don't give; they simply look the other way. If everyone who reads Wikipedia gave just a little, we could keep Wikipedia thriving for years to come. The price of a cup of coffee is all we ask.

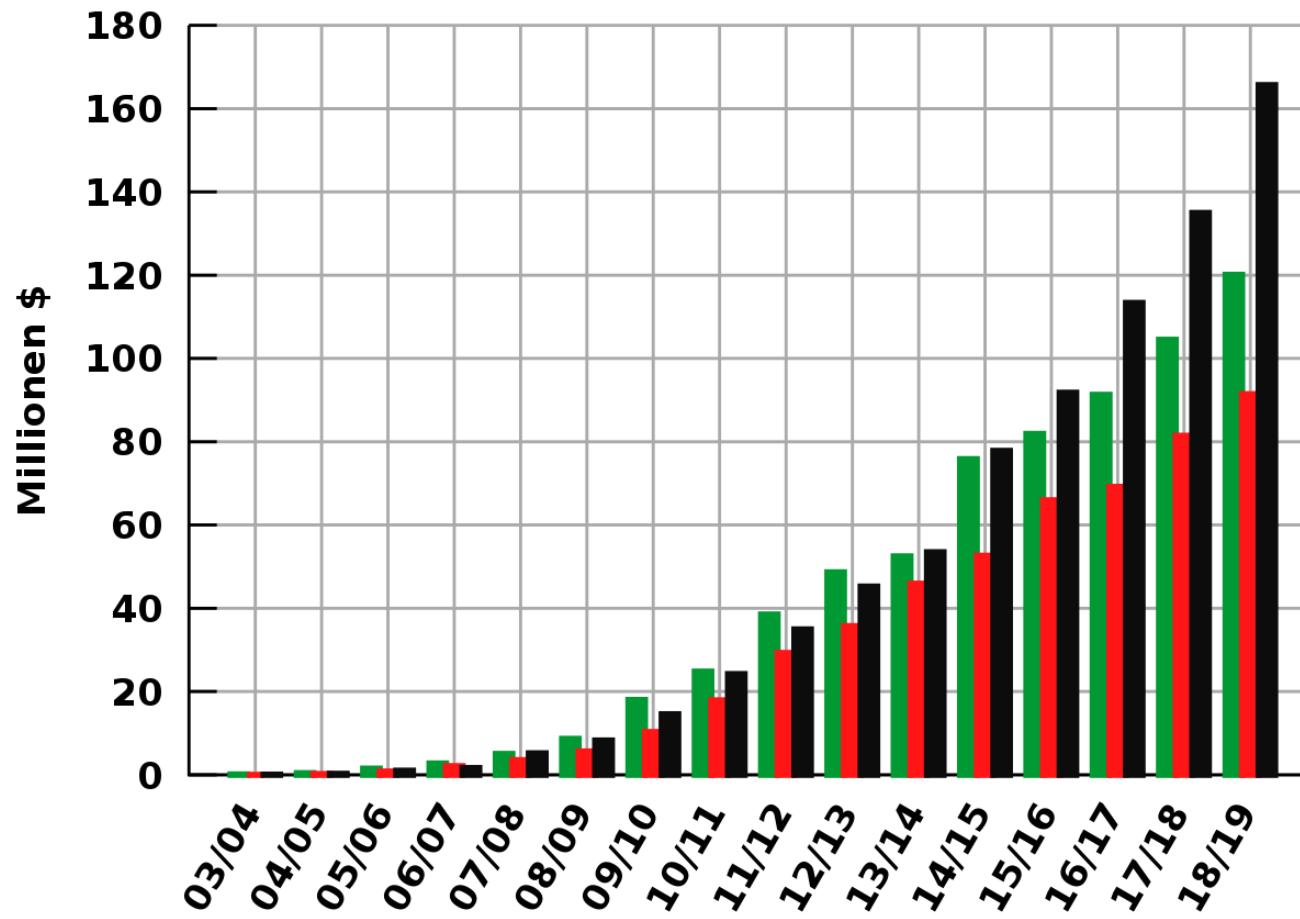
When we made Wikipedia a non-profit, Ljuditold us we'd regret it. But if Wikipedia were to become commercial, it would be a great loss to the world.

Wikipedia is a place to learn, not a place for advertising. The heart and soul of Wikipedia is a community of Ljudiworking to bring you unlimited access to reliable, neutral information.

We know that most Ljudiwill ignore this message. But if Wikipedia is useful to you, please consider making a donation of \$5, \$20, \$50 or whatever you can to protect and sustain Wikipedia.

Thanks,

Jimmy Wales
Wikipedia Founder



Financial development of the Wikimedia Foundation (in US\$), 2003–2018
Black: Net assets Green: Revenue Red: Expenses



We ask you, humbly, to help.

We'll get straight to the point: Today we ask you for your independence.

We're a non-profit that depends on Donacije to stay independent. But we can't do it alone. While 2% of our readers give, but 98% of our readers don't give; they simply look away. We know that everyone who reads Wikipedia gave just a little, and together, we can keep Wikipedia thriving for years to come. The price of a cup of coffee is all it takes.

When we made Wikipedia a non-profit, Ljudi told us that if Wikipedia were to become commercial, it would not be a good thing for the world.

Wikipedia is a place to learn, not a place for advertising. The soul of Wikipedia is a community of Ljudi working together to provide free access to reliable, neutral information.

We know that most Ljudi will ignore this message. If this message is useful to you, please consider making a donation, no matter how small. Every little bit helps, whatever you can to protect and sustain Wikipedia for the world.

Thanks,

Jimmy Wales
Wikipedia Founder

Donation amount (CAD)

Just Once Give Monthly

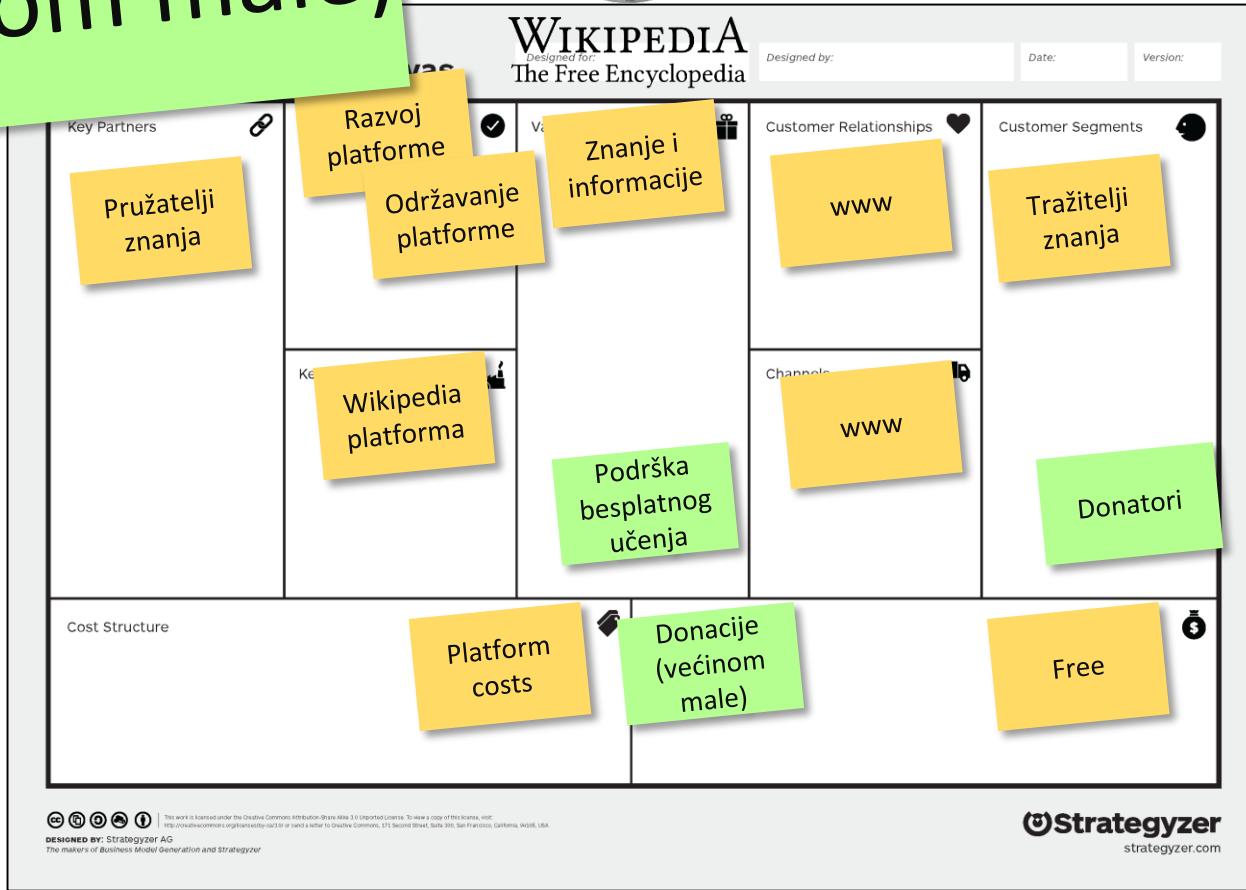
\$2.75	\$5	\$10	\$20
\$30	\$50	\$100	<input type="text"/> Other

