

A group of five mountaineers is seen from behind, ascending a steep, snow-covered mountain slope. They are wearing heavy winter gear, including helmets, jackets, and large backpacks. Each climber is using a long ice axe to stabilize themselves on the snow. The scene is set in a high-altitude, alpine environment with rocky outcrops visible in the background under a clear sky. The overall tone is one of challenge and perseverance.

# DIGITALIZING ENTREPRENEURSHIP

 LEAN  
BUSINESS  
ENTREPRENEURSHIP PLATFORM

T E A M

# Who are we?



Yngve 



Arne Morten 



Erlend 



Marang 



Francois 



Mathias 



Roman 



Christoffer 



Muzi 



Shoni 



Signe 



Anna 

OUR VALUES AND . . . .

## How we do things

Lean Business is an entrepreneurial organisation where **radical innovation** takes place and where **interaction with customers** is at the core of value creation.

The start of value creation is building **knowledge**, which is used to build great **products** – that create **value** for the customers and communities – who again may create **revenue**. Our focus must be on the former – not on the latter.

We are an **egalitarian, heterogeneous and value driven** organisation where **employees are owners** and **owners are employees**. All members of the organisation are valued and all opinions are heard. We strive to make our organisation diverse with regard to nationality, sex, race, and religion.

# Scott Shane

2012

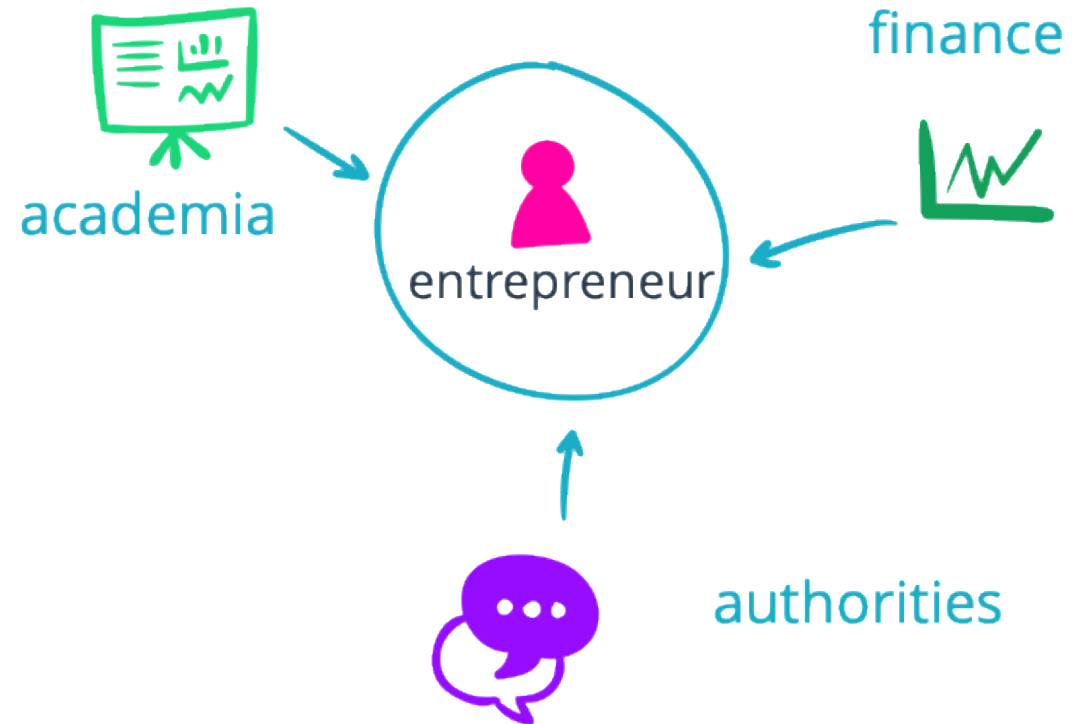
*"We did not intend to say that the entrepreneurial process is rational, planned, strategic, or even temporarily ordered, but merely that the entrepreneurial process has subprocesses. There may be no optimal entrepreneurial process, allowing for many equally effective approaches, which is an important issue for the field to explore. It is also possible that one approach may be optimal but that many entrepreneurs do not approach the process "the best way. This point has important ramifications for the fields desire to be normative."*

