

# Essence of Business

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A Presentation for Sharif University Alumni

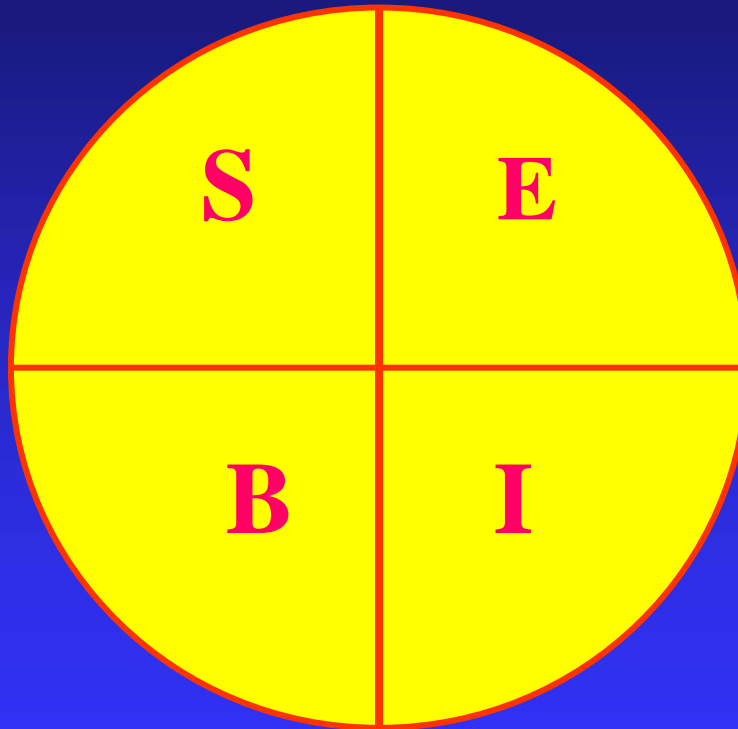
Summer 1385

# TODAY'S ENTREPRENEUR



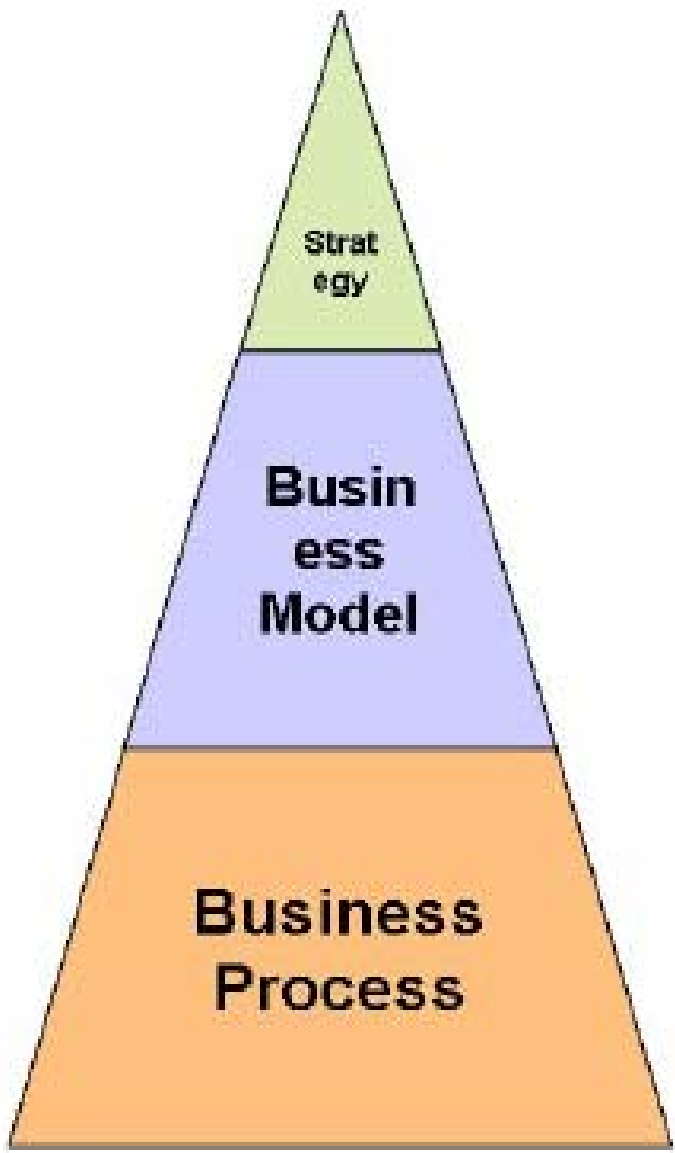
MIX & REMIX

# Locate yourself

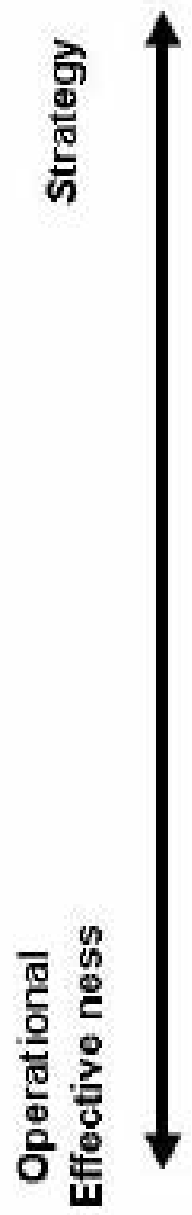