Where your donation goes

Technology: Servers, bandwidth, maintenance, software development. Wikipedia is one of the top 10 websites in the world, and it runs on a fraction of what other top websites spend.

People and Projects: The other top websites have thousands of employees. We have about 400 staff and contractors to support a wide variety of projects, making your donation a great investment in a highly-efficient not-for-profit organization.

Donacije (većinom male)





Wikipedia is in the palm of your hand—all you need to do is edit an article.

<https://en.wikipedia.org/wiki/Wikipedia:Wikipedians>

Number of editors

The English Wikipedia currently has 39,174,239^[2] users who have registered a username. Only a minority of users contribute regularly (145,069^[3] have edited in the last 30 days), and only a minority of those contributors participate in community discussions. An unknown but relatively large number of unregistered Wikipedians also contribute to the site.

As of February, 2015, when about 12,000 editors were eligible to vote in the Wikimedia Stewards Elections, their eligibility was based on their English Wikipedia edit count. It applied to those who had an edit count of at least 600 overall and 50 since August, 2014. This was about one-quarter of the number of Wikipedians who had 600 edits overall. (See the [Talk](#) page for details.)

User permissions

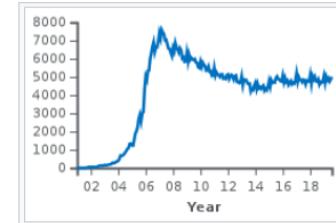
See also: [Wikimedia human administrative structure](#)

Some accounts have special permissions, including:^[4]

- 35 account creators
- 1,140 administrators
- 4,092 autopatrolled
- 309 bots
- 19 bureaucrats
- 43 checkusers
- 437 confirmed users
- 150 edit filter managers
- 130 event coordinators
- 50,797 extended confirmed users
- 403 file movers
- 1 founder^[note 1]
- 2 importers
- 419 IP block exempt users
- 59 mass message senders
- 724 new page reviewers
- 45 oversighters
- 309 page movers
- 7,370 pending changes reviewers
- 3 researchers
- 6,281 rollbackers
- 184 template editors

Some user groups (such as stewards) act globally and thus they do not get local flags and local rights.

Human Administration
Wikimedia Board of Trustees
Wikimedia Staff
Stewards
Arbitration Committee
Bureaucrats
Administrators
Wikipedians
Readers



English Wikipedia editors with >100 edits per month^[1]