# THE ECOSYSTEMS OF ENTREPRENEURSHIP

## Cornerstones

future competition  
will be between  
ecosystems rather  
than entrepreneurs

Mo Ba



# OBJEKT OF ANALYSIS

## Case centric

platform site



company



entrepreneur 1



entrepreneur 2



entrepreneur 3



Case



### case demographics

- event type
- added by role
- platform ID
- valid for whole company
- post code



### company demographics

- registration number
- NACE code



### company finances

- registration
- revenue
- Profit/loss
- Balance sheet
- ratio
- equity
- profitability
- cash flow
- bankruptcy
- employees

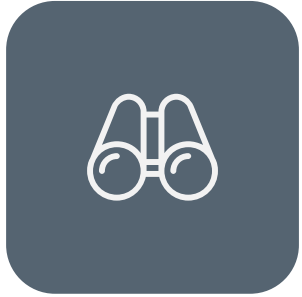
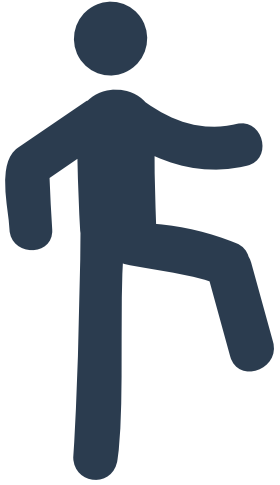


