



escola  
  
EL CIM

# MY FIRST BUSINESS AT ESCOLA EL CIM

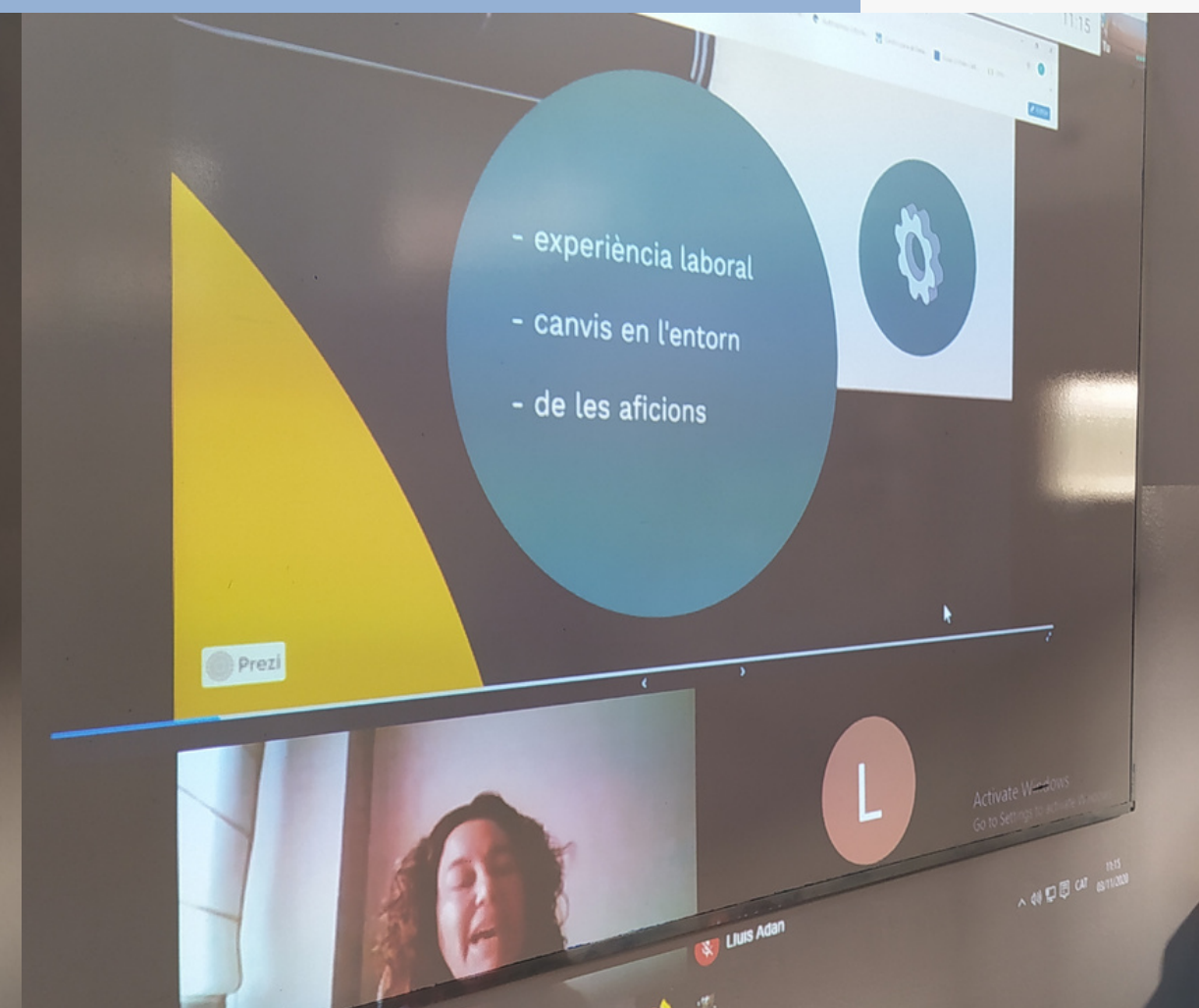
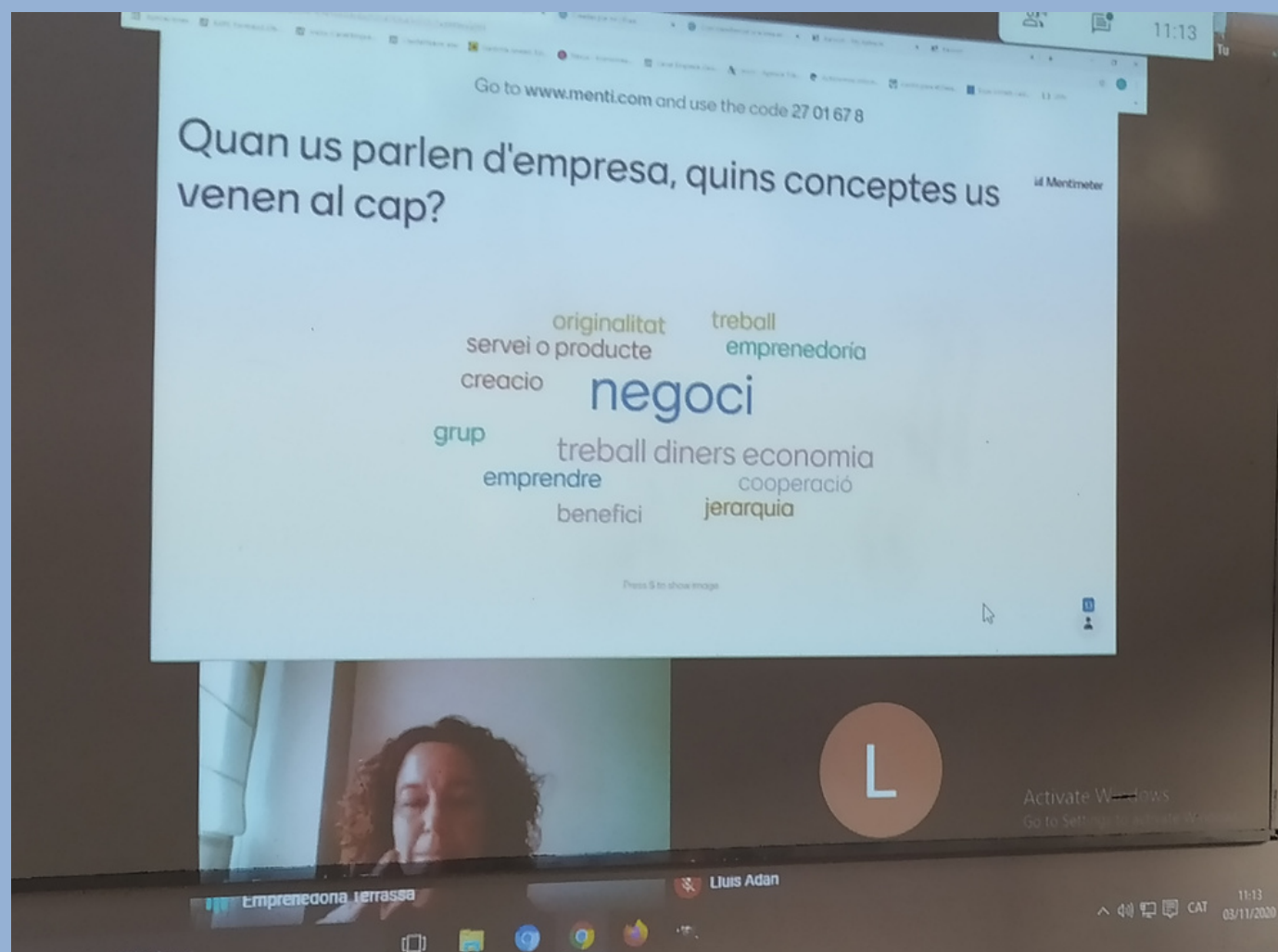
"Active, Creative, Enterprising"



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of the European Union

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"My first business" started with a talk "How to turn an idea into a project".



# # BUSINESS MODEL CANVAS: NAME STARTUP



## KEY PARTNERS

Write here



## KEY ACTIVITIES

Write here



## VALUE PROPOSITIONS

Write here



## CUSTOMER RELATIONSHIP

Write here



## CUSTOMER SEGMENTS