Peer to peer zajednica

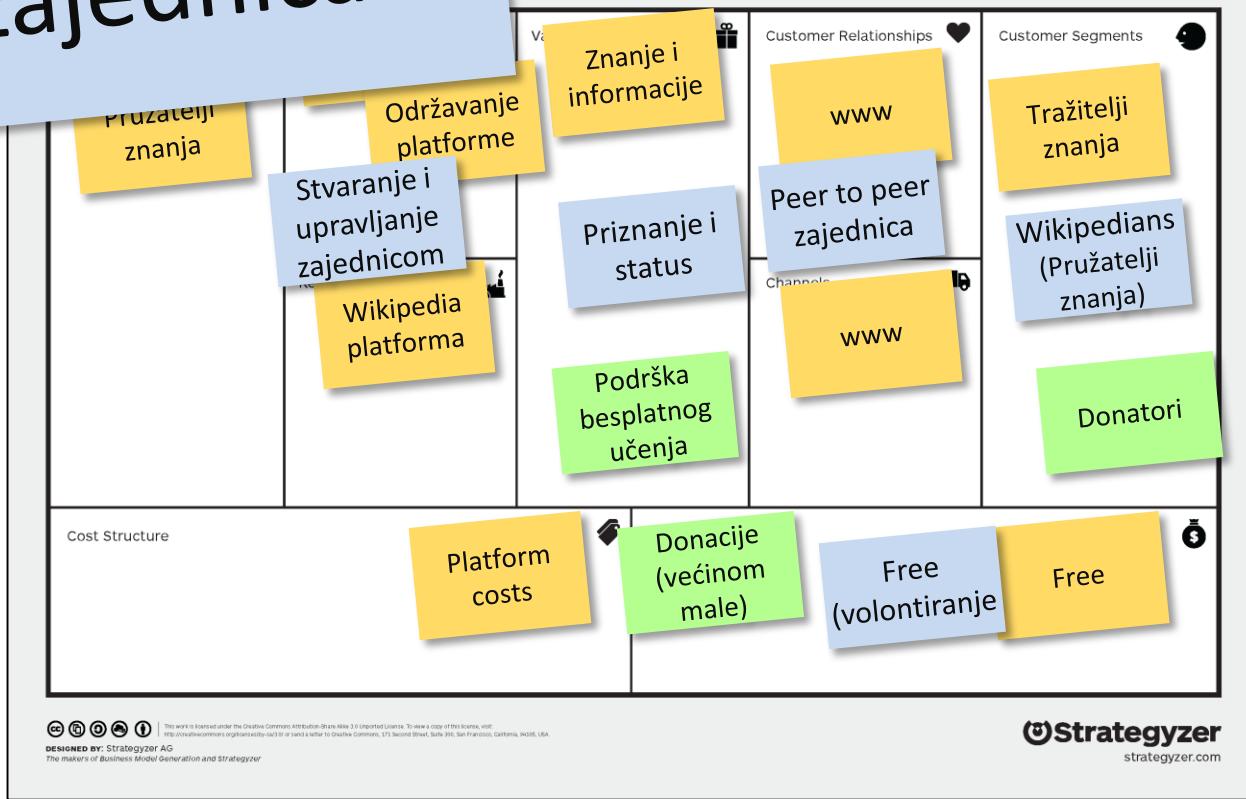


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WWW

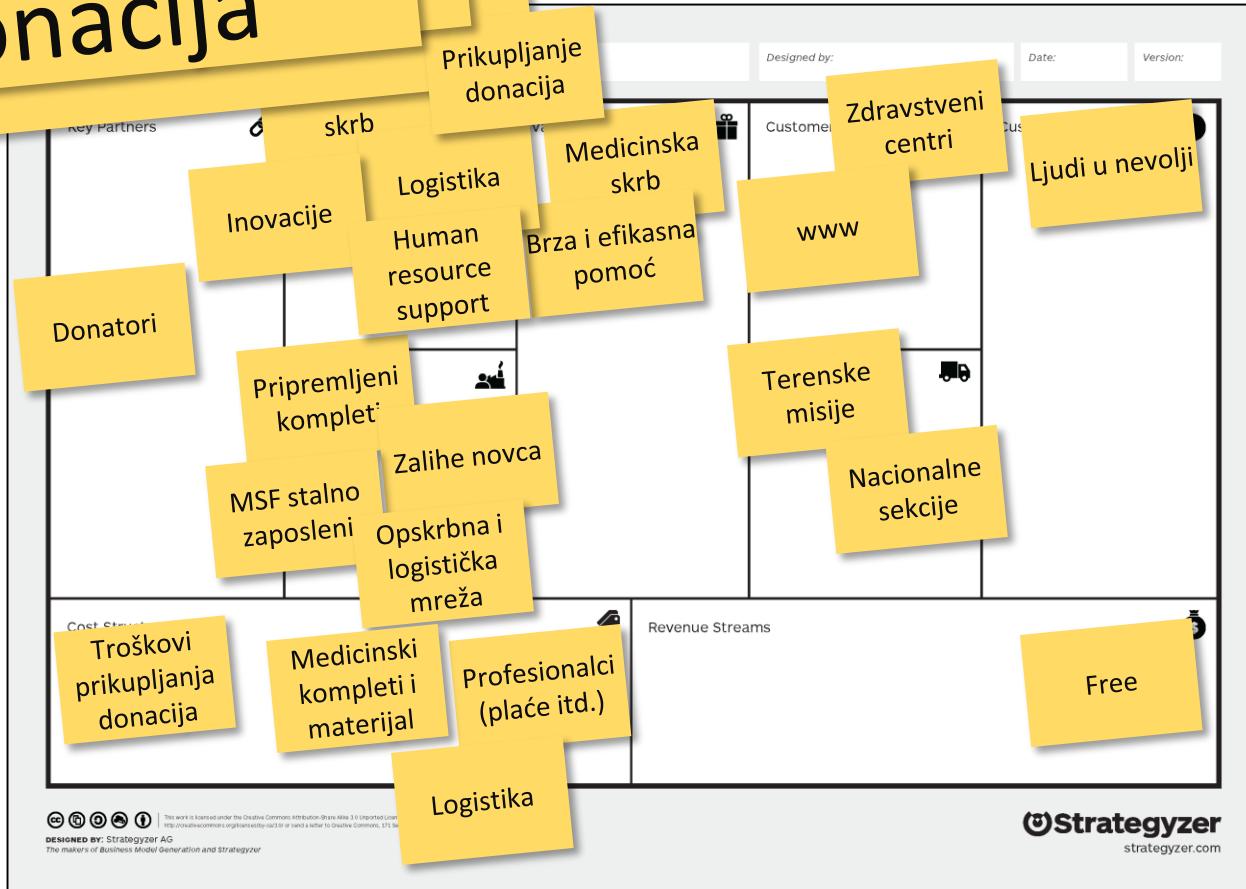
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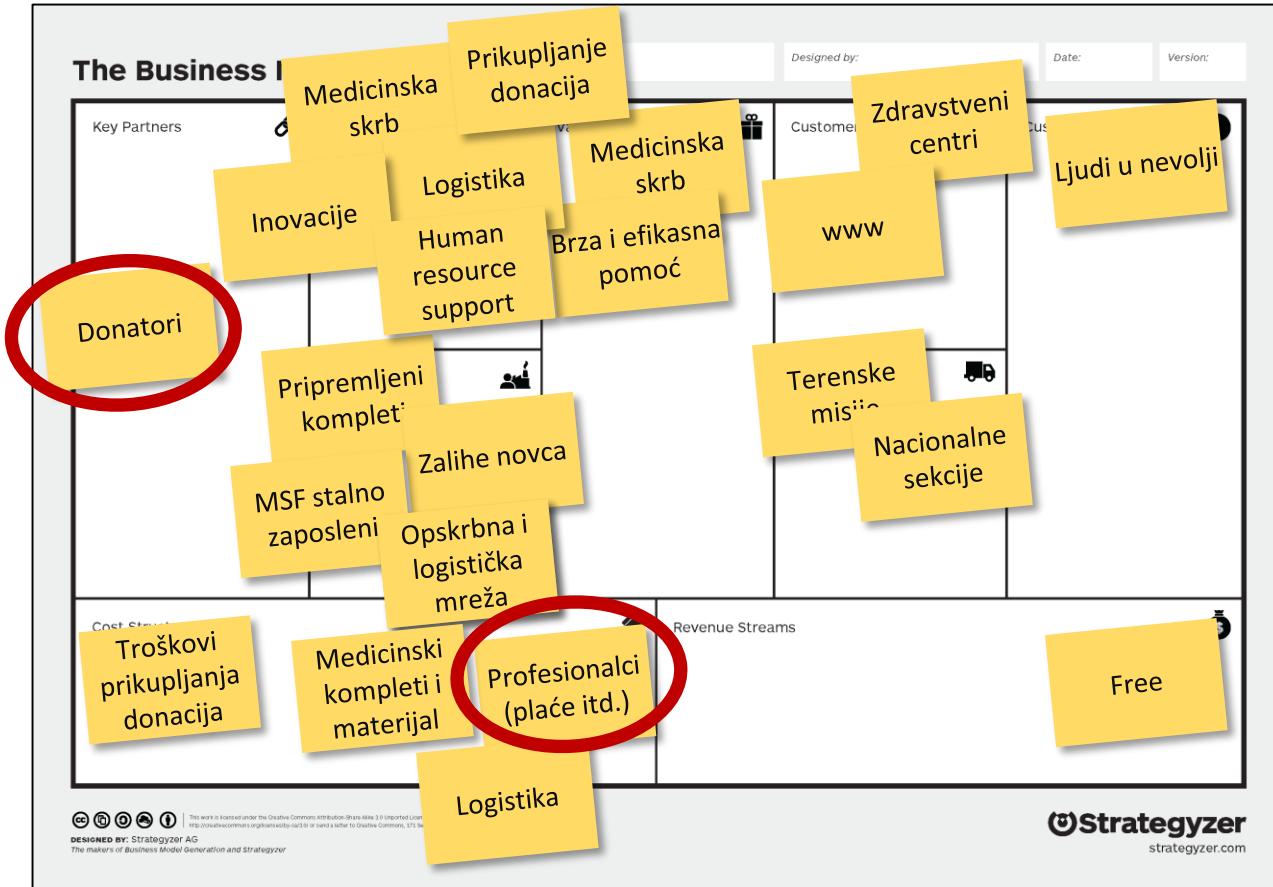


