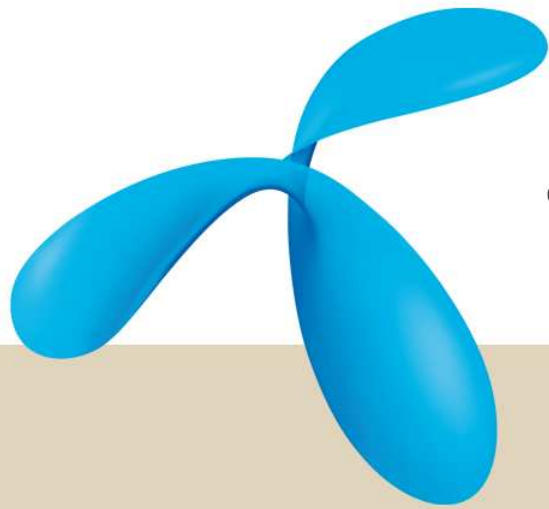




telenor

What is a good business idea?

Pearse Connolly

Three keys to a great business idea

A good story, told well

Your belief in the idea

Faith – spreading the word to everyone

Who am I?

6. juni 2006



Vice President Football

6. juni 2006



Seed '05

6. juni 2006




zonavi

English
Dansk
Norsk
Svenska
Suomalainen

FORSIDEN SPILL KONKURRANSER

AKTUELT KUNDESERVICE KONTAKT

SPILL THE WALL OG VINN EN 1GB IPOD SHUFFLE!

[Les mer](#)



NYTT SPILL!

SPOT THE DIFFERENCE

Zonavi Games



SPILL FOR 29,- I MÅNEDEN

[Les mer](#)

Ukens konkurranse

BEST AKKURAT NÅ:

APPLE QUEST
EMMY

2275

AKTUELT

Spill The Wall og vinn en iPod shuffle!
 Spilleren med høyest poengsum i The Wall i mai vinner en 1 GB iPod shuffle!

[Les mer](#)

Vant Sony Ericsson W600i!
 I hele april har spillere over hele Norden kjempet om å få høyest score i Solitaire. Og den heldige vinneren som stikker av med Sony Ericsson W600i er ULLIS fra Sverige. Gratulerer!

[Les mer](#)

[Flere nyheter](#)

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AHO



6. juni 2006





Connecting individuals

Connecting individuals & content

Connecting machines

6. juni 2006



Story

6. juni 2006





Identify a trend

6. juni 2006



Make a story

6. juni 2006



Do you speak *business*?



Entrepreneur as a risk bearer

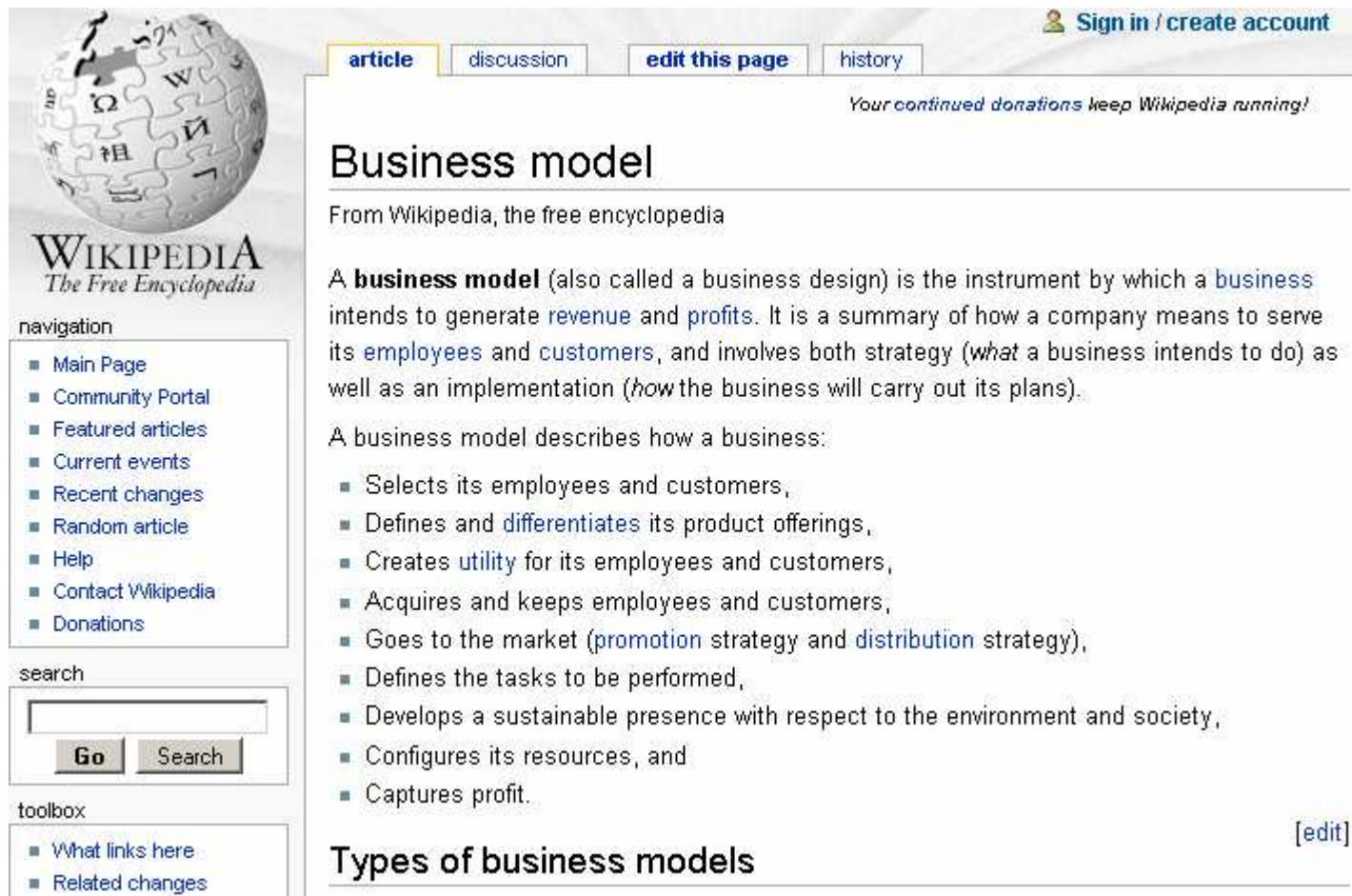
[\[edit\]](#)

