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# SERVICE OFFICE CONCEPT & Business Model



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Online Meeting, 24.06.2020



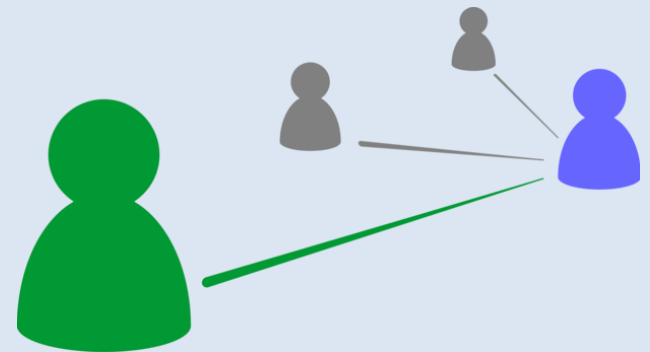
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## SERVICE OFFICE: MISSIONS AND OBJECTIVES

- Service Office is to be established in each target University with the support of non-academic organizations in University organizational form based on local conditions.
- Service Office's main mission is to create conditions for the development of the project results after its completion and to facilitate the flow of funds for maintenance and development created by the project laboratory facilities.





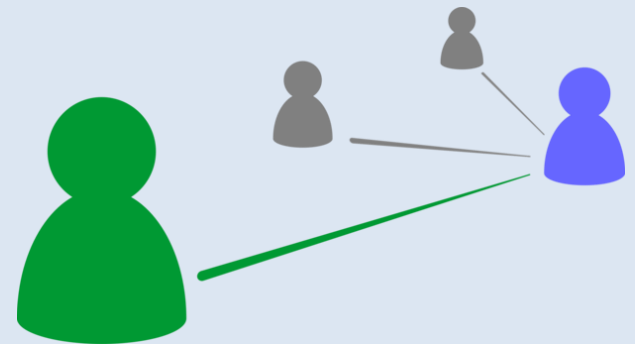
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## SERVICE OFFICE: FORM

- Service Office can be considered as an integral part of new or existing student startups for innovative technology development enterprises, business incubators, technology parks or subdivisions.
- Service Office can be based on new laboratories in the frame of the project to expand their capabilities.





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## SERVICE OFFICE: MAIN TASKS AND ACTIVITIES

- Marketing of needs in the area of space exploration and intelligent robotic systems and development of appropriate services for different target groups
- Development and implementation of training courses and/or advanced training of different target groups
- Periodical conducting of the University audit on existing training courses aiming to replace/ upgrade of outdated curricula and develop new ones
- Marketing of educational services market
- Analysis of requirements of potential employers
- Analysis of compliance of competences/skills of the graduates regarding the requirements of employers
- Analysis of needs of industrial enterprises in service training of professional personnel, searching for interested organizations and sponsors.
- Informational support



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## SERVICE OFFICE: STEPS FOR DEVELOPMENT OF A BUSINESS MODEL

For a service office to be able to successfully build its business model/plan, the following steps should be considered:

### **1. Marketing analysis of educational needs in regions:**

- Creation of questionnaires for students, graduates, pupils, teachers, lecturers etc. (all social groups) in order to find out about their educational needs
- Conducting an analysis of the questionnaires in order to find out which particular educational services can correspond to and solve educational needs



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## SERVICE OFFICE: STEPS FOR DEVELOPMENT OF A BUSINESS MODEL

- **Marketing analysis of the job market in regions:**
  - Establishing contacts with representatives of the industry, enterprises, scientific research centres, government organizations and services
  - Conducting an analysis of the profiles of such organizations in order to be able to attract their attention to projects or problems the university wants to solve with their assistance
  - Creating a questionnaire for such organizations in order to find out about their expectations and requirements towards potential employees (e.g. graduates, students, future students, pupils, other social groups)



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## SERVICE OFFICE: CREATION OF A BUSINESS MODEL

In order to create a business model, the following questions can be answered:

<p><b>KEY ACTIVITIES</b></p> <p>What key activities does our MicSO office perform?</p>	<p><b>SERVICE MODEL/VALUE PROPOSITION</b></p> <p>What needs and problems of target groups does MicSO office help to solve?</p> <p>What services does the MicSO office deliver to the target groups?</p> <p>What services does the MicSO offer to each of the target groups?</p> <p>What services will be the most valuable/popular to the target groups?</p>	<p><b>KEY TARGET GROUPS</b></p> <p>What are our target groups? For whom are we creating the value?</p> <p>What are the most important target groups?</p>
<p><b>OUTCOMES</b></p> <p>What are the aims of the MicSO office?</p> <p>What are the most important outcomes?</p> <p>How should we measure outcomes of the MicSO activities?</p> <p>What benefits does MicSO office bring to the university?</p>		<p><b>RELATIONSHIP WITH TARGET GROUPS</b></p> <p>How does the MicSO office get, keep, and grow the target groups?</p> <p>Which relationships with target groups has the MicSO office already established?</p>
<p><b>ORGANIZATION</b></p> <p>What kind of staff should MicSO office have?</p> <p>What are the criteria of staff selection?</p> <p>What requirements to rooms where MicSO operates should there be?</p>	<p><b>CHANNELS</b></p> <p>Through which channels can the MicSO office reach target groups?</p> <p>Which ones are the most efficient?</p> <p>How does MicSO learn about needs of target groups?</p> <p>Does it use online sources and tools enough?</p> <p>How do target groups communicate with each other?</p>	