Opskrbna i logistička mreža

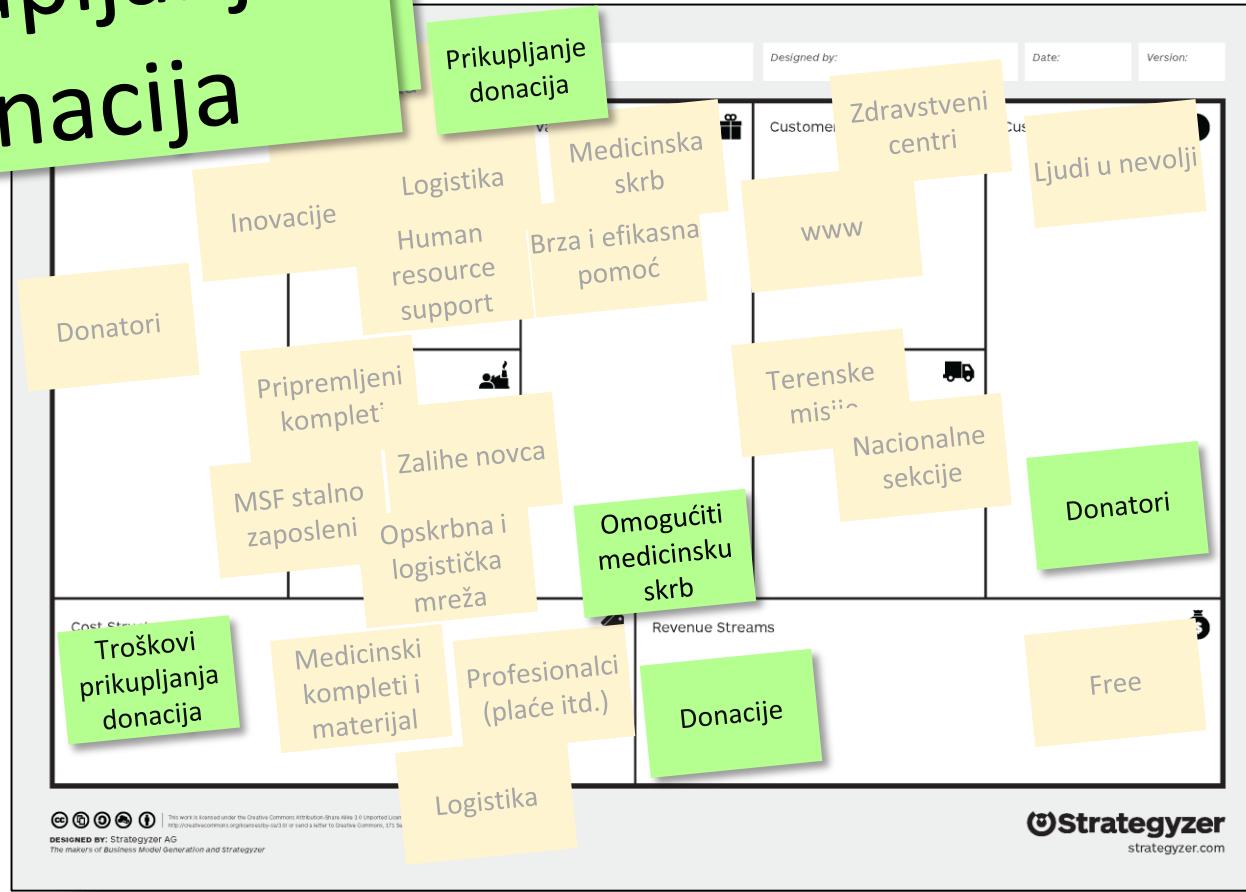


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THE IMPACT OF YOUR GIFT



**\$15 a month
(50¢/day)**

Can purchase treatment for **17 children** suffering from malaria.



**\$30 monthly
(\$1/day)**

Can purchase a **month of lifesaving therapeutic food** to treat a severely malnourished child.



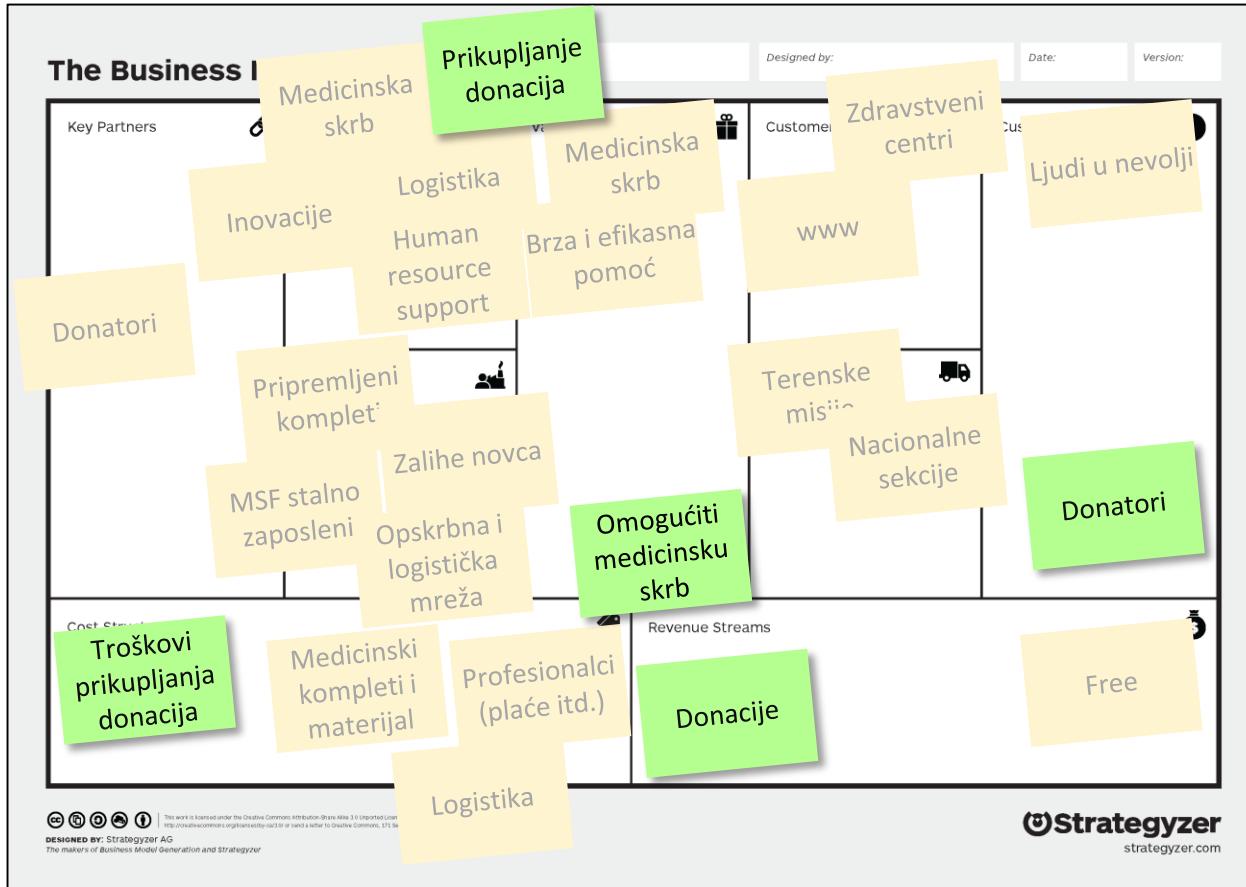
**\$60 a month
(\$2/day)**

Can purchase a month of clean water for **40 refugee families**.