[Richard Cantillon](#), an Irish man living in France was the first to introduce the term *entrepreneur* and his unique *risk bearing* function in economics in the early 18th century. He defined an entrepreneur as an agent who buys factors of production at certain prices in order to combine them into a product with a view to selling it at uncertain prices in future.

6. juni 2006



Business model



WIKIPEDIA
The Free Encyclopedia

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Business model

From Wikipedia, the free encyclopedia

A **business model** (also called a business design) is the instrument by which a **business** intends to generate **revenue** and **profits**. It is a summary of how a company means to serve its **employees** and **customers**, and involves both strategy (*what* a business intends to do) as well as an implementation (*how* the business will carry out its plans).

A business model describes how a business:

- Selects its employees and customers,
- Defines and **differentiates** its product offerings,
- Creates **utility** for its employees and customers,
- Acquires and keeps employees and customers,
- Goes to the market (**promotion** strategy and **distribution** strategy),
- Defines the tasks to be performed,
- Develops a sustainable presence with respect to the environment and society,
- Configures its resources, and
- Captures profit.

[edit]

Types of business models

Value proposition

How is it useful?

6. juni 2006



USP

- Unique selling point

6. juni 2006



Elevator pitch

6. juni 2006

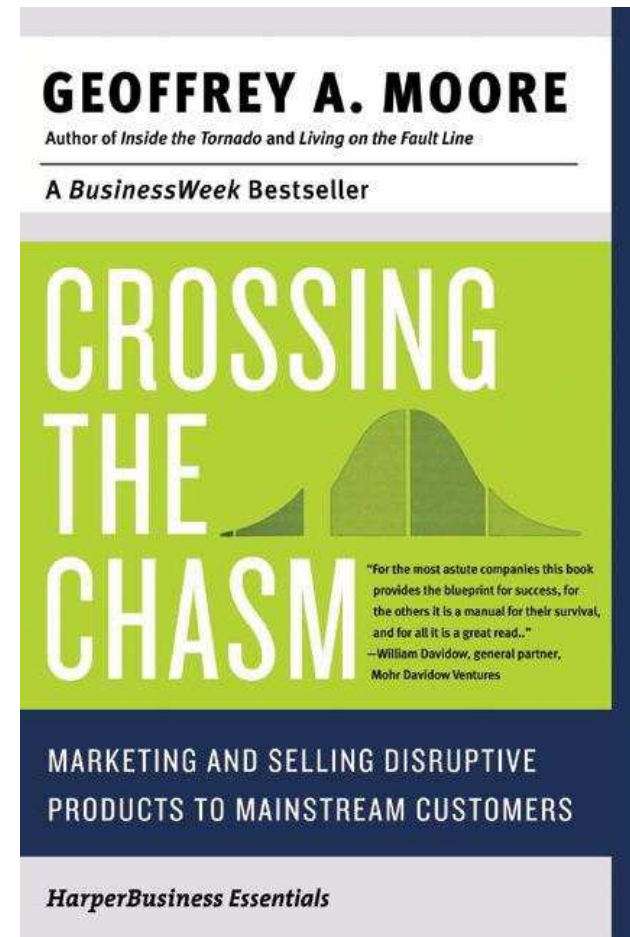


Differentiate

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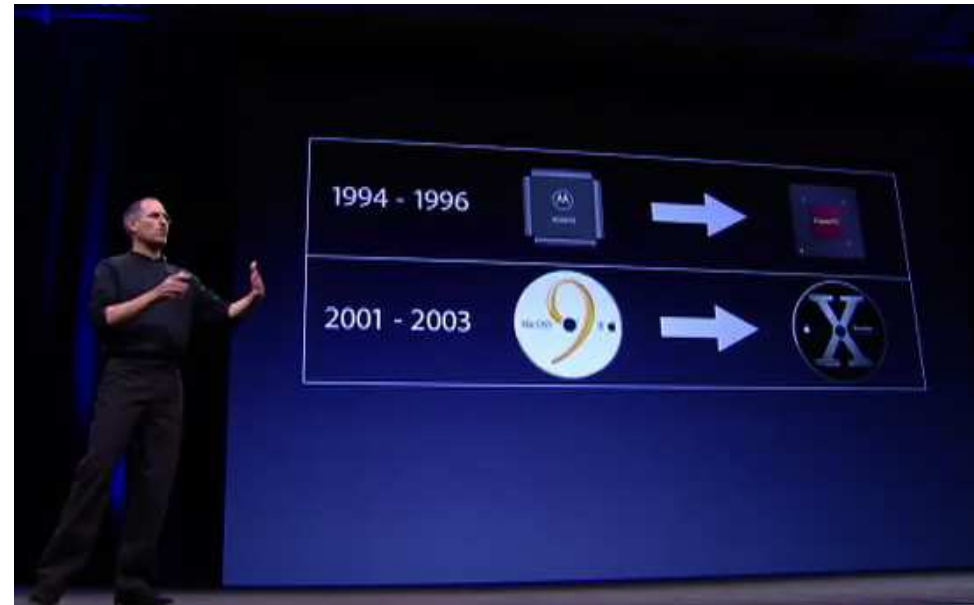
For <target customers> who are dissatisfied with <current alternative>, <our product> is a <new product category> that provides <key problem solving opportunity>. Unlike a <competitive substitute>, we have assembled <key whole product features>.



6. juni 2006



Telling the story...



