

Modeling Your Business







Ensure Your Center's Sustainability

More businesses fail from <u>a lack of</u> understanding the market, and <u>business model</u> than from a failure of product / service development



Benefits of modeling your concept

Visualize & start documenting:

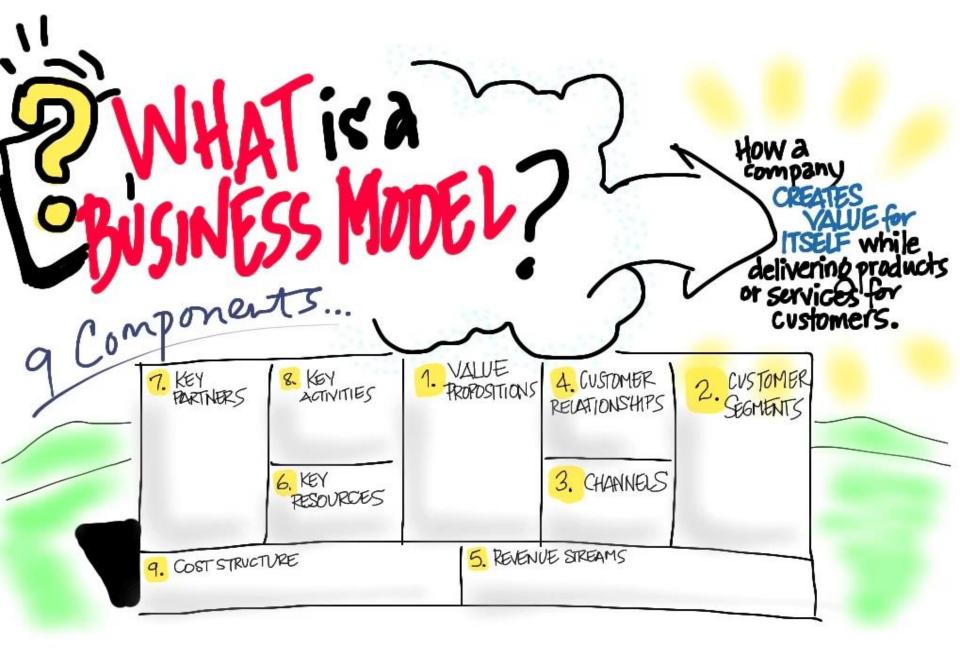
- What is it exactly you will be selling products or services
- Who are your customers
- How you will interact with them
- What relationships you will form with them
- What are the key activities involved in the business
- What are the key resources you will need
- What key partners are needed
- Which revenue streams will produce income
- What are the major cost categories

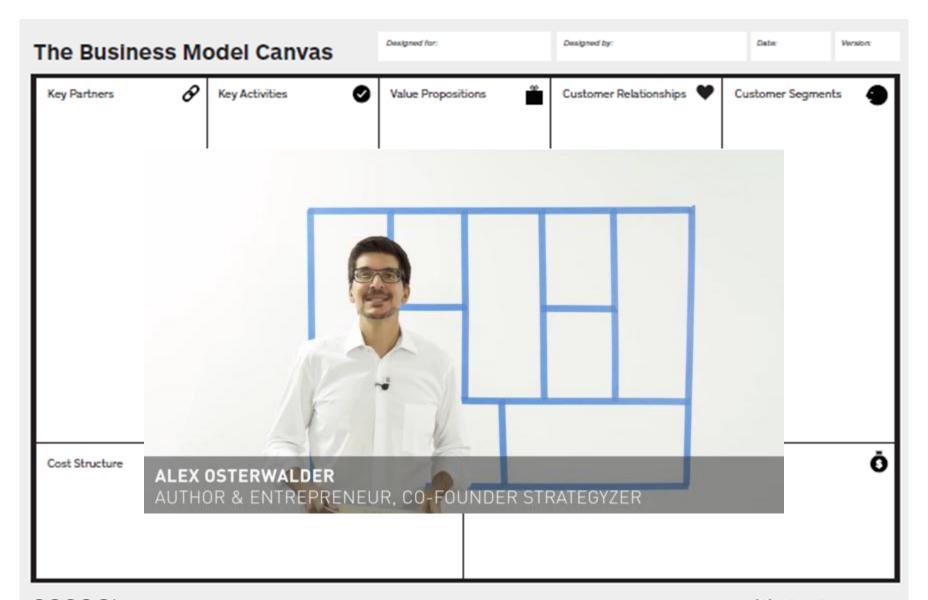


Model your center or new concept

- Lay out the components of how your center operates:
 - Think in images & bullet points vs. sentences& paragraphs
 - Fill in what you know. Do not dwell on what you don't
 - Go back later & fill in details

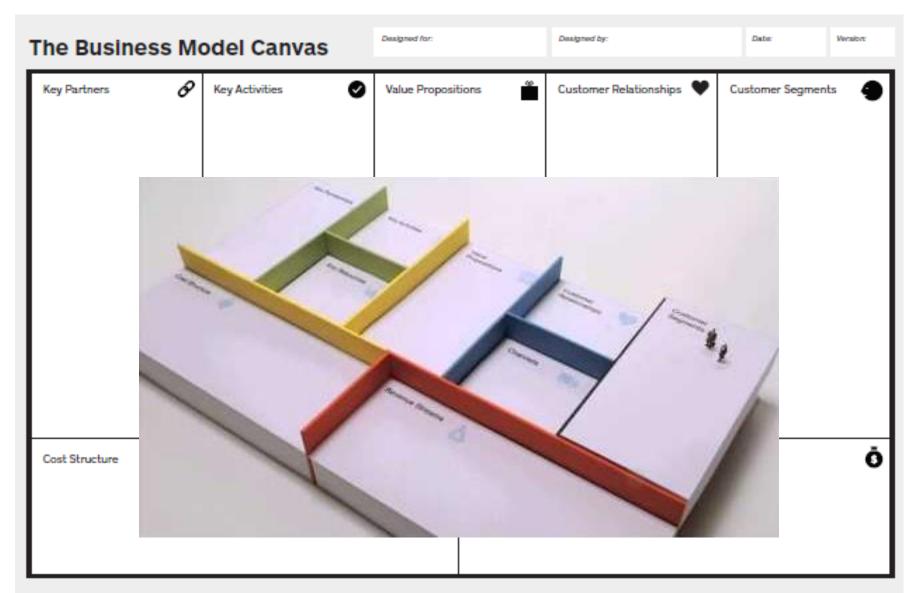






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The makes of Business Model Generalise and Strategyper