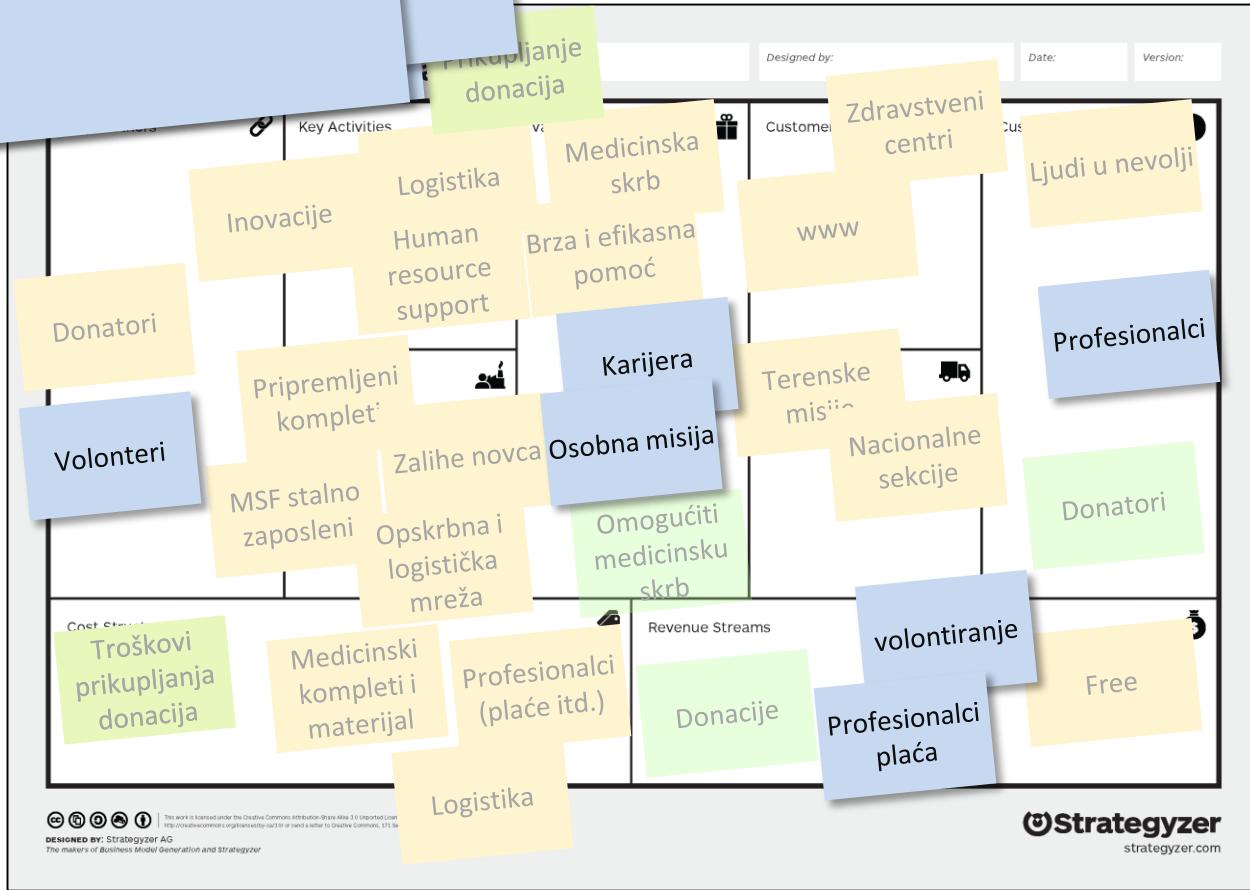


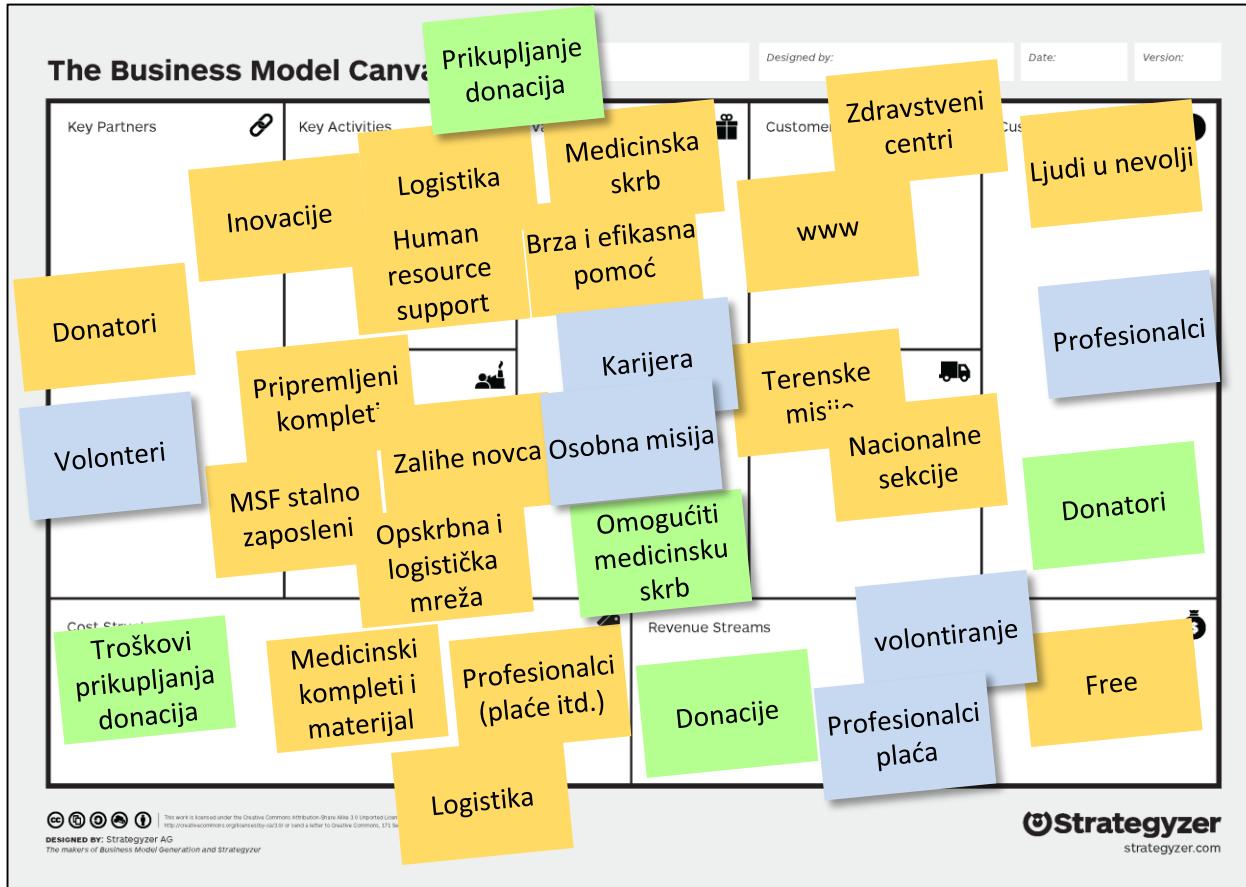
**\$15 a month
(\$3.33/day)**

Can purchase medication to prevent and treat life-threatening hemorrhages in **187 new mothers**.



