

Start-up, or not?
Module 4



SOLOGIX

A PARTNER TO DRIVE YOUR BUSINESS

START-UP?

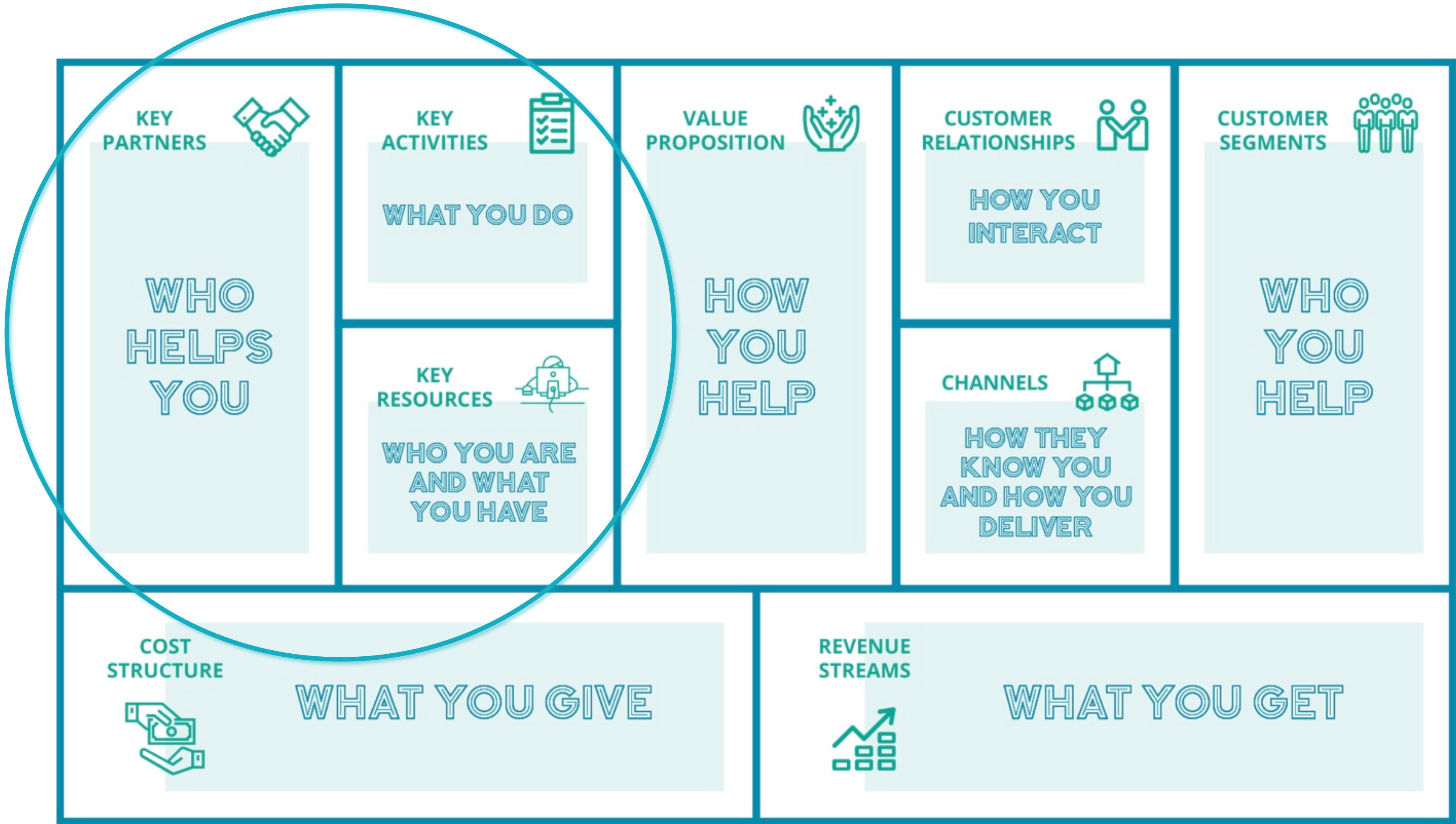
Business Idea

2. Can you fulfil the need?



START-UP?