### individual characteristic

- open
- conscientious
- extravert
- agreeable
- neurotic

METHOD

# Our approach



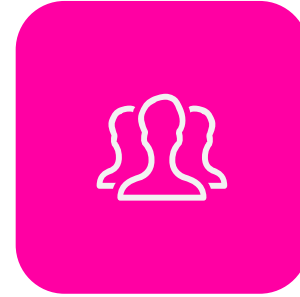
DISCOVERY



EVALUATION



PILOT PROJECT

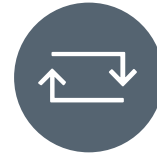


EVALUATION



MAIN PROJECT

# ENTREPRENEURIAL HELPERS



co-ordinated entrepreneurship journey



high quality advice



effective knowledge transfer



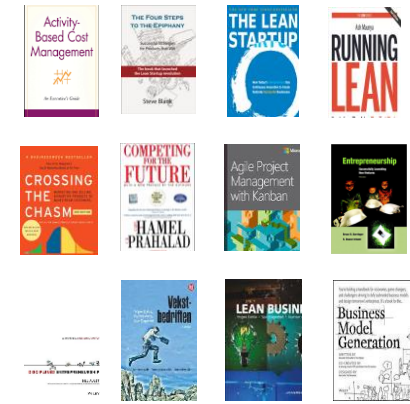
data learning



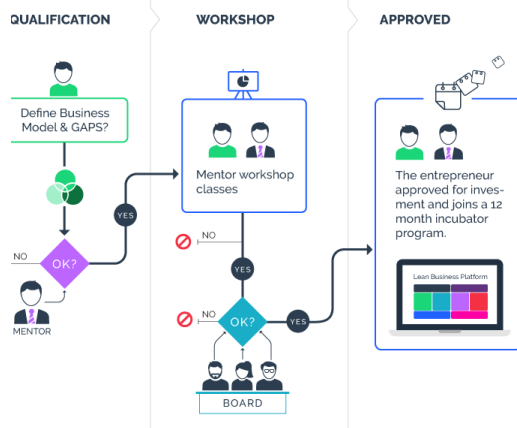
# LINGA FRANCA



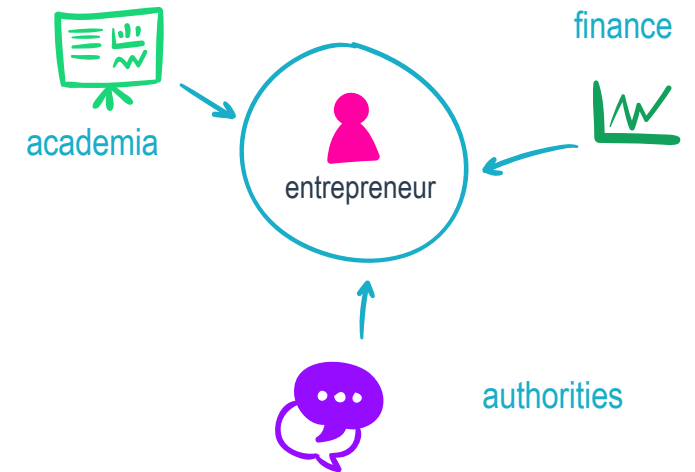
# COMMON METHOD



# ADAPTED WORKFLOWS



# ECOSYSTEM



## DELIVERIES

# Four levels of virtual incubation

V.I. MANAGEMENT

PROGRAM OUTSOURCING

PARTIAL DELIVERIES

PROGRAM SUPPORT

KNOWLEDGE TRANSFER

CERTIFICATION

METHOD AND SYSTEM

ENTREPRENEURSHIP SUPPORT MANAGEMENT

ALL ENTREPRENEURS  
12.000 projects  
1000 workshops & certifications  
7 generations IT  
4 books/Ph.D.

2017-18

JOINT PROJECT

2019



8 PILOT PROJECTS



H2 2018

FULL SCALE

- recruitment
- digital platform
- e-learning
- certification
- programs
- statistics



kulturinteresserte



Hva gjør deg unik?



Maria

+ Add card

Hvilket kundeproblem skal du løse?



gi en fin opplevelse til noen

tilhørighet

Å være sulten

Å få et avbrekk fra rutinen

+ Add card

Hvem har dette problemet?



kulturinteresserte mennesker mellom 30 og 60

+ Add card

forretningsfolk, dag



Hva gjør deg unik?



Maria

+ Add card

Hvilket kundeproblem skal du løse?



representasjon

jobbmåltider

tilhørighet

+ Add card

Hvem har dette problemet?



forretningsfolk, dag

+ Add card

forretningsfolk, kveld



LEGG TIL EN NY FORRETNINGSIDÉ

Hva gjør deg unik? ?Maria ⋮

+ Add card

Hvilket kundeproblem skal du løse? ?representasjon ⋮ jobbmåltider ⋮ tilhørighet ⋮

+ Add card

Hvem har dette problemet? ?forretningsfolk, dag ⋮

+ Add card

Hvem kan hjelpe deg? ?Byantikvaren ⋮ Mattilsynet ⋮Byggesaksavdelingen ⋮ Næringsforeningen ⋮Nabolagsforeningen ⋮Slakteren, fiskemannen og grønnsakshandleren ⋮

+ Add card

Hva blir verdiløftet ditt? ?Som å komme inn på et Toskansisk landsbykjøkken ⋮

+ Add card

Hvilke funksjoner får produktet ditt? ?To forretter ⋮ To hovedretter ⋮To desserter ⋮Espresso, Cappuccino og Americano ⋮Dagens Kake ⋮ Eksklusivt utvalg av vin ⋮

+ Add card

Hvem blir dine første kunder? ?Det italienske oljeselskapet ⋮Slowfood-foreningen ⋮

+ Add card

Hvordan skal du markedsføre og selge? ?Mail-database ⋮ Foredrag om Italiensk matkultur ⋮

+ Add card

Hvordan skal du ta betalt? ?350 kroner for forrett og hovedrett ⋮150 i påslag på enhver flaske med vin ⋮

+ Add card



Objectives

Skills	Actuals, SEK	Forecast, SEK								
	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	OCT'18	NOV'18	DEC'18	
<ul style="list-style-type: none"> <li>▾ ♦ New name and story</li> <li>▾ ♦ Entrepreneurship platform and...</li> </ul>										
# Licence contracts	set	set	set	set	set	set	2	1	1	
Objective Title <input type="text" value="0/56"/>	set	set	set	set	set	set	set	set	set	
+ Add sub-objective		Idea 1				CANCEL	SAVE			

Products and Services	Actuals, SEK	Forecast, SEK							
	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	OCT'18	NOV'18	DEC'18
<ul style="list-style-type: none"> <li>^ # New entrepreneurship platform</li> <li>→ Sweden</li> <li>→ UK</li> <li>→ Denmark</li> <li>→ Norway</li> </ul>	97	100	38	140	203	111	180	400	400
	9	7	2	3	11	15	40	70	100
	8	7	5	7	5	6	20	10	10
	19	16	6	28	21	36	100	70	70
	61	70	25	102	166	54	20	250	220
+ Add objective									