Volonteri





**Poslovni model je način kojim
poduzeće stvara vrijednosti,
isporučuje vrijednosti i
zahvaća vrijednosti.**

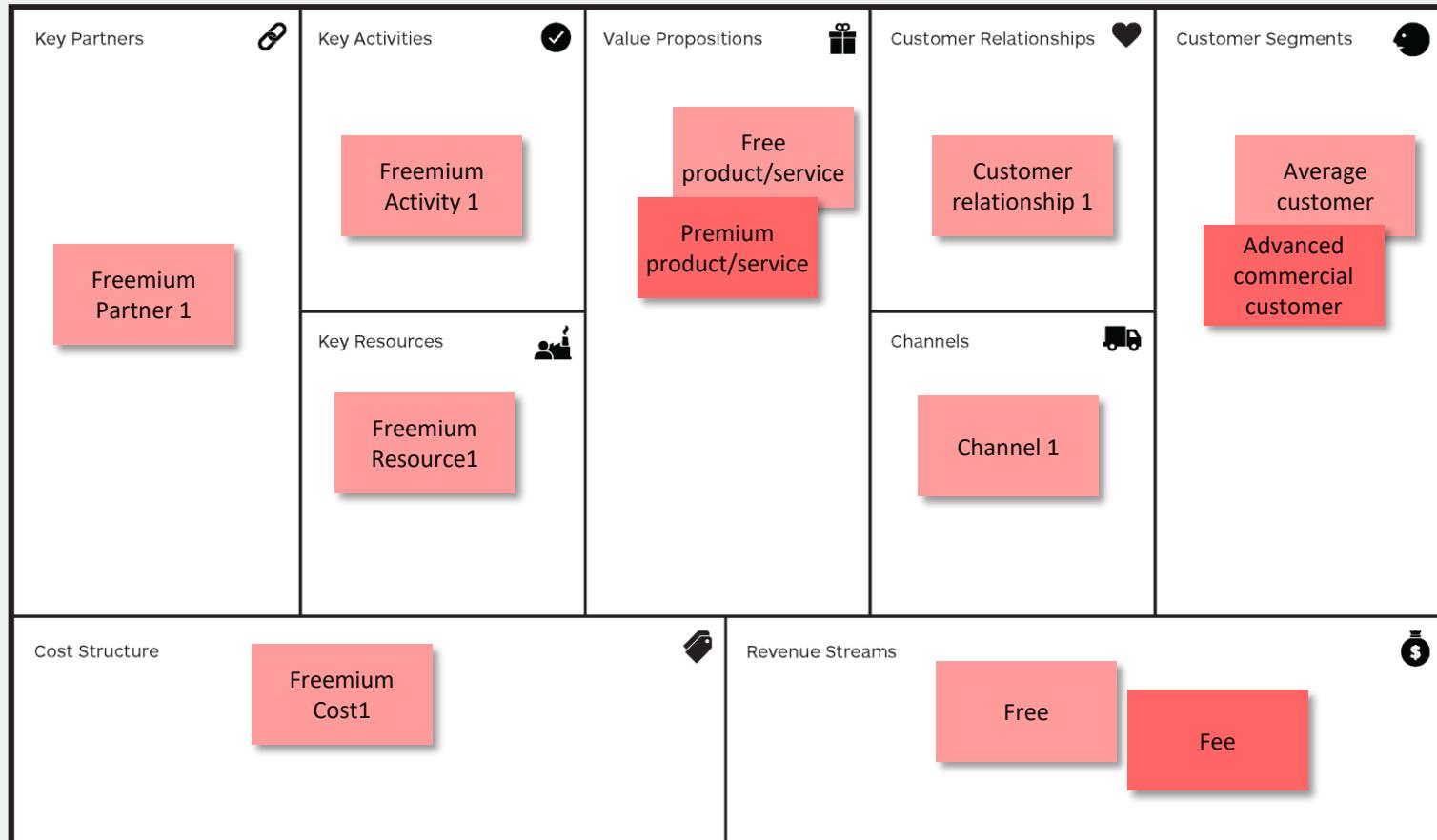
=stvara vrijednosti

& rast i razvoj
kroz širenje utjecaja...

Freemium

Kao obrazac za
društveno poduzetništvo

The Business Model Canvas





Cijena certifikata



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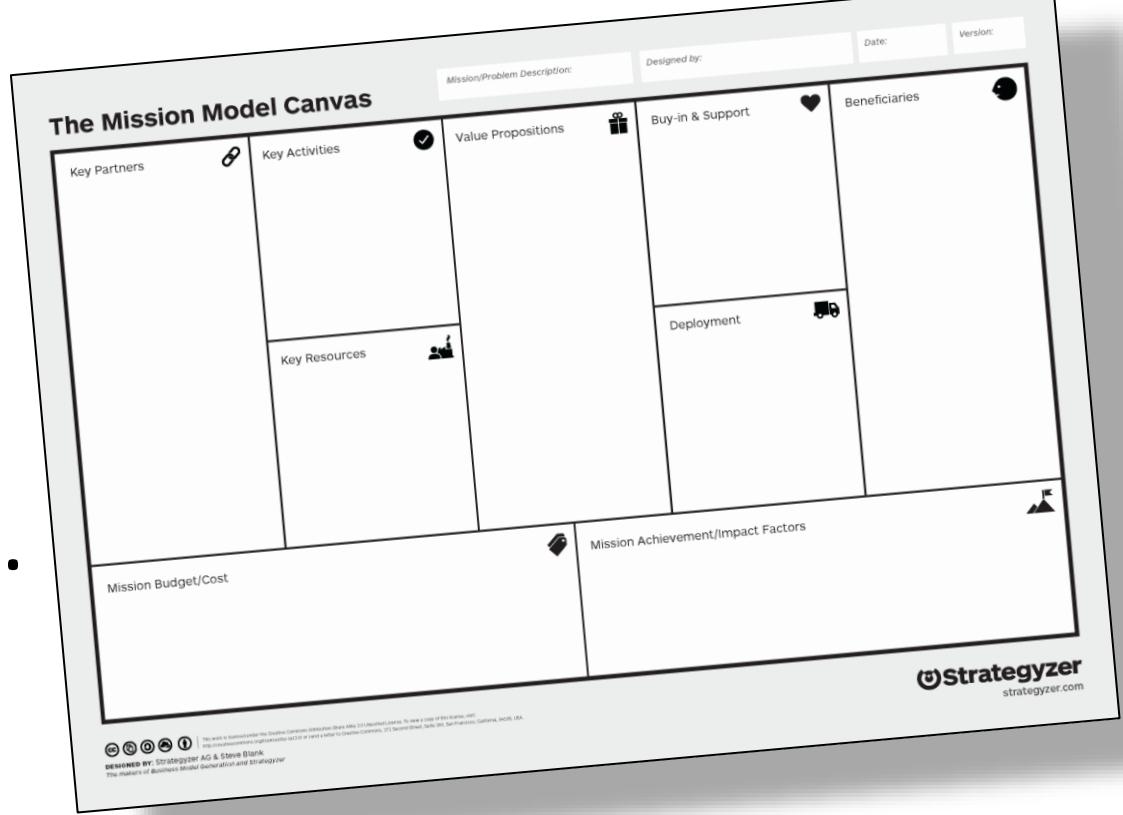
DESIGNED BY: Strategyzer AG
The makers of *Business Model Generation* and *Strategyzer*

Poslovni model je način kojim
poduzeće stvara vrijednosti,
isporučuje vrijednosti i ~~misije~~
~~zahvaća vrijednosti.~~



~~stvara zaređe~~
~~u okviru proračuna.~~

The Mission Model Canvas.



Primjерено kada mobilizirate resurse i novce za rješavanje konkretnog problema i stvaranje vrijednosti za specifične skupine korisnika.
Kod stvaranje poslovnog modela koji isporučuje maksimalne koristi u okvirima zadatog proračuna.