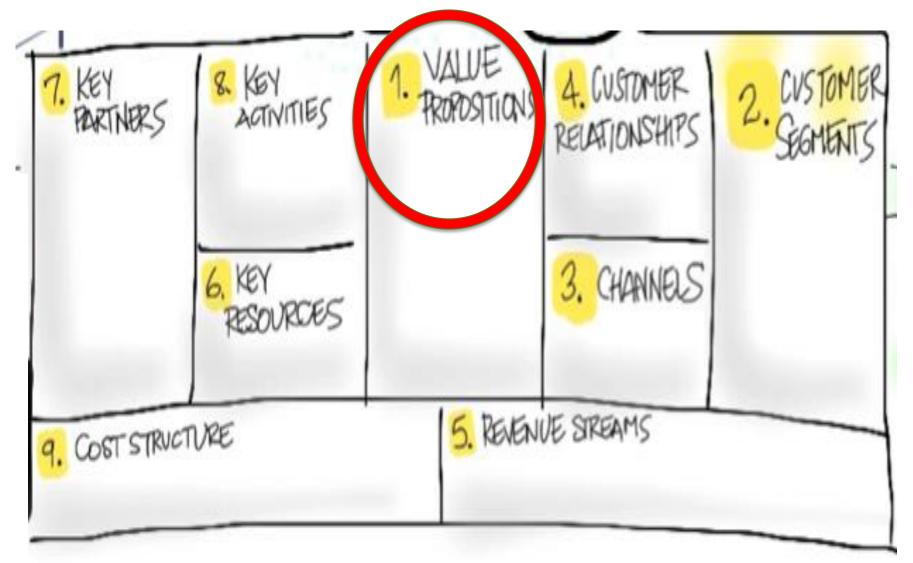




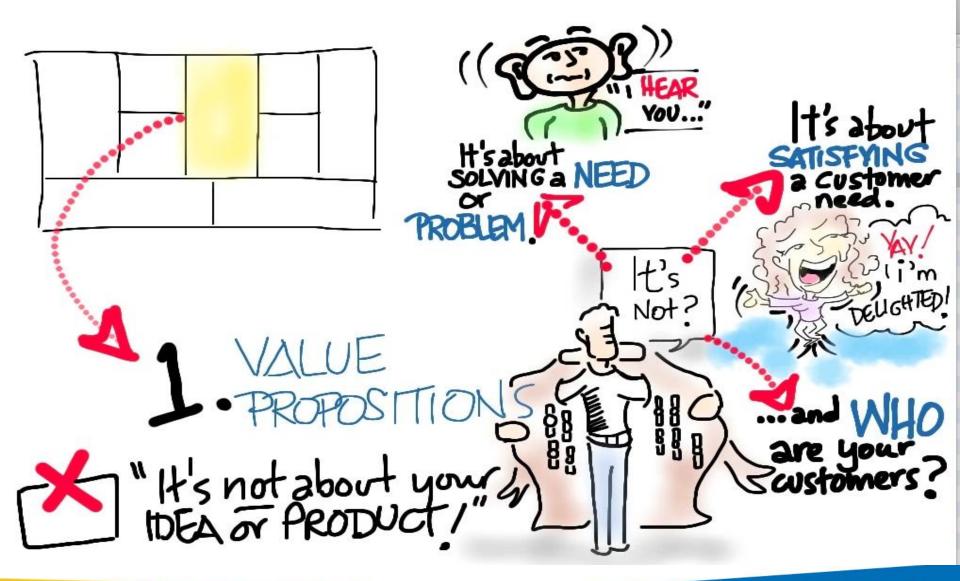


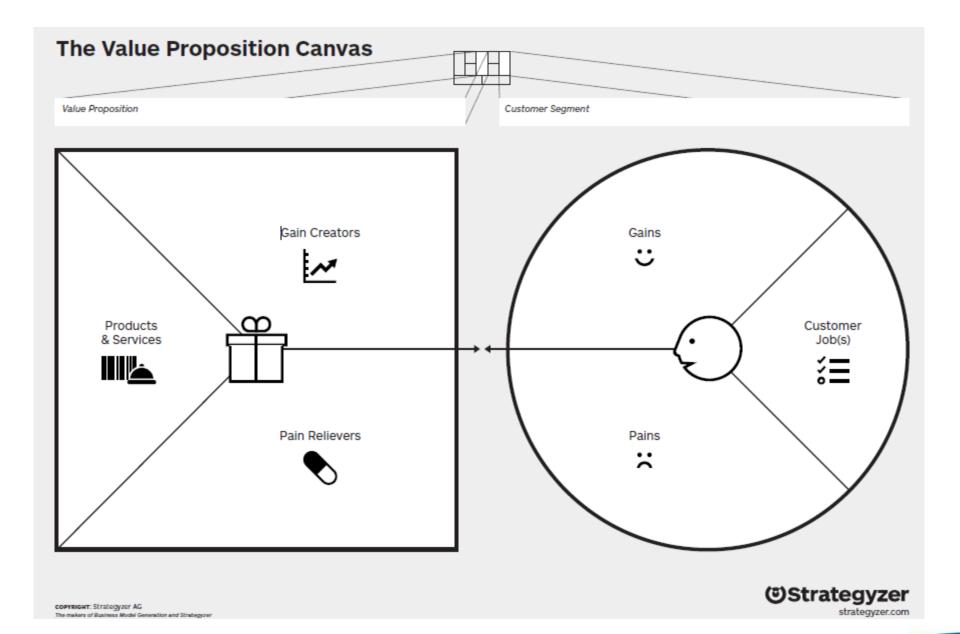






Value Proposition





Search

The Value Proposition Canvas Explained.