# Business Model

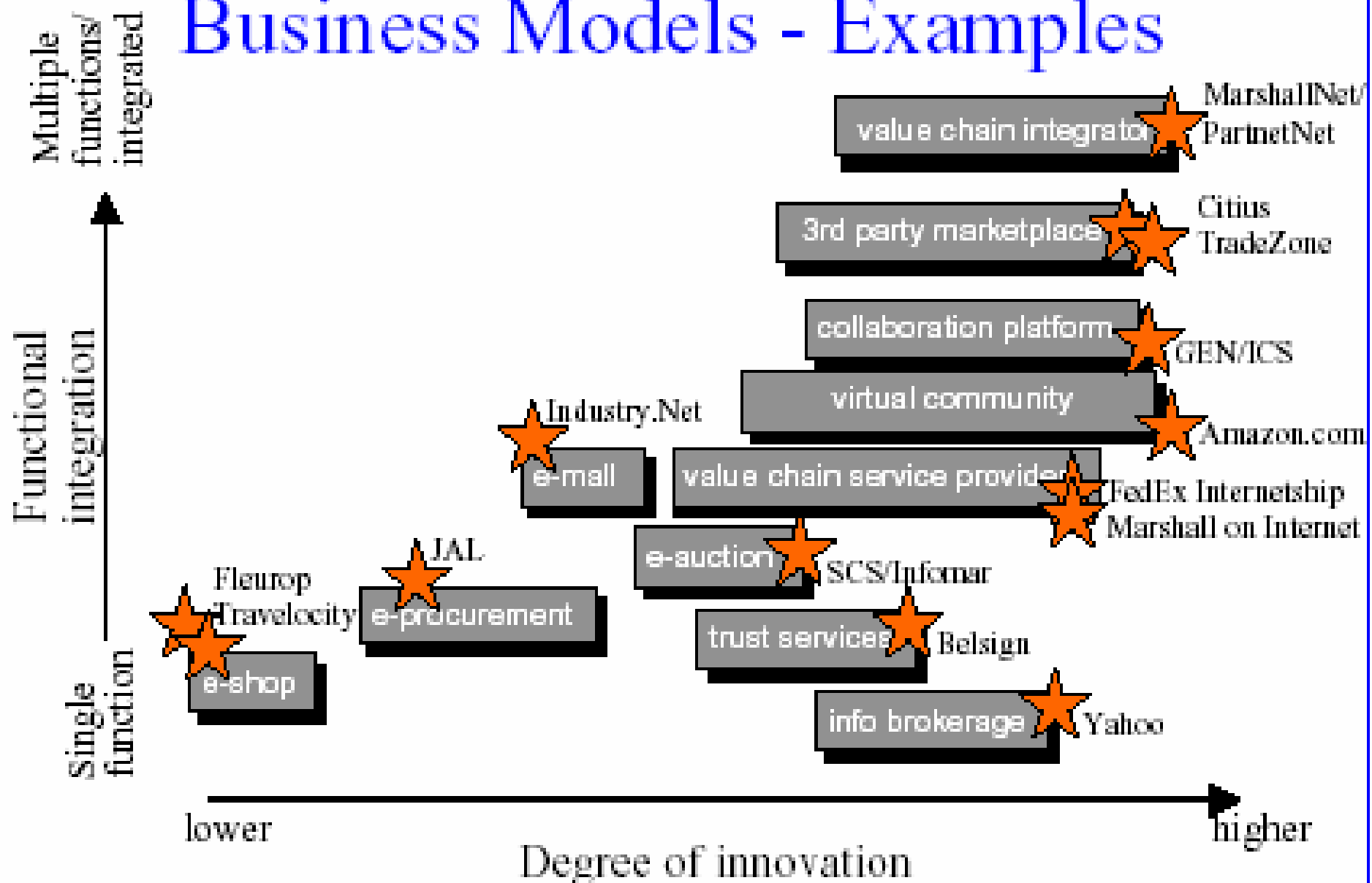
- ◆ Method of doing business by which a company can generate revenue and sustain itself
- ◆ Today competition is not among products or services, but among business models
- ◆ Internet enables the creation of many new business models