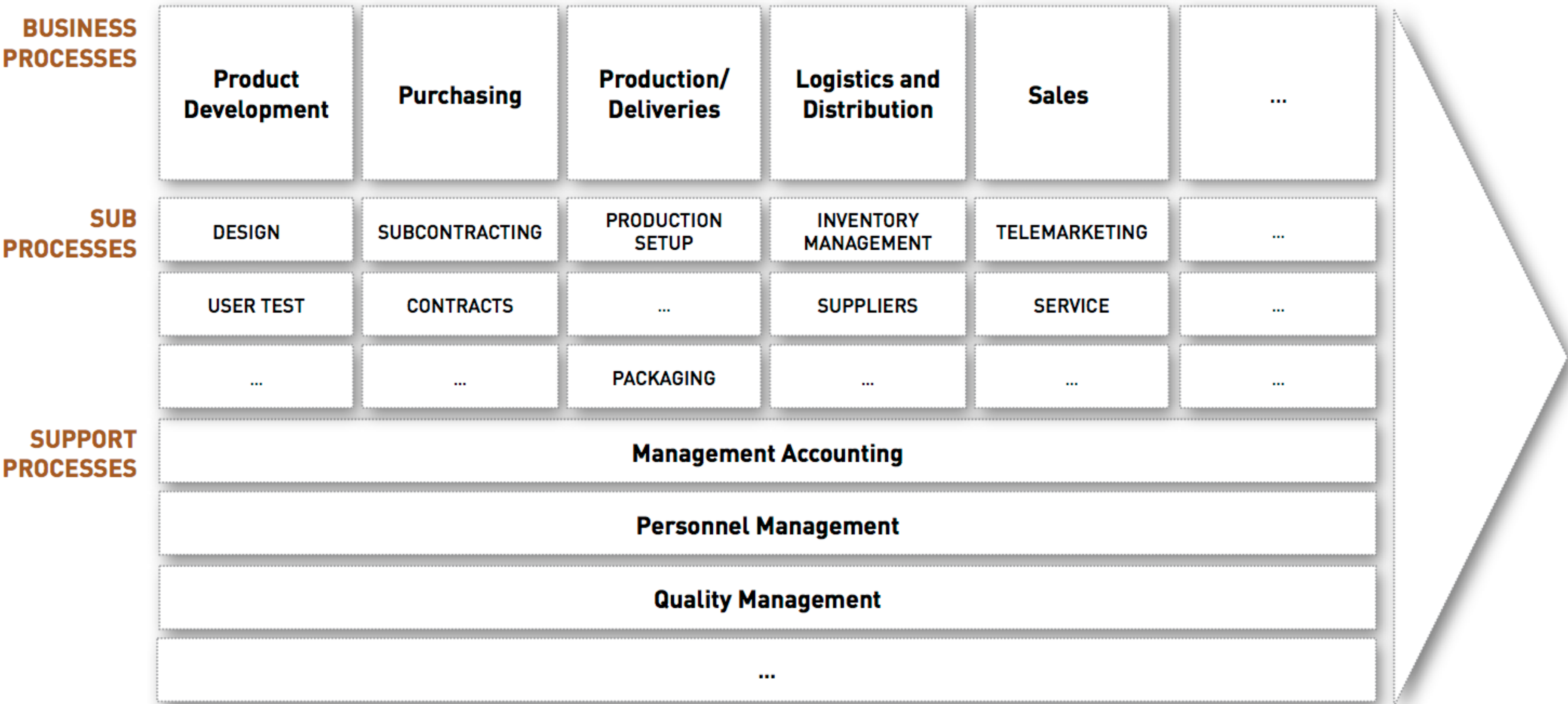
Can you fullfill the need?



START-UP?

Can you fullfill the need?

Porter's Value Chain



START-UP?

Can you fullfill the need?

R4.01
Value Chain

Wholesale business



START-UP?

Can you fullfill the need?