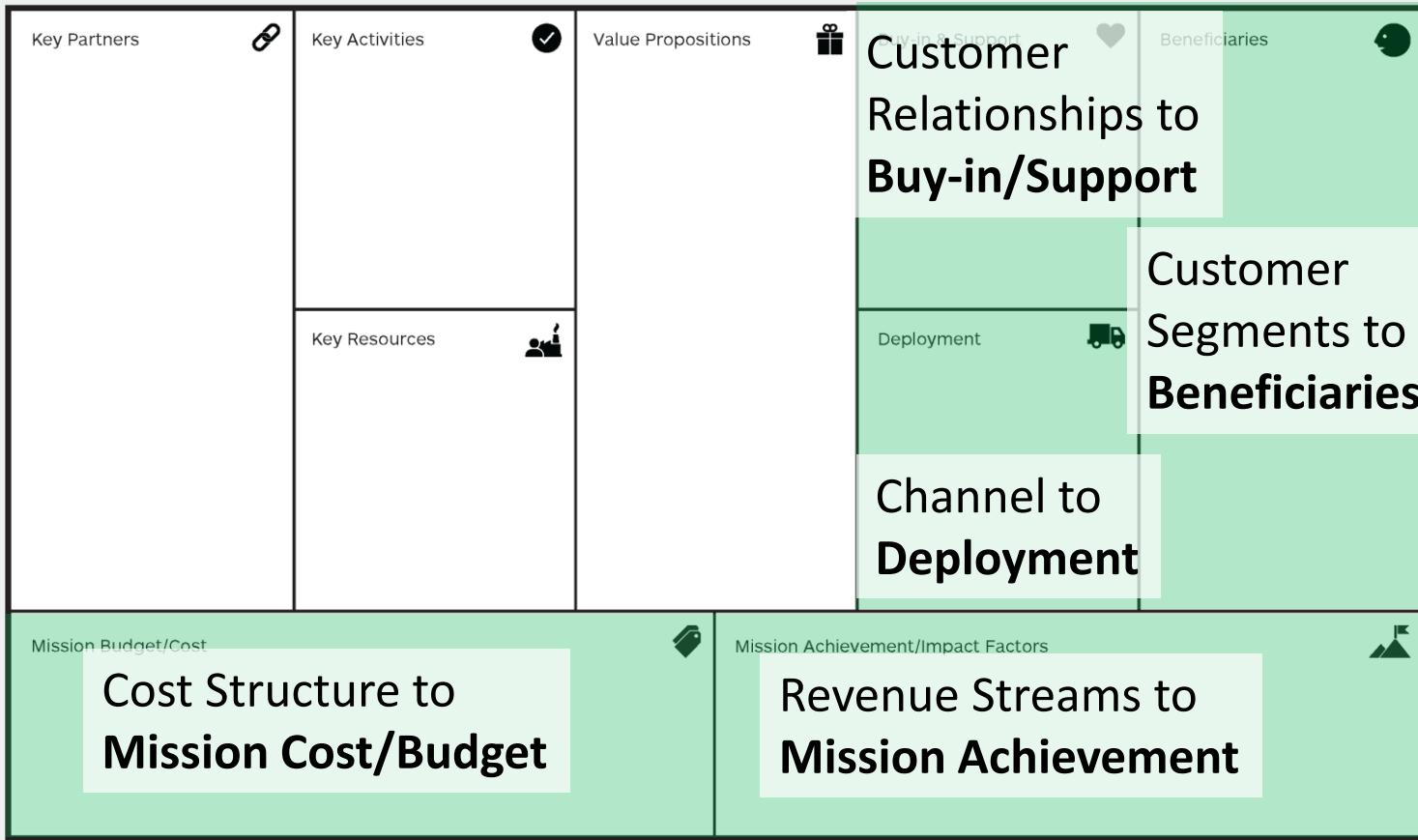
The Mission Model Canvas

Mission/Problem Description:

Designed by:

Date:

Version:

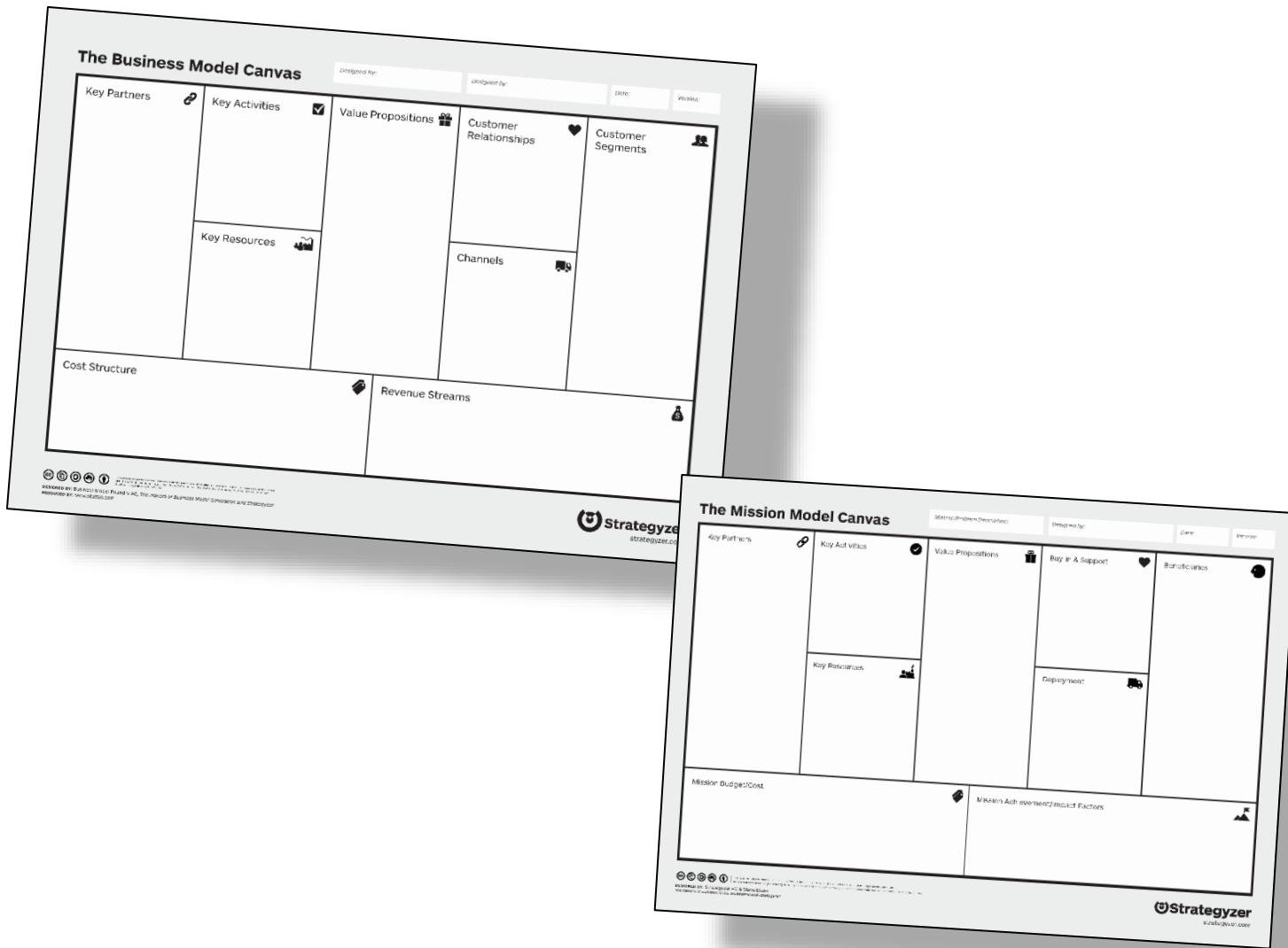


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 **Strategyzer**
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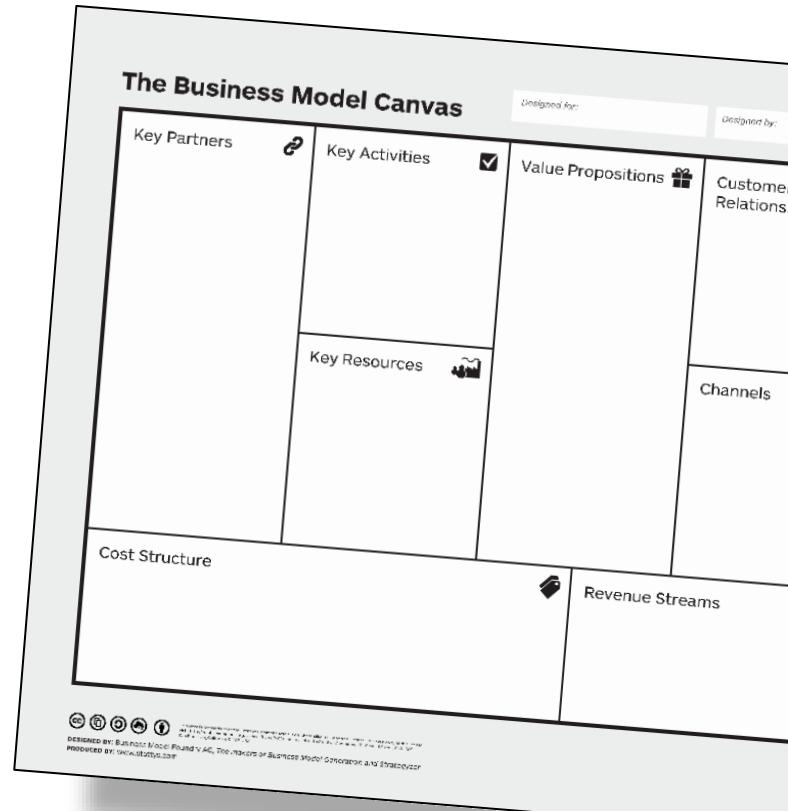
Kako izabratи...