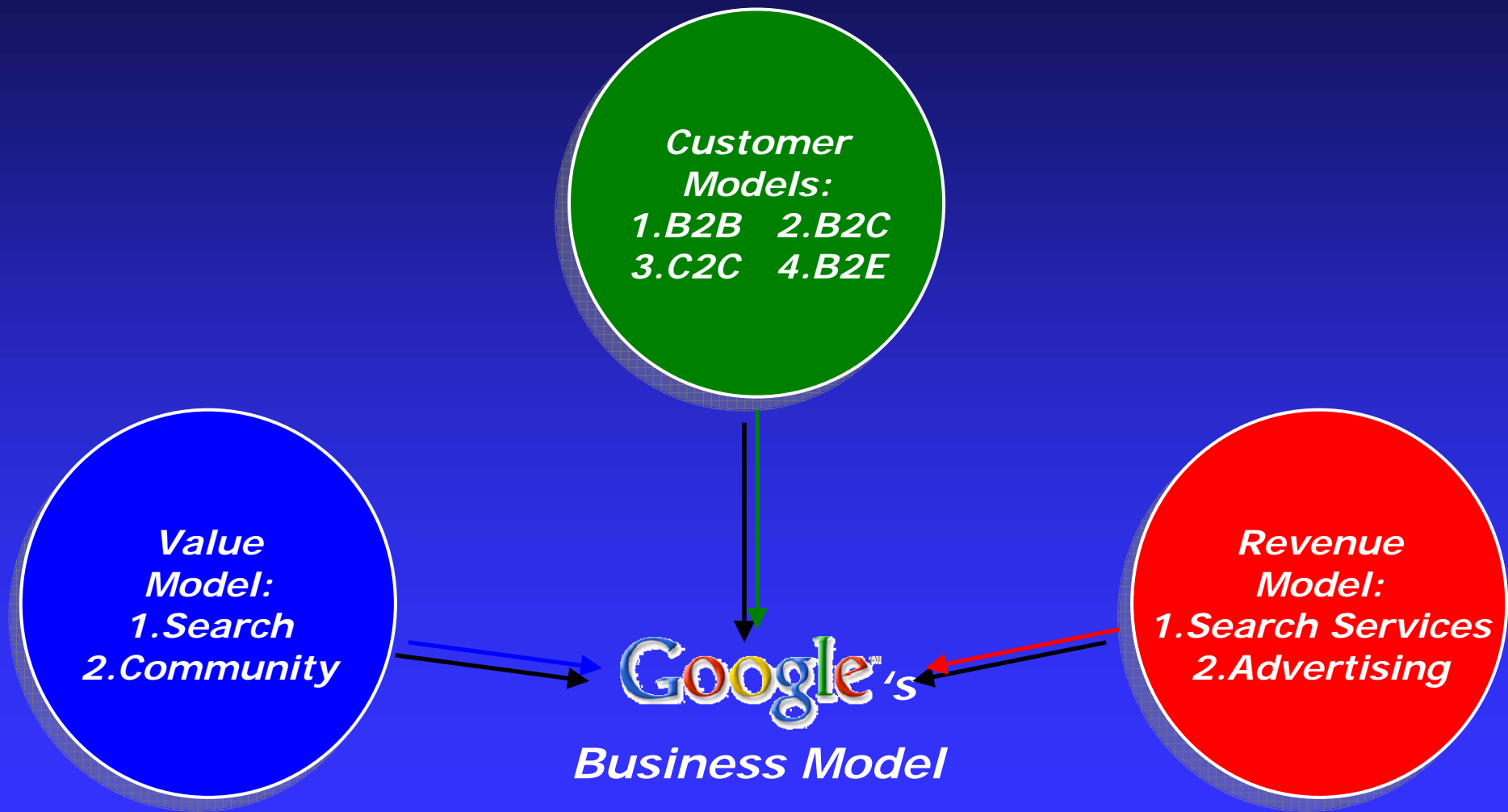
**Business Logic Triangle**



# Business Models - Examples

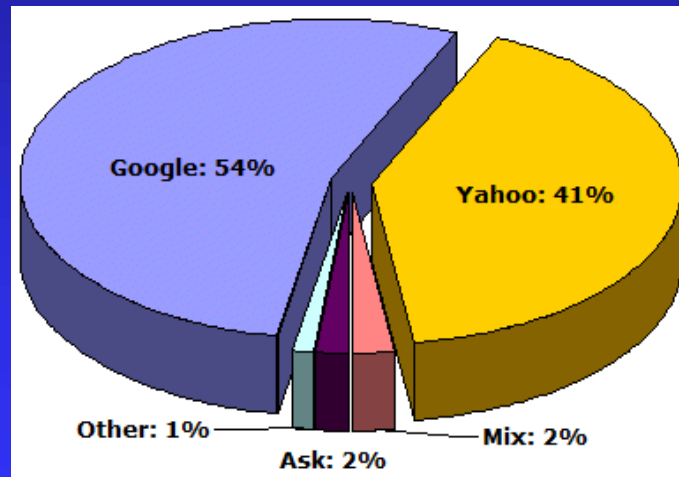


# Google's Business Model

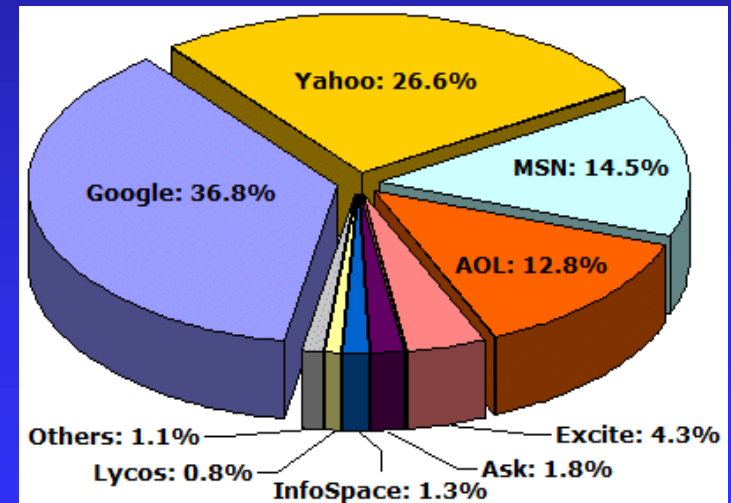


# Google Success

Search Providers



Share Of Searches



# Business Plan

- Written Document that identifies Goals and Plan to achieve them
- Used to get Funding
- Concentrates on Viability of a business
- Different from Business Case
- Business Case is usually in existing organizations,
- and concentrates on justification, risk management, and fit with organization mission

# Business Plan Components

- Mission Statement and Company Description
- Management Team
- Market and Customer
- Industry and Competition
- Product and Service
- Marketing Plan and Strategies
- Operations (Insourcing VS. Outsourcing)
- Financial Projections and Plans
- Risk Analysis
- Technology Analysis
- Organization Structure

# Partnership Model- Stage 1

- ◆ Founders
- ◆ VC-1: Provides seed money

# Partnership Model- Stage 2

- Founders
- VC-1: Provides seed money
- Key Personnel (C-level managers, etc.)
- VC-2 Provider money for growth

# Partnership Model- Stage 3

- **Founders**
- **VC-1: Provides seed money**
- **Key Personnel**
- **VC-2 Provider money for growth**
- **VC-3 Provides money to prepare for IPO**
- **Key Figures**
- **Public**
- **Other personnel (Stock Option)**

# Market Value – Sep ۲۰۰۵

- NYSE \$ 13.2 Trillions
- Nasdaq \$ 3.5 Trillions
- Tokyo SE \$ 4 Trillions
- LSE \$ 3 Trillions

# Why Stock Market?

- Liquidity
- Capital Gain
- Raising Capital
- Reduces Risks
- Reduced Marketing Costs
- More chances to win contracts
- Institutionalization (Budget, Certificates,...)
- Sustainable Growth
- Helps to Exit (No Emotional Attachment!)
- And Start a new business

*Essence of Business*

**END**

*Thank you for  
your attention  
and comments*

