



Sustainability Training January 23-26th 2017

Instruction for Presentation:

Each partner has to develop one presentation and introduce it in 5 minutes on the training. Accordingly, the presentation should consist of max.5 slides and has to include the following topics:

1. Members & Other Customers
2. Briefly described Value-proposition
3. Events & Activities
4. Income- Cost structure
5. Resources

Below you will find the detailed description of each topic:

1. Members & Other Customers

- Who are your customers?
- How does your customer management look and how do you acquire your customers?
- How do you activate your members?
- What are individual customer segments who are ready to pay? What do they expect instead?
- How is the long-term communication with the members organized?

2. Value-proposition

- What products/services do you offer to your customers?
- Which customer needs are you satisfying?
- Which one of your customer's problems are you solving?
- Each product has many useful dimensions. What is the benefit of your offer?
 - Practical benefits
 - Economic benefits
 - Emotional benefit
 - Social benefits

3. Events & Activities

- What are the key activities of your schedule after the funding phase?
- What is the role of the members and other customer segments?

4. Income- Cost structure

- How is the financing arranged after the funding phase?
- What is the maximum cost for the product / service? What are your customers ready to pay?
- How much does each source of revenue contribute to the overall turnover?

5. Resources

- What resources does your network require?
- What can we do together in the funding phase to purchase these resources?