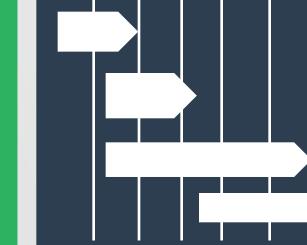
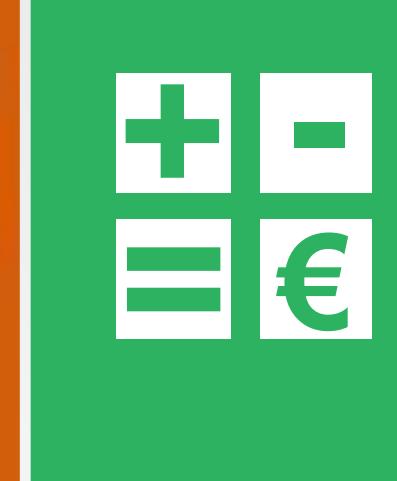


# Das Venture Development System

# Venture Development System



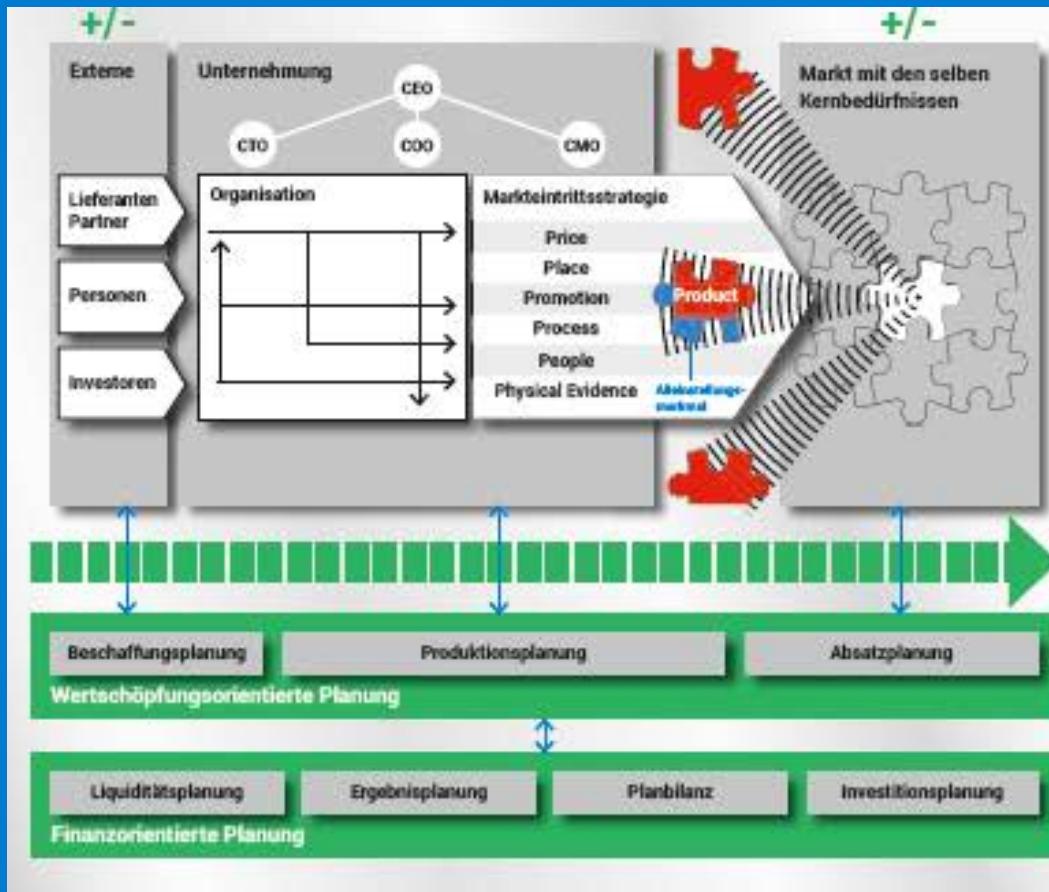
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# Venture Development System



1

## Baukasten – Das Venture Modell



Idee

|   |                 |  |
|---|-----------------|--|
| 2 | Produkt         |  |
| 3 | Kundenbedürfnis |  |
| 4 | Markt           |  |

Konzept

|   |                                      |  |
|---|--------------------------------------|--|
| 5 | Wettbewerber                         |  |
| 6 | Alleinstellung                       |  |
| 7 | Managementteam                       |  |
| 8 | Markteintritts- / Marketingstrategie |  |
| 9 | Geschäftsorganisation                |  |

Plan

|    |                      |  |
|----|----------------------|--|
| 10 | Realisierungsplanung |  |
| 11 | Finanzplanung        |  |
| 12 | Chancen und Risiken  |  |

Summary

|   |                    |
|---|--------------------|
| 1 | Management Summary |
|---|--------------------|

# Venture Development System

2

## Plattform

- Prozesse, Inhalte, Vernetzung, Erfolgskontrolle
- Laufende Fortschreibung des Businessplans

The screenshot shows the main dashboard of the Venture Development System. At the top, there's a navigation bar with links for 'Überblick', 'Neuigkeiten', 'Mitglieder', 'Calender & To-do', 'File', 'Teammitglied', and 'Verein'. On the left, a sidebar has icons for Home, Members, News, Calendar, Files, and Settings. The main content area has three main sections: 'Welcome' (with a message about inviting management team and stakeholders), 'Venture Development Model' (showing a progress bar for 'bwcon Test Venture'), 'Members' (listing 'Marc König' and 'Alois Hauk'), and 'Venture Development Index' (showing a file named 'bwcon Test Venture-snapshot\_56983\_2015-04-30.trip').