See: www.presentationzen.com

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Belief

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xEvents

powered by Telenor

Pearse Connolly, Broadcast

Erik Jensen, Nordic

Pål Malm, R&D



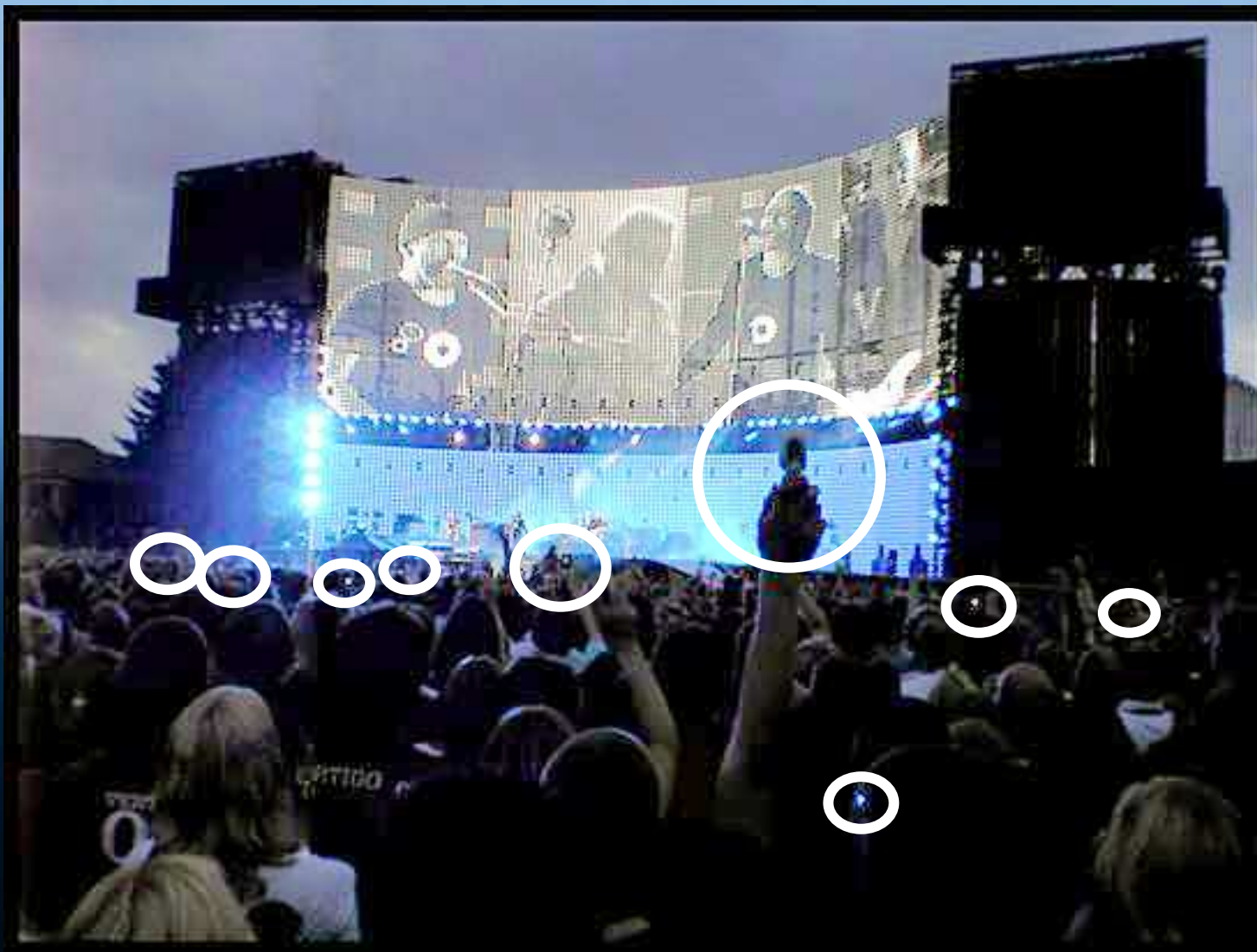
The concert experience
didn't change much for
a couple of hundred years

You came
watched and listened
left and remembered

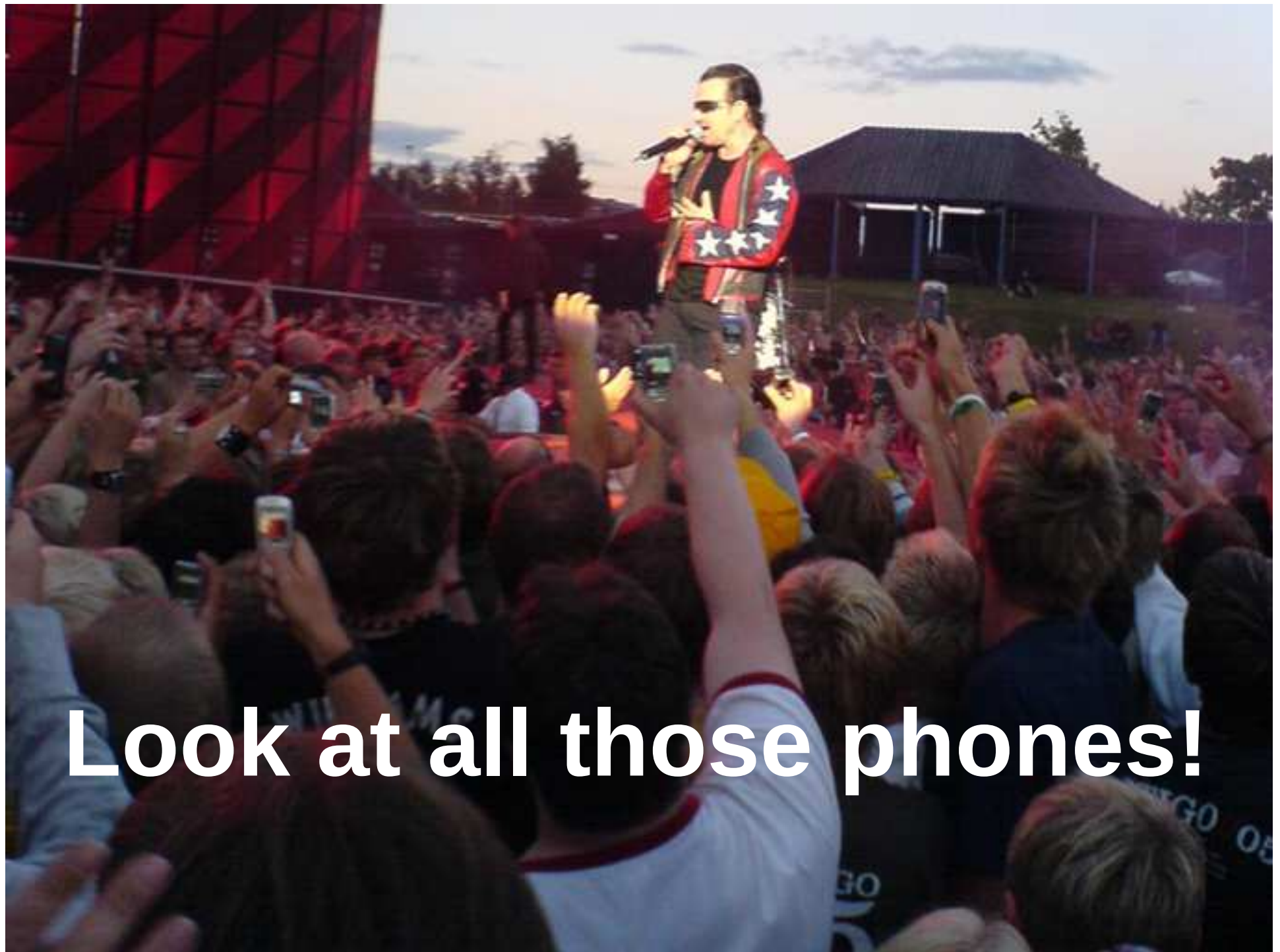
Sharing the
memories
wasn't easy...