Kako izabratи...

The Business Model Canvas

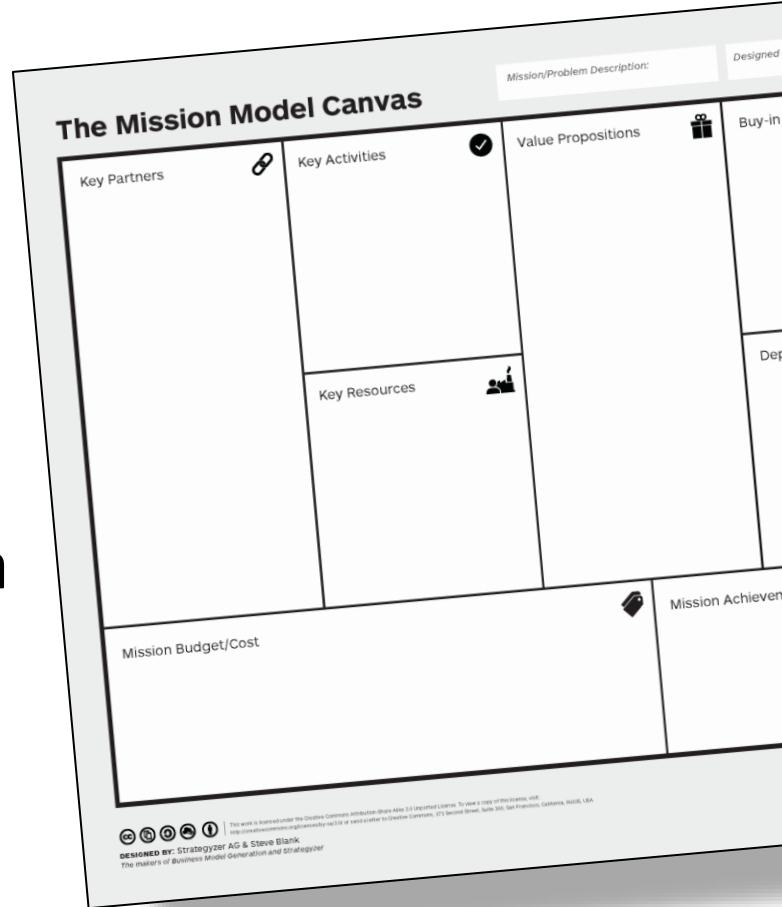
- Kada su prihodi i donacije važan aspekt poslovnog modela
- Kada je konkurenčija iz profitnog sektora
- Kod rješavanja izazova efikasnosti i operativne izvrsnosti



Kako izabratи...

The Mission Model Canvas

- Kad su sredstva/proračun određeni i izazov je stvoriti najveći mogući utjecaj i rezultat
- Državna administracija, lokalna vlast i agencije, vojska, tajne službe, vatrogasci, parkovi prirode, muzeji...



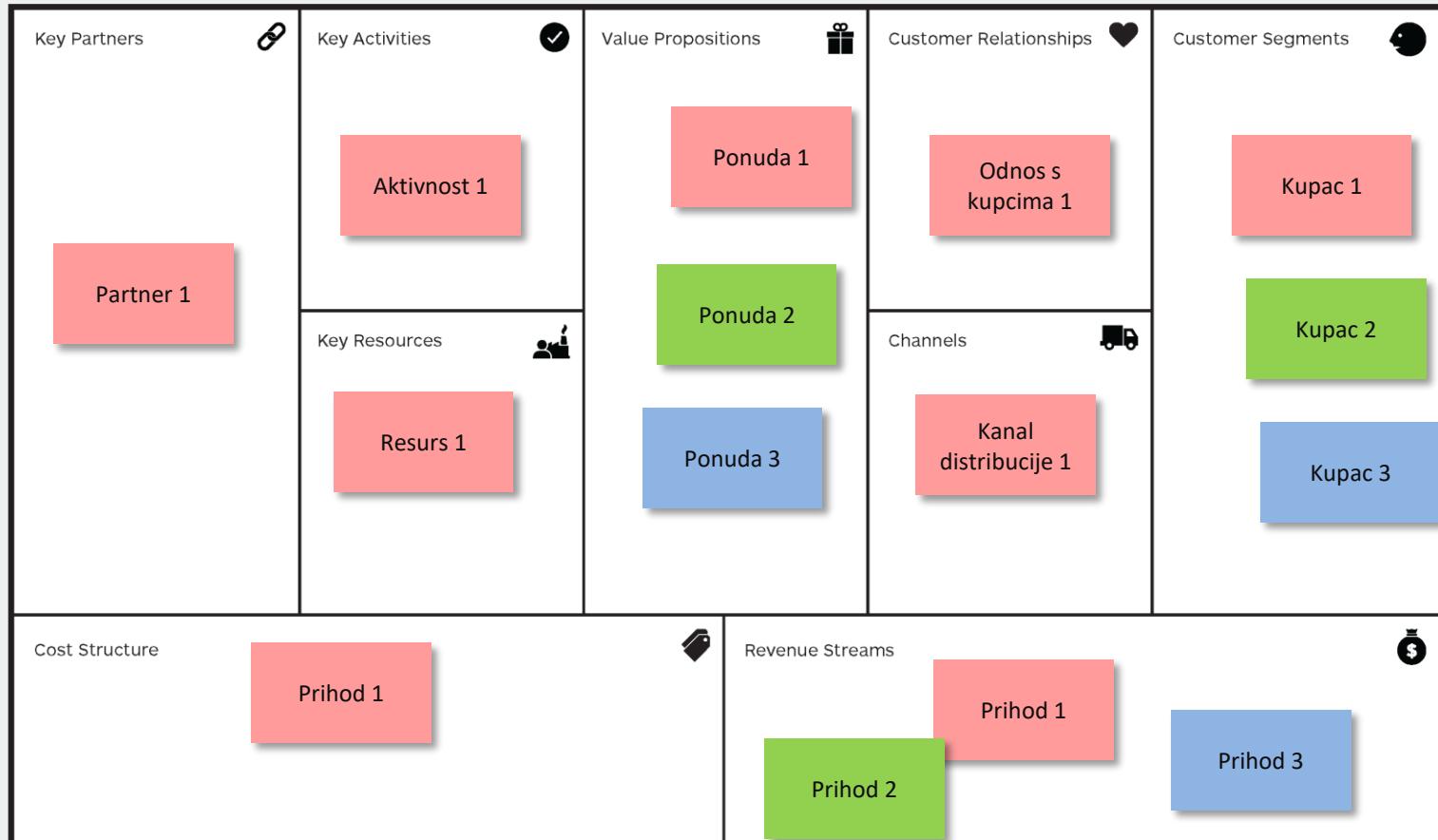
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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Pitanja?

HVALA NA PAŽNJI!



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<https://www.step.uniri.hr/>