- Individualisierbar und sicher!

This screenshot shows a detailed report or analysis page. The top navigation bar includes 'Dreipunkt-Gesamtübersicht', 'Site', and 'Concept'. The main content area is titled 'Competitors' under 'Kundenressourcen'. It contains several sections with descriptive text and links:

- 5 Competitors:** A link to 'Competitor und Konkurrenz über folgendem Definition'.
- Praktische Anwendung:** Text about how BWBW identifies its competitors and how it can be used to analyze them.
- Teilweise Abschaffung:** Text about how some companies are partially replaced by others.
- Ältere Personen:** Text about how older people are often replaced by younger ones.
- 6 Unique selling proposition:** A link to 'Wettbewerbsvorteile von Citygate'.
- Marktmarktführer:** Text about how Citygate is the market leader.
- Marktmarktführer in der Werbung:** Text about how Citygate is the market leader in advertising.
- Marktmarktführer in der Technologie Entwicklung:** Text about how Citygate is the market leader in technology development.
- Ausbildung auf Marketing und Verkauf:** Text about how Citygate invests in marketing and sales training.
- 7 Management Team:** A link to 'Unternehmensleitung'.

# Venture Development System



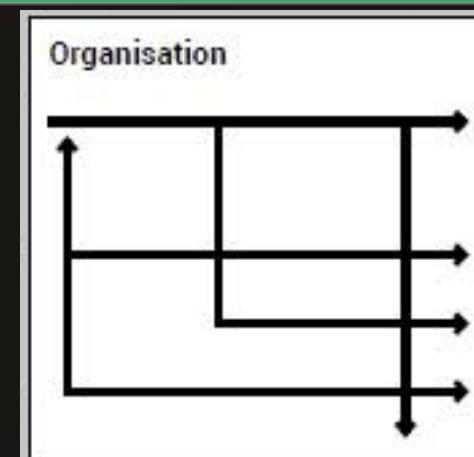
3

## Index: Taktischen Weiterentwicklung kontrollieren!

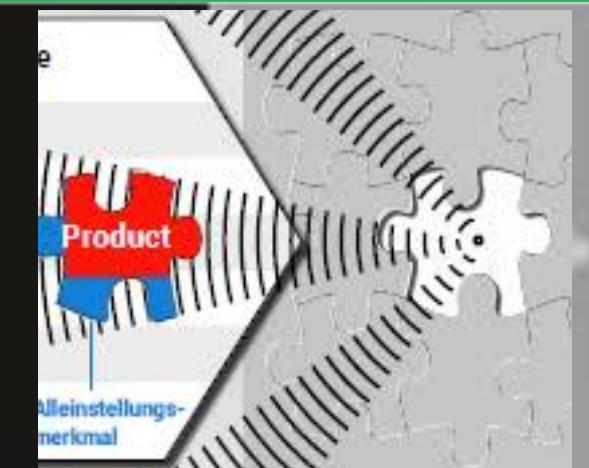
Factor Markets



Value Creation



Sales Markets

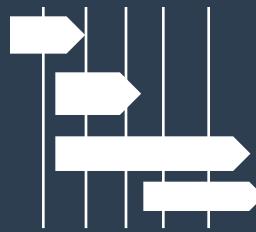


Jean-Baptiste Say, the French economist who first coined the word entrepreneur in about 1800, said: "*The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield.*"



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M. McAdam and S. Marlow, "A preliminary investigation into networking activities within the university incubator," Int. J. Entrep. Behav. Res., vol. 14, no. 4, pp. 219-241, Jun. 2008.  
M. König, G. Baltes, B. Katzy, "On the role of value-network strength as an indicator to technology-based venture's survival and growth," ICE Conference 2015, Belfast.



4

## Coaching

- **Innovation Coaching**

Coaching der Innovationsmanager bei der Einführung und erfolgreichen Nutzung des Systems

- **Management Coaching**

Externe Begleitung von Projektteams bei der Entwicklung von attraktiven Geschäftsfeldern durch erfahrene Manager und Unternehmer

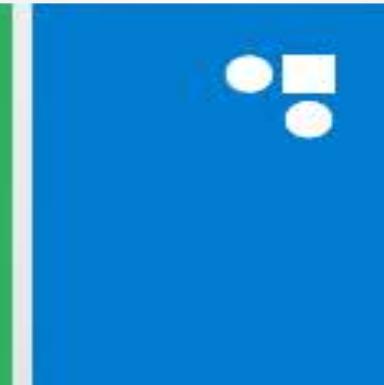
- **Management Coaching**

Entwicklung eines eigenen Coaching-Pools



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# Starten Sie heute mit uns Ihr Venture Development!



Ihr Ansprechpartner  
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