Not any more...





N^2



Look at all those phones!

Participate

Social Media

User Generated Content



Welcome
to
Convergence

Faith

6. juni 2006



Asking for money

6. juni 2006



Three key elements

Feasible

Team & resources

First year milestones

Washing machine

6. juni 2006



No water, no soap...

Electrolux recently awarded students from Singapore its third Design Lab Award to Airwash, a waterless washing unit.



More than 3000 students from leading schools of design in over 88 countries participated in the competition, all competing to create the most outstanding new appliance concept for the home of 2020.

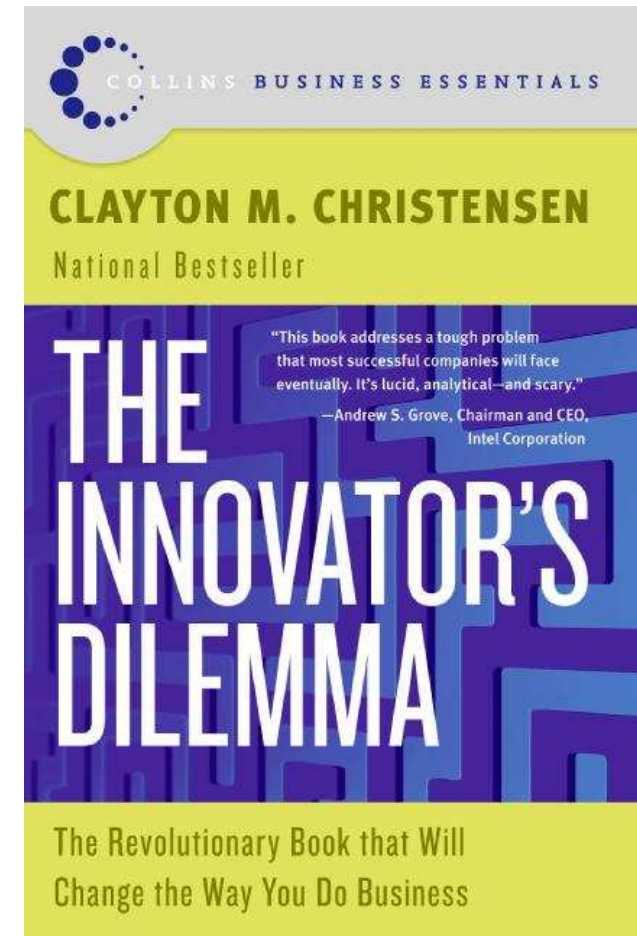
The winner, Airwash, is a waterless washing



6. juni 2006



Not everyone thinks like you



6. juni 2006



Three keys to a great business idea

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The risks are worth it!