R4.01
Value Chain

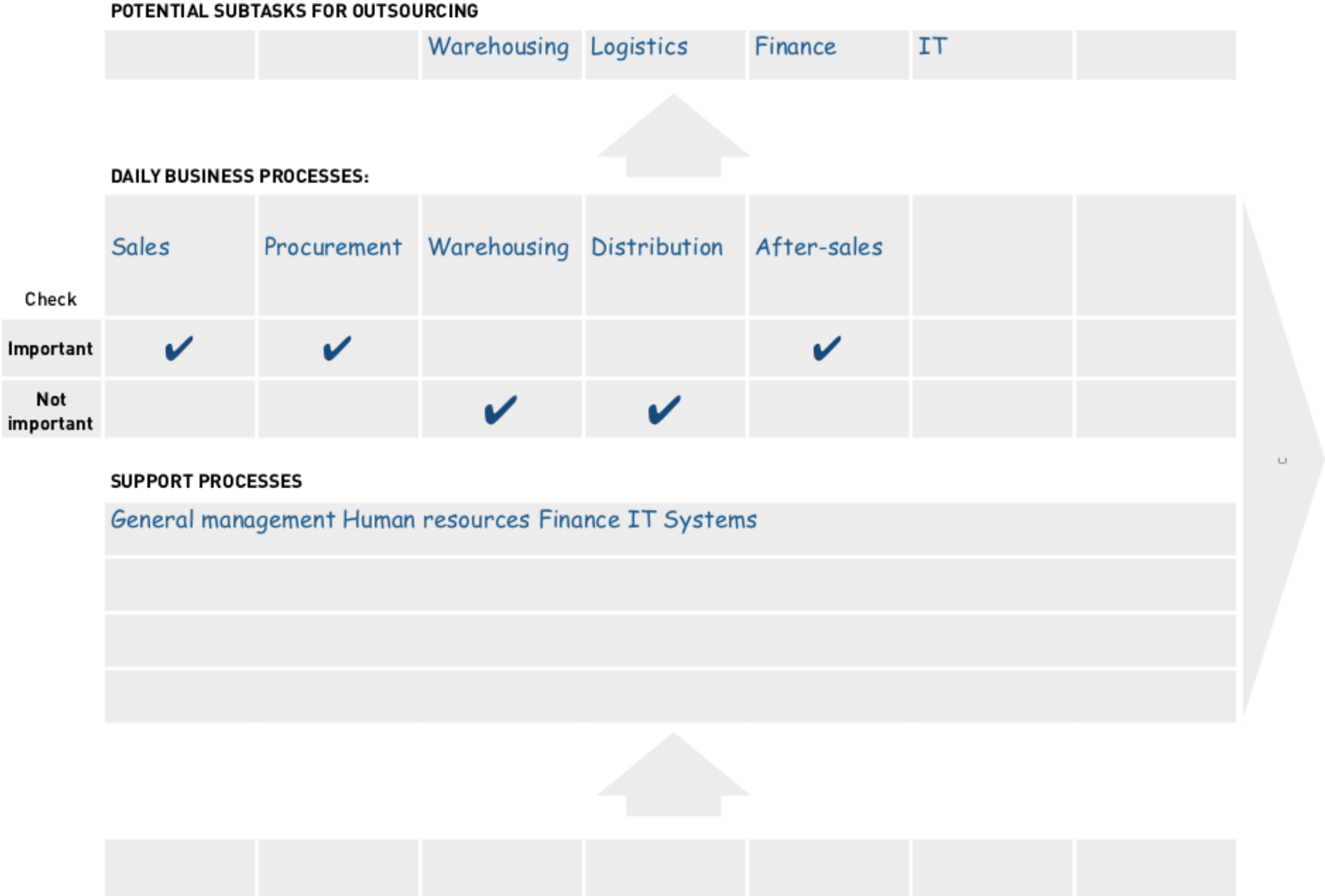
Service business

Sales	Product development	Distribute online	Execute face2face	After-sales
SUBPROCESSES:				
Marketing	Learn & grow	Platform maint	Tailoring	Customer relations
Network	Research	Platform update	Background prep	Feedback
Sell	Develop	Participants mngmnt	Review sessions	Improve
	Test			
SUPPORTING PROCESSES:				
Knowledge mngmnt	IT systems	Finance	Admin	HR

START-UP?

Can you fullfill the need?

R4.03 Insourcing / Outsourcing



START-UP?

Can you fulfill the need?

Key Resources

- Manpower
- Material
- Machines
- Money
- inforMation



Key Resources

Solar
Wholesale

Manpower	Manage, procurement, sales, admin
Material	Solar water heater components
Machines	Delivery vehicle, computers
Money	Start-up expenses Stock Debtors
inforMation	Sales numbers Stock levels Customer credit limits Bank balances Financials Product certifications Installer certifications Warranty claims Industry trends



CUSTOMER SEGMENTS

Can you fullfill the need?

R5.02 Regulatory Compliance

CATEGORY	TYPE OF REQUIREMENT	RELEVANT		DESCRIPTION OF KNOWN REQUIREMENTS OR RESTRICTIONS	SUPERVISORY AUTHORITY (local, national, international)	CURRENT STATUS OF REQUIREMENT
		Yes	No			
Standard requirements	Standards	✗		SANS SABS	National	Compliance
	Environmental approvals		✗			
	Thresholds		✗			
	Ethical framework		✗			
	Bans		✗			
	Laws	✗		Health and safety	National	Compliance
	Waste regulations	✗		Disposal of packaging	Local	Awareness
	Policies & bylaws	✗		Cape Town enforcing bylaws	City of Cape Town	Awareness
Information requirements	Consumer info	✗		Full details	CPA, VAT	Compliance
	Product declaration		✗			
	Own reporting	✗		Sales stats	Board	Internal
	Statistical requirements	✗			Stats-SA	Compliance
	Certifications	✗		Products registered		
Financial requirements	Taxes/duties	✗		Import duties	Customes & Excise	Compliance
	Fees		✗			
	Fines		✗			
Other requirements	Certs of compliance	✗		Installation requirements	PIRB IOPSA	Compliance

START-UP?

Can you fulfill the need?

Key Resources

Organisational structure

Identify the various roles and responsibilities required to execute the key activities and manage the key resources.



R2.01 Organisational Structure



START-UP?

Can you fullfill the need?

Y1.04 Idea Description

COMPONENTS OF THE IDEA	DESCRIPTION	COMPONENTS OF THE IDEA	DESCRIPTION
Summary of the idea	✓	Product description (functions, design, technology)	✓
History of the idea (how it emerged)	✓	Revenue model (price levels, price plans, discounts)	✓
Needs the idea will satisfy (problems, new opportunities, savings, etc.)	• • • ✓	Costs and investments (establishment, operations)	
Customer groups and markets	• • • ✓	Production readiness (obstacles)	
Competitors and substitutes (current and future)	• • • ✓	Resources	
Patent opportunities (news value)			

START-UP?

Can you fullfill the need?

Lessons Learnt

- Key Activities
- Key Resources



THANK YOU

To learn more about the tools used, visit

www.strategyzer.com

www.growthwheel.com