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## SERVICE OFFICE: SWOT ANALYSIS OF UNIVERSITY

- Before creating a business model, university should conduct a SWOT analysis
- The main goal is to turn weaknesses into strengths and threats into opportunities

S

Strengths

W

Weaknesses

O

Opportunities

T

Threats





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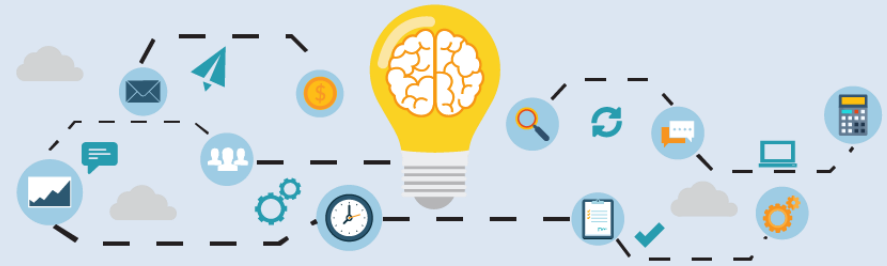
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## BUSINESS PLAN. Step 1: Business Idea Summary

**Pay attention to the following components regarding your business concept:**

- Uniqueness of your business idea
- Viability of your business idea (solidity and feasibility)
- Relevance of your business idea (relevance to the market, presence of demand in the market, achievability, and others).
- Capability of the management (relevance of your skillsets and experience level)
- The appeal towards other lenders and investors





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## BUSINESS PLAN. Step 2: Product & Services Summary

**Define your product/service,  
demonstrating its relevance to the target  
market:**

- Description of the product and/or service
- Impact on the existing market
- The market need for your product/service (physical/emotional/financial or otherwise)





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## BUSINESS PLAN: Competitors Analysis Summary

### Identify and evaluate competitors and potential threats to your business plan:

- **Description of competitors' profiles** (maturity level, years of existence in target market, corporate size, local vs franchise etc.)
- **Competitive positions**
  - a. Price review of competitors and your suggested pricing
  - b. Quality and delivery review of competitors and your product/business
- **Existing strategic opportunities** (neglected demographic or niche, malperformance by competitors, untapped market etc.)





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## BUSINESS PLAN: Target Market

### Identify and define your target customers and market segments:

- Age
- Sex
- Income level
- Education level
- Demographic (ethnic or national segments)
- Location (ex. Country/City, facility visitors, town residents, transit passengers)
- Seasonal (ex. summer tourists, holiday shoppers)
- Other





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## BUSINESS PLAN: Marketing Plan Summary

### Elaborate on your marketing plan and your suggested execution:

- Promotion: nature of your marketing and promotional activities (marketing message, marketing venues, emotional appeal etc.)
- Relevance: applicability of your marketing techniques to target market
- Annual and long-term strategy and objectives





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## BUSINESS PLAN: Startup Costs & Financials (Start-up costs for [YEAR])

START-UP COSTS	Cost	EQUIPMENT/CAPITAL COSTS	Cost
<b>Registrations</b>		Business purchase price	
Business name		Franchise fees	
Licences		Start-up capital	
Permits		<b>Plant &amp; equipment</b>	
Domain names		Vehicles	
Trade marks/designs/patents		Computer equipment	
Vehicle registration		Computer software	
More...		Phones	
Land / Building Requirement (list)		Fax machine	
Accountant fees		More...	
Solicitor fees		Security system	
Rental lease cost (Rent advance/deposit)		<b>Office equipment</b>	
Utility connections & bonds (Electricity, gas, water)		Furniture	
Phone connection		Shop fitout	
Internet connection		More...	
Computer software			
Training			
Wages			
Stock/raw materials			
<b>Insurance</b>			
Building & contents			
Vehicle			
Product liability			
Business assets			
Printing			
Stationery & office supplies			
Marketing & advertising			
More...			
<b>Total start-up costs</b>	0	<b>Total equipment/capital costs</b>	0



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## BUSINESS PLAN: Startup Costs & Financials (Profit and loss forecast)

PROFIT & LOSS FORECAST	COMMENTS (QTY, TYPE, OTHERS)	[Year 1]	[Year 2]
<b>Sales</b>			
less cost of goods sold			
More...			
<b>Gross profit/net sales</b>		0	0
<b>Expenses</b>			
Accountant fees			
Advertising & marketing			
Bank fees & charges			
Bank interest			
Credit card fees			
Utilities (electricity, gas, water)			
Telephone			
Lease/loan payments			
Rent & rates			
Motor vehicle expenses			
Repairs & maintenance			
Stationery & printing			
Insurance			
Wages			
More...			
<b>Total expenses</b>		0	0
<b>NET PROFIT</b>		0	0



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