Design products and services customers want

Strategyzer



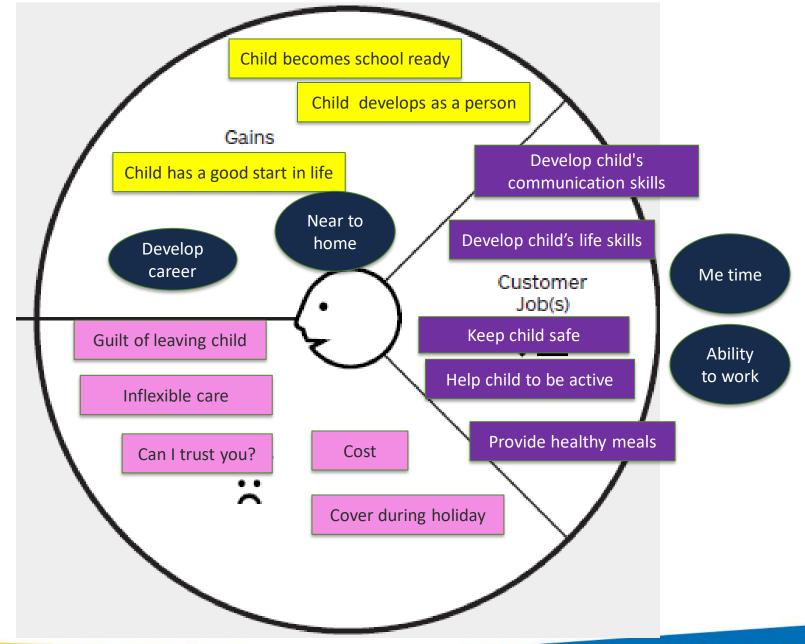
Strategyzer's Value Proposition Canvas Explained

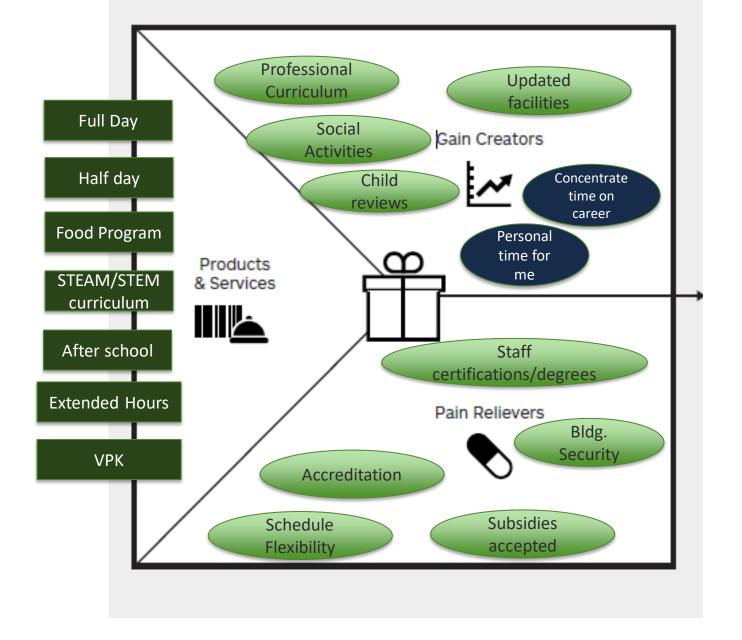


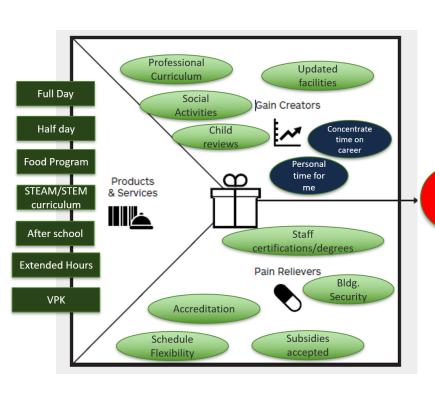


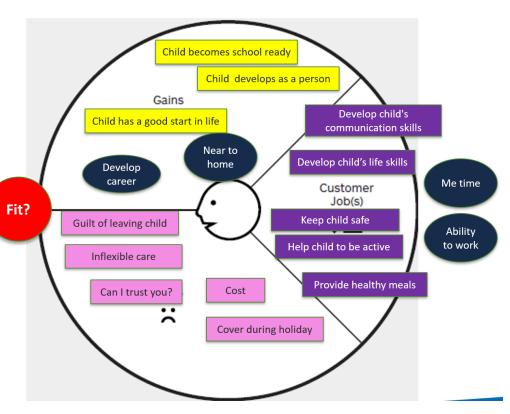












Value Proposition Template

Template

For _____targeted customer who _____(statement of need or opportunity)
our _____ (service/program)
is _____category
that (statement of benefit)

Sample

For parents

who work on some school holidays

our No School Day Program is an activity-based initiative

that provides full day care for your child while you are working on school holidays



Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

DELETE GRAY TEXT & WRITE HERE

Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

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Key Resources

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Value Proposition

Early education center that provides: For children:

- Professional curriculum for school readiness
- Updated facilities that foment activities
- Social interaction
- Development of life skills
- Happy place

For parents:

- A center you can trust - credentialed staff
- Progress reporting
- Safe environment
- Flexible schedule
- Reasonable cost

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

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HERE

Channels

Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines?

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Customer Segments

For whom are we creating value? Who are our most important customers?

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Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

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Revenue Streams

For what value are our customers really willing to pay?

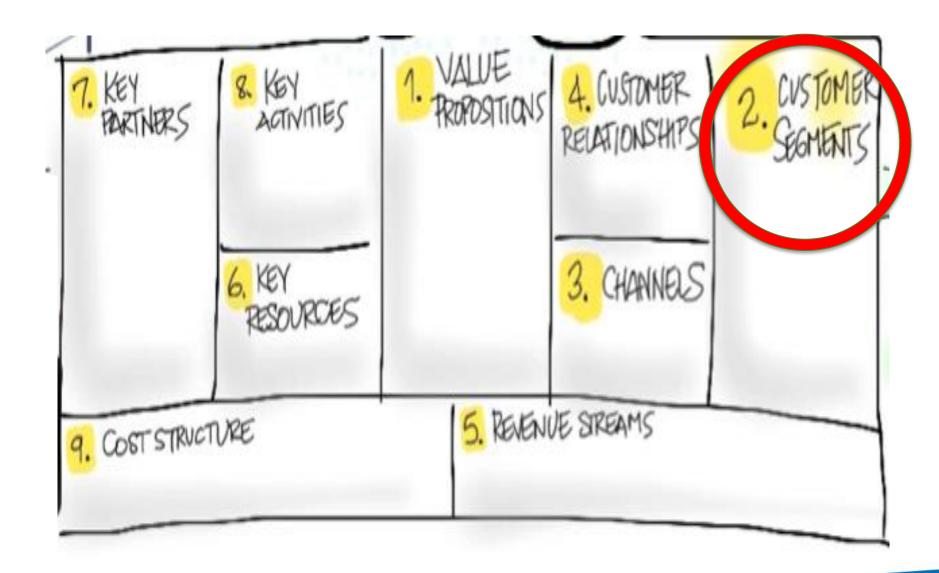
For what do they currently pay?

How are they currently paying?

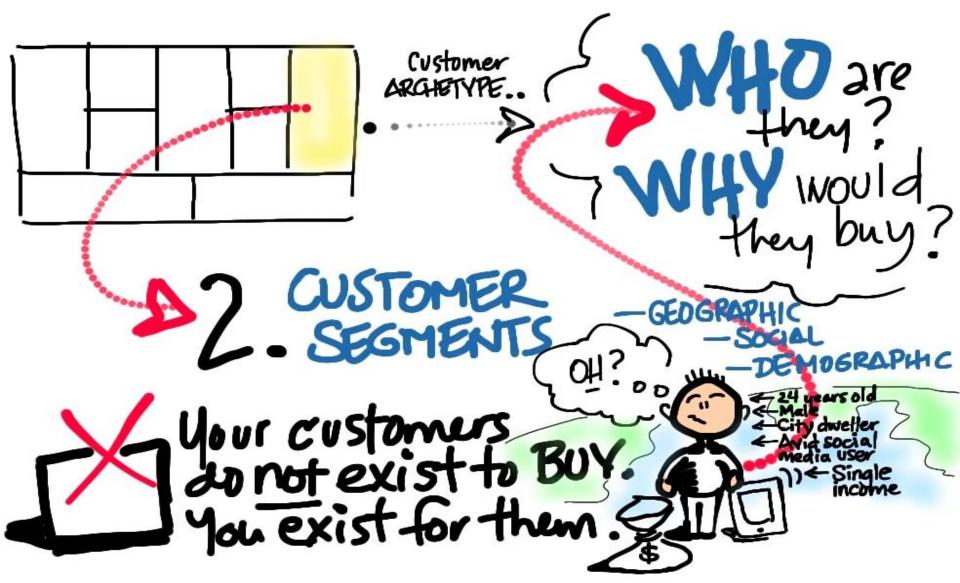
How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

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Customer Segments



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Customer Segments

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- Single parent households of preschool children
- Parents with infants
- Parents who qualify for school readiness
- Parents who qualify for Step Up
- Parents who want "Me" time
- Parents who want early education for their children
- Parents with special needs children

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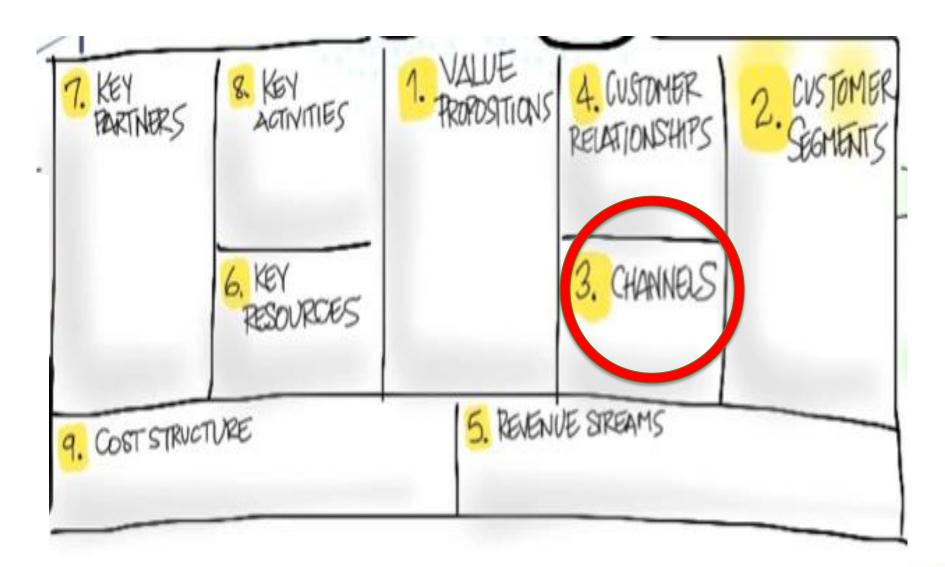
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Channels



The Business Model Canvas

Team or Company Name: COMPANY NAME

Date: MM/DD/YY Primary Canvas Alternative Canvas

Key Partners

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Early education center that provides:

For children:

- Professional curriculum to become school ready
- Updated facilities that foment activities
- Social interaction
- Development of life skills
- Habby blace For parents:

staff

• A center you can trust – credentialed

- Progress reporting
- Safe environment
- Flexible schedule
- Reasonable cost

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Channels

- Owned Center
- Church/community center
- Mobile
- Online

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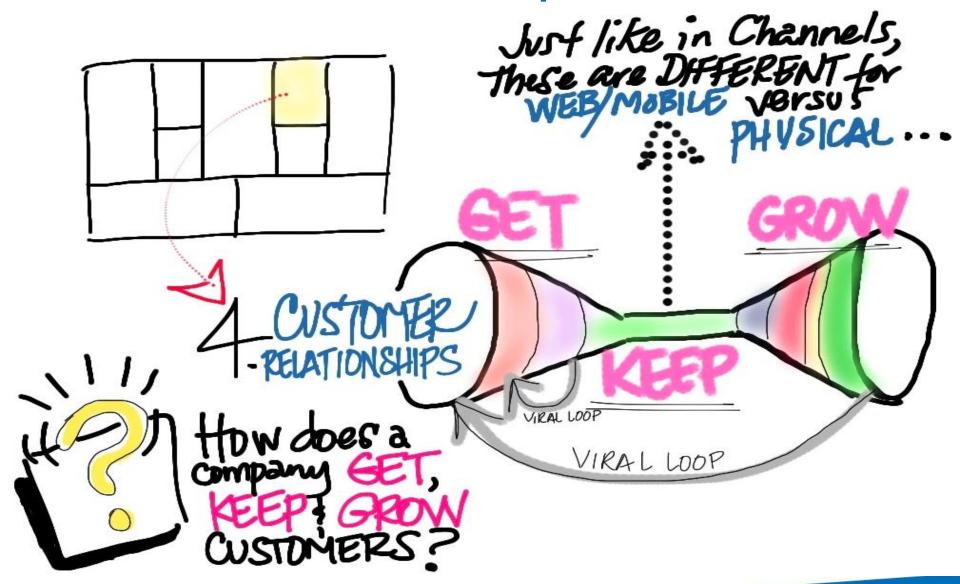
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Source: www.businessmodelgeneration.com



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Customer Relationships

- Progress report meetings
- Newsletters
- Photos/video messages
- Parent's date night
- Updates on research on early education

Channels

- Website
- Social Media
- Referrals from professionals
- Community events
- Online childcare center listings