Money	Actuals, SEK	Forecast, SEK							
	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	OCT'18	NOV'18	DEC'18
<ul style="list-style-type: none"> <li>^ \$ Revenues</li> <li>→ Norway</li> <li>→ Denmark</li> <li>→ UK</li> <li>→ Sweden</li> <li>\$ First round of financial</li> </ul>	400.6k	100.9k	400.4k	800.6k	200.2k	100.3k	300.5k	400.5k	500.5k
	400.6k	100.9k	400.4k	800.6k	200.2k	100.3k	300.5k	400.5k	500.5k
	set	set	set	6	set	set	0	8	12
	set	set	set	set	set	set	0	5	5
	set	set	set	set	set	set	3	6	10
	set	set	set	180	set	set	100	0	100
+ Add objective									

Objectives


Skills	Actuals, SEK	Forecast, SEK							
	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	OCT'18	NOV'18	DEC'18
<ul style="list-style-type: none"> <li>◆ New name and story</li> <li>◆ Entrepreneurship platform and...</li> </ul>									
# Licence contracts	9	set	set	set	set	set	2	1	1
<div style="display: flex; gap: 5px;"> <span>+ Add objective</span> <div style="border: 1px solid #ccc; padding: 2px;"> <span>Add sub-objective</span> <span>Edit</span> <span>Delete</span> </div> </div>									
Products and Services	Actuals, SEK	Forecast, SEK							
	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	OCT'18	NOV'18	DEC'18
<ul style="list-style-type: none"> <li># New entrepreneurship platform                             <ul style="list-style-type: none"> <li>→ Sweden</li> <li>→ UK</li> <li>→ Denmark</li> <li>→ Norway</li> </ul> </li> </ul>	97	100	38	140	203	111	180	400	400
	9	7	2	3	11	15	40	70	100
	8	7	5	7	5	6	20	10	10
	19	16	6	28	21	36	100	70	70
	61	70	25	102	166	54	20	250	220
<div style="display: flex; gap: 5px;"> <span>+ Add objective</span> </div>									
Money	Actuals, SEK	Forecast, SEK							
	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	OCT'18	NOV'18	DEC'18
<ul style="list-style-type: none"> <li>\$ Revenues                             <ul style="list-style-type: none"> <li>→ Norway</li> <li>→ Denmark</li> <li>→ UK</li> <li>→ Sweden</li> </ul> </li> <li>\$ First round of financial</li> </ul>	400.6k	100.9k	400.4k	800.6k	200.2k	100.3k	300.5k	400.5k	500.5k
	400.6k	100.9k	400.4k	800.6k	200.2k	100.3k	300.5k	400.5k	500.5k
	200	set	set	6	set	set	0	8	12
	120	set	set	set	set	set	0	5	5
	320	set	set	set	set	set	3	6	10
	set	set	set	180	set	set	100	0	100
<div style="display: flex; gap: 5px;"> <span>+ Add objective</span> </div>									




 **Tasks**





Add tasks for each of your objectives

◆ **New name and story** 


Shortly describe the task here 0/56 Responsible 


Enter detailed description


Shortly describe the sub-task 0/56 


Shortly describe the sub-task 0/56 


[Add more elements to check list](#) Cancel Save

# Examine the possibility of financial support schemes, for other businesses 

# License contracts 

\$ New entrepreneurship platform 

\$ Income creation of products through manufacturers 

\$ First round of financial 





Tasks



Group by objective

Filters

To do (6 tasks) <span>?</span>	Doing (3 tasks) <span>?</span>	Done (7 tasks) <span>?</span>
<ul style="list-style-type: none"><li>New name and story<ul style="list-style-type: none"><li>Find a designer</li><li>Marketing</li><li>Trainings</li><li>Make a brandbook</li><li>+ Add card</li></ul></li></ul>	<ul style="list-style-type: none"><li>LinkedIn account</li><li>New LOGO</li><li>+ Add card</li></ul>	<ul style="list-style-type: none"><li>Name</li><li>Presentation for investors</li><li>Business trip</li><li>Education</li></ul>
# Examine the possibility of financial support schemes, for other businesses		
<ul style="list-style-type: none"><li>License contracts<ul style="list-style-type: none"><li>Extend a license</li><li>Meetings</li><li>+ Add card</li></ul></li></ul>	<ul style="list-style-type: none"><li>Office costs</li><li>Shortly describe the task here 0/56</li><li>Responsible <span>▼</span> <span>Cancel</span> <span>Save</span></li></ul>	<ul style="list-style-type: none"><li>New equipment</li><li>Rental contract</li><li>Lawyer</li></ul>
\$ New entrepreneurship platform		
\$ Income creation of products through manufacturers		
\$ First round of financial		



Forecast

Salaries, rent, consul

In this step you will s

Salaries, rent, con

Team

Office rental

External servic

+ Add cost

### Salaries, rent, consultants, data/telecom



In this step you will start with input from resources. Start with reviewing the team members and you assets and add the recurring costs.

I want to make the salaries for all the company

All ideas

I want to make the salaries for each individual

Team member 1  This team member will have a salary

All ideas

This team member will get a consultancy fee

Team member 2  This team member will have a salary

All ideas

This team member will get a consultancy fee

Team member 3  This team member will have a salary

All ideas

This team member will get a consultancy fee

Asset 1 (from building, machines from resources) – cost group rent

All ideas

OK

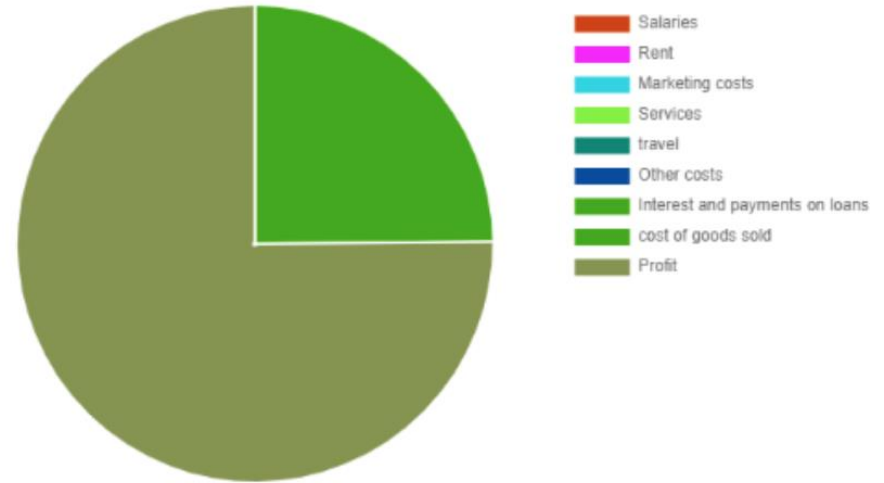
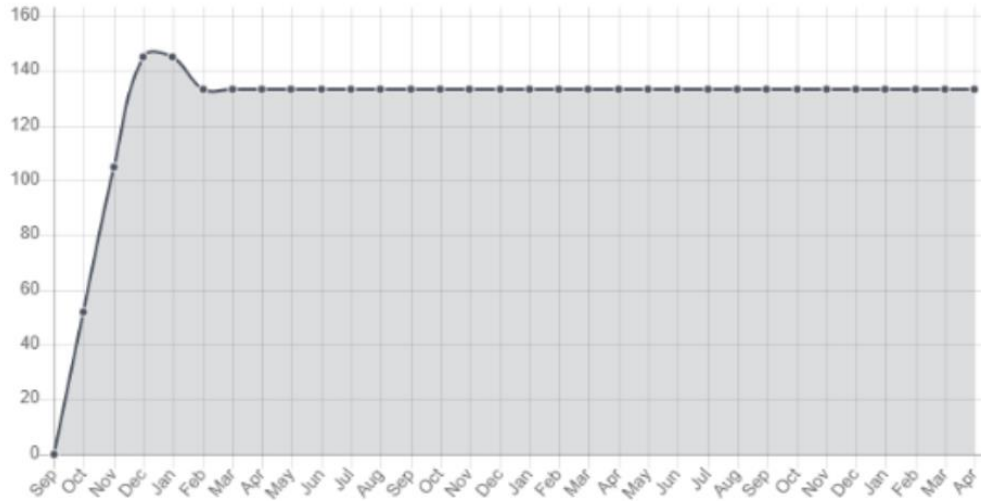
NOV'18

DEC'18

NEXT



Forecast



Profit and Loss	Actuals, SEK	Forecast, SEK							
	APR'18	MAY'18	JUN'18	JUL'18	AUG'18	SEP'18	OCT'18	NOV'18	DEC'18
Revenue 1	100.2k	100.2k	100.2k	100.2k	200.5k	200.5k	200.5k	200.5k	200.5k
Revenue 1.1	9	7	2	3	11	15	40	70	100
Revenue 1.2	8	7	5	7	5	6	20	10	10
Revenue 1.3	19	16	6	0	21	36	100	70	70