Customer Segments

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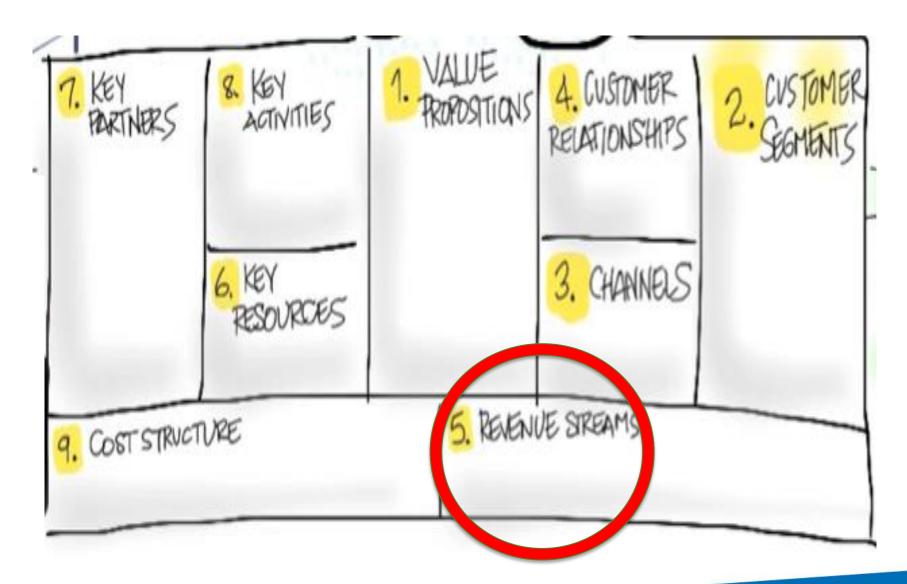
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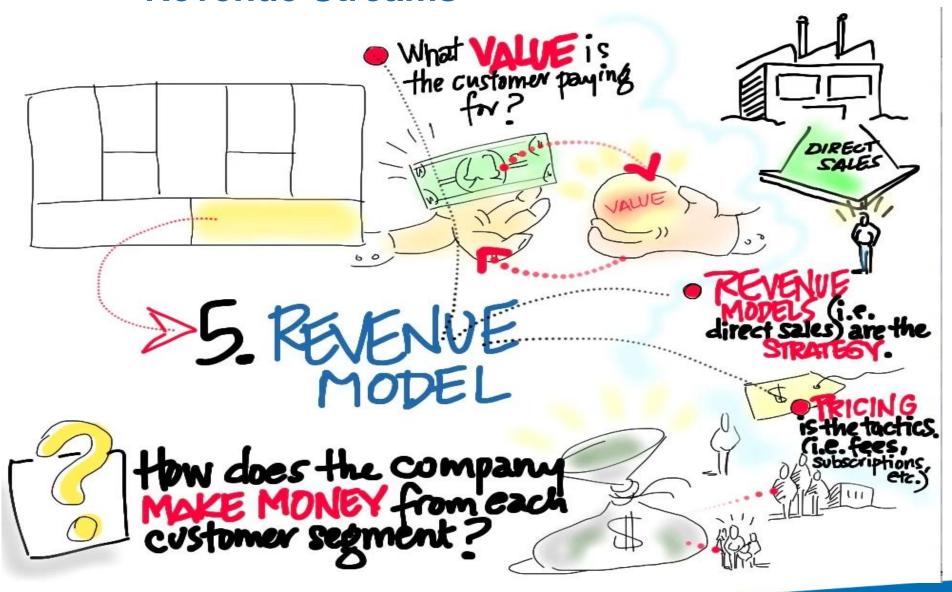
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Key Resources

- Facility
- Staff
- Curriculums
- Certifications
- Website
- Social media

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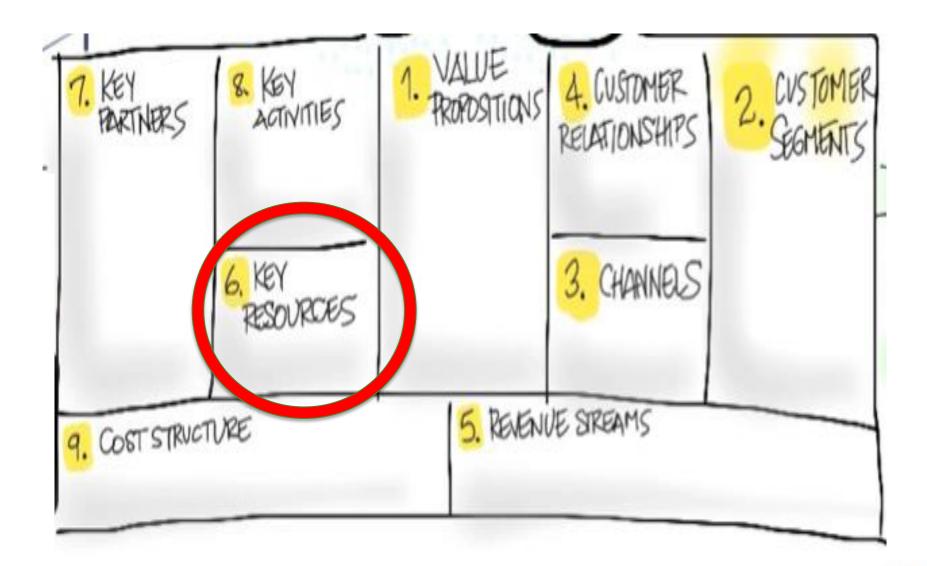
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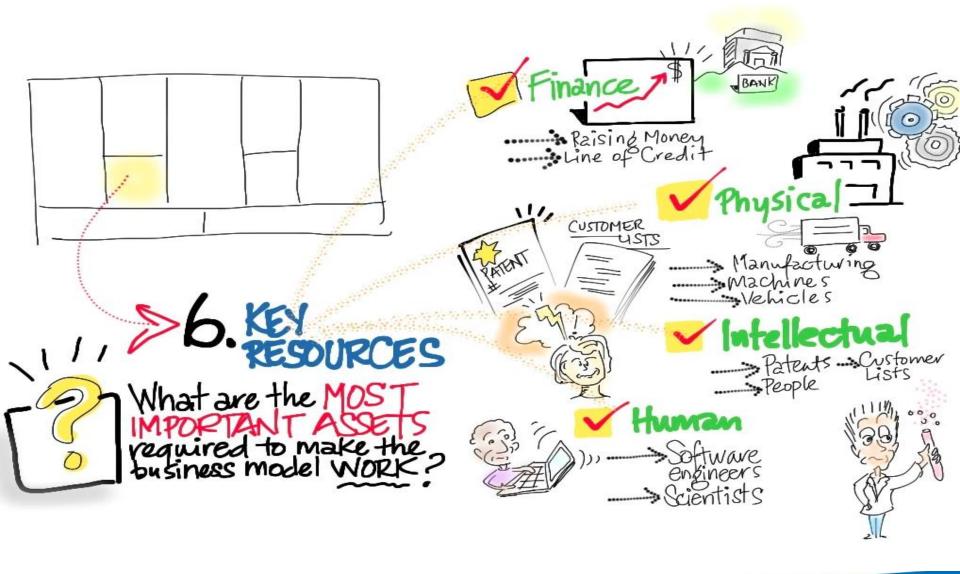
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Revenue Streams

- Parent pay tuition
- Subsidy tuitions
- Food program
- Tutoring
- Special activities
- Special programs
- Uniforms/shirts



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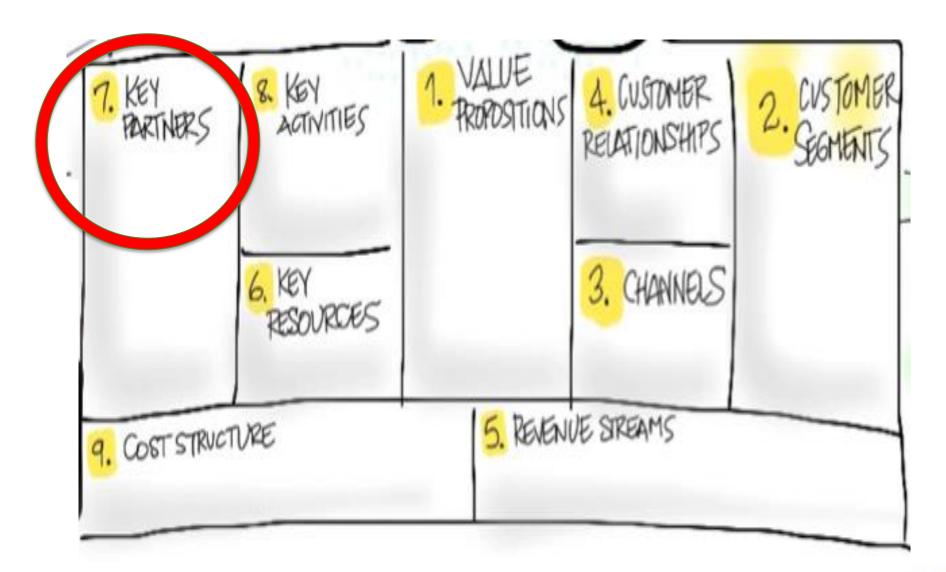
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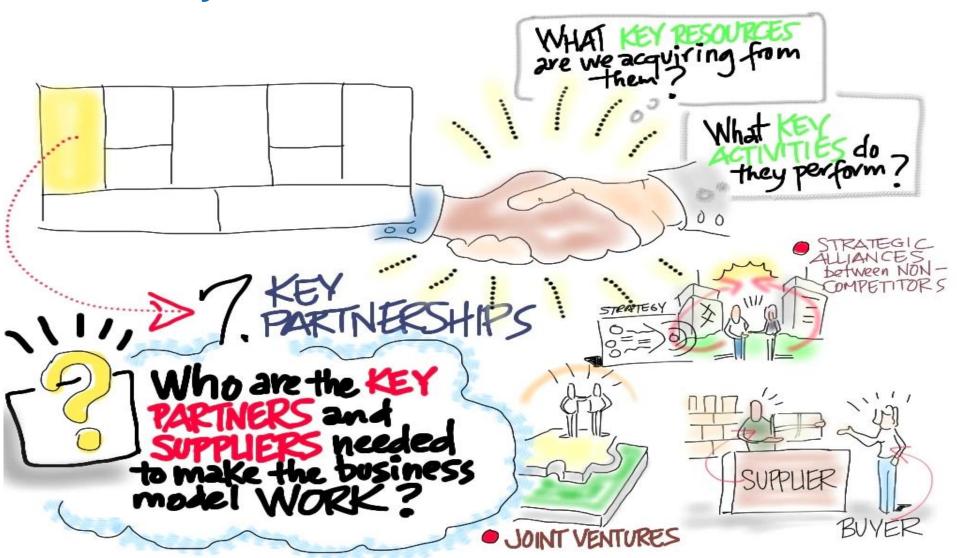
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- Early Learning Coalition
- **Broward County** Child Care Licensing and Enforcement
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- Children's Services Council
- Childcarecenters.us
- Carelulu.com

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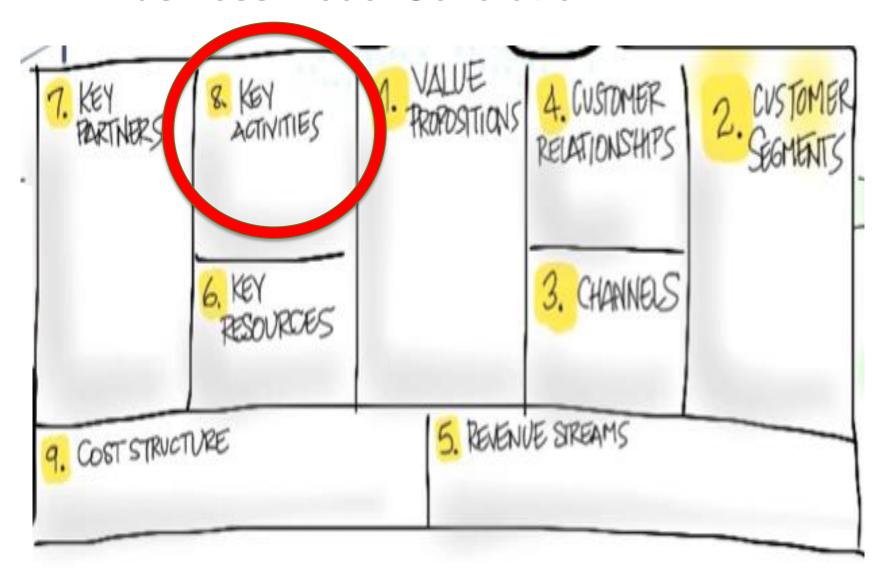
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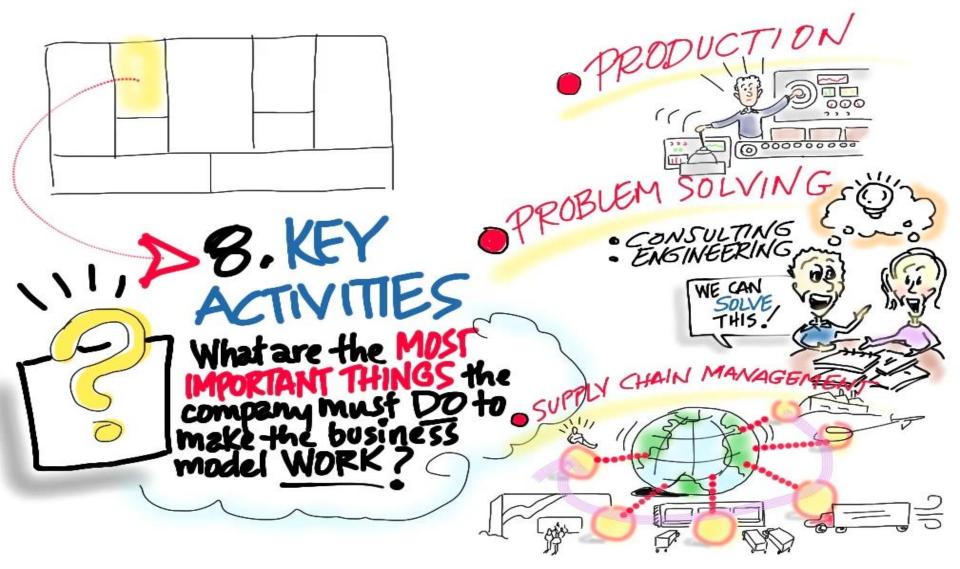
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Key Activities



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Key Activities

- Care, safety & education of children
- Marketing
- Sales
- Staff recruitment
- Staff development
- Use of curriculums
- Facility & security maintenance

Key Resources

- Facility
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- Certifications
- Website
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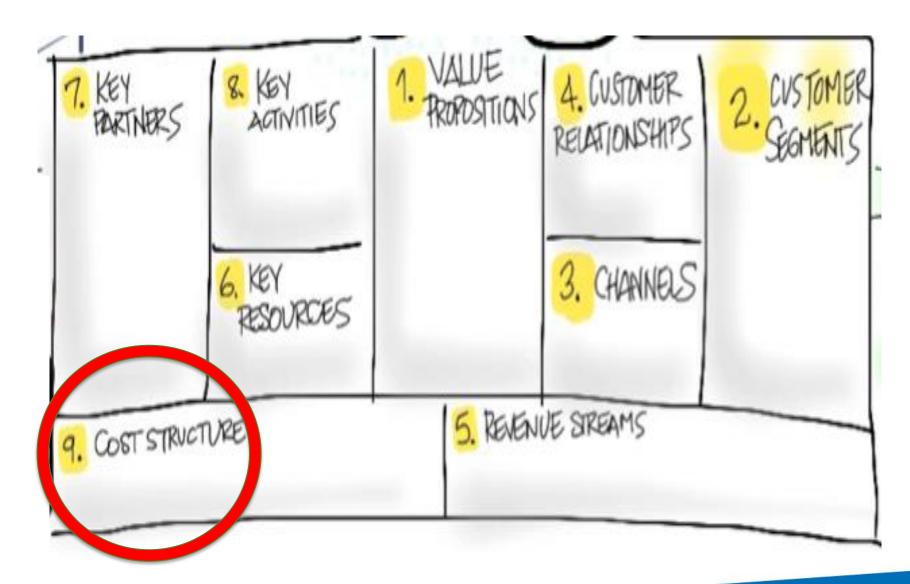
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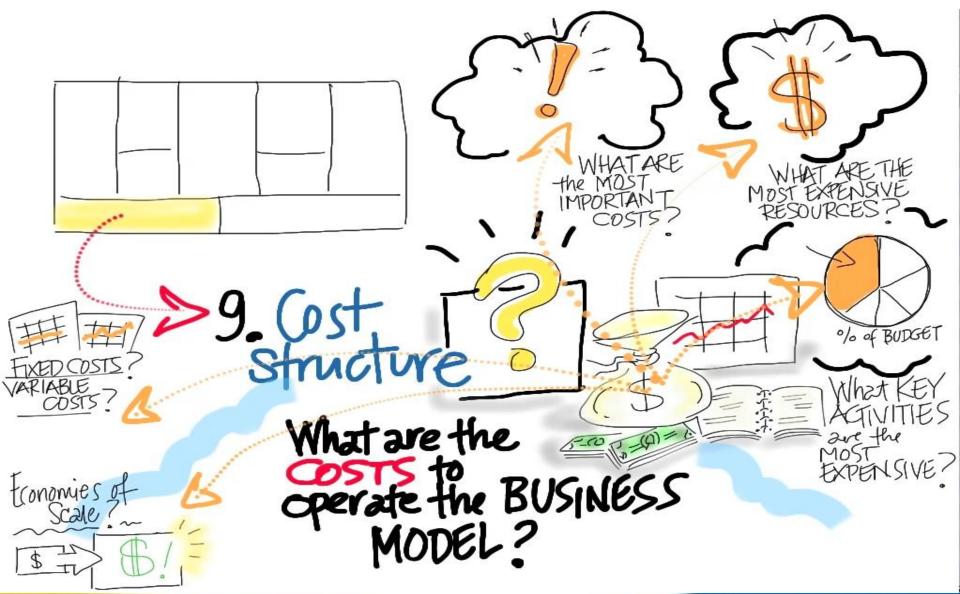
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Business Model Generation



Cost Structure



Forecast the basic numbers

Classroom Revenue Forecasting

- Number of children
- Average weekly tuition including subsidies & parent pay
- Monthly revenue = # children x
 Average weekly tuition* x 4.34
- Example: Classroom A 9 children x
 \$165 x 4.34 = \$6,445 tuition per
 month

Classroom Teacher Pay

- Hourly pay rate
- Employer payroll tax percentage
- Hours per week worked
- Monthly Teacher Pay = Hourly pay rate x employer tax rate x 40 x 4.34
- Example: Classroom A \$11 x 1.10 x
 40 x 4.34 = \$2,100 teacher pay per month

```
$2,100 = 33% teacher pay as a % of tuition $6,445
```



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professionals

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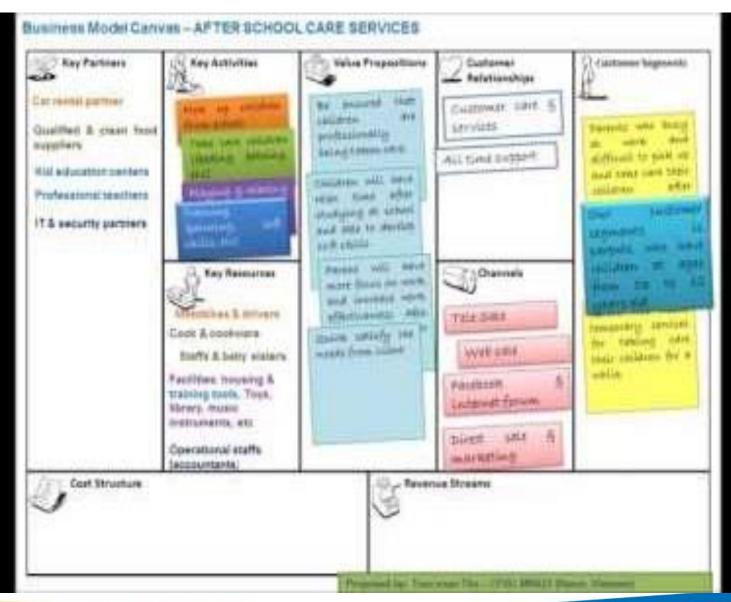
- Payroll (teacher pay & administration) 30-50% of revenue
- Rent & facility expenses. 10-20% of revenue
- Insurances \$4.000 +

Revenue Streams

Parent pay tuition

Channels

- Subsidy tuitions
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Create a Few KPIs

- Key performance indicators help measure the health of your business model
 - % of authorized center's attendance level achieved
 - Classroom teachers' pay as a % of classroom tuition
 - % or \$ profit



Next Steps

- Modeling often leads to new ideas
 - As you look closely at customer segments
 - Identify the pain and/or gain points for each customer segment
 - Each pain/gain point is an opportunity for a program or service
 - Programs/services that address the customers' pain or gain points result in a market alignment that produces a steady demand



Next Steps

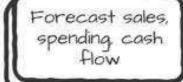
- If you identify opportunities to:
 - Improve existing programs or services
 - Identify new customer segments for existing programs or services
 - Create new programs or services for existing customer segments and new customer segments
- Lay out a strategy & plan to explore the benefits



Lean business planning: core plan in 4 steps











Tactics Product, pricing promotion target







No need for formal plan? Hooray! Now execute



Formal plan document



Slide deck, summary, etc.

You do need it? The core plan gets you most of the way there _ just add description etc.

> From leanplancom @ Timothy Berry, 2014

https://leanplan.com/what-is-a-lean-business-plan/

Put some numbers to paper

2										
					Teacher hourly pay					
		Average weekly		Monthly	rate x 1.10 for	Weekly		Total Teacher		
	Month: October	tuition/child x 4.34 =	Number of	Classroom	employer payroll	hours per	Number of	pay (E x F x G) x	Gross profit	per
3	Classrooms	Monthly tuition	children	tuition (B x C)	taxes	classroom	teachers	4.34 wks.	classroom (D)-H)
4	Infants			\$ -				\$ -	\$	-
5	1-2 Year olds			\$ -				\$ -	\$	-
6	2-3 Year olds			\$ -				\$ -	\$	-
7	3-4 Year Olds			\$ -				\$ -	\$	-
8	VPK			\$ -				\$ -	\$	-
9	VPK wrap			\$ -				\$ -	\$	-
10	Aftercare			\$ -				\$ -	\$	-
11	Other			\$ -				\$ -	\$	-
12	Other			\$ -				\$ -	\$	-
13	Totals			\$ -				\$ -	\$	-
14										
15	Teacher Pay as % Tuition	(Total teacher pay/Total	tuition)					#DIV/0!		





Get information to make a decision

	Average weekly		Monthly	Teacher hourly pay	Weekly		Total Teacher			
Month: October	tuition/child $x 4.34 =$		Classroom	rate x 1.10 for	hours per	Number of	pay (E x F x G) x	Gross profit per		
Classrooms	Monthly tuition	Number of children	tuition (B x C)	employer payroll taxes	classroom	teachers	4.34 wks.	classroom (D-H)		
Step Up	\$ 667	8	\$ 5,336	\$ 16.00	40	1	\$ 2,778	\$ 2,558		
1-2 Year olds							\$ -	\$ -		
2-3 Year olds							\$ -	\$ -		
3-4 Year Olds							\$ -	\$ -		
VPK							\$ -	\$ -		
VPK wrap							\$ -	\$ -		
Aftercare							\$ -	\$ -		
Dance	\$ 65	14	\$ 911	\$ 14.00	1.5	1	\$ 91	\$ 820		
Karate	\$ 65	8	\$ 521	\$ 14.00	1.5	1	\$ 91	\$ 430		
Totals			\$ 6,768				\$ 2,960	\$ 3,808		
Teacher Pay as % Tuition	(Total teacher pay/Total t	uition)					44%			



С	D	E	F
		Oct	+1-
Income	Budgeted	Actual	+r-
Infants			
1-2 Year olds	-		-
2-3 Year olds			-
,	-		-
3-4 Year Olds			
4-5 Year Olds	_		-
VPK			-
VPK wrap	-		-
Aftercare	-		-
Camp			-
Classroom or program 10			-
Classroom or program 11			-
Registration Fees			-
USDA Food Subsidy			-
Loan			-
Subsudy			-
Other			-
Total Income	-	-	-
Child Care Expenses:			
Food			-
Teacher's compensation	-		-
Staff Training			-
Staff CEU's/accreditation fees			-
School accreditation fees			-
Curriculum			-
Other			-
Administrative Expenses			
Management Compensation			-
Administrative Compensation			-
Advertising & Marketing			-
Website & Social Media			-
Insurances			-
Accounting/Legal			-
Printing			-
Postage			-
Dues & Subscriptions			-
License			-
Mileage and Gas			_
Car, Van Lease or Payment			_
Bank fees/Interest			_
Loan - Principal & Interest			_
Other			
Facility Expenses:			
Water			
Electricity			
Telephone			_
Repairs/Maintenance			<u> </u>
Rent / Mortgage	_	_	_
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Profit/Loss		-			-				-			-	-								-		-	-			-			-

Make a decision



Resources and Next Steps

You will receive:

- Business model template
- Value proposition template
- Calculator for ideas
- 9 Month budget template

Sign up for one-on-one mentoring at www.broward.score.org

"By failing to prepare, you are preparing to fail." Benjamin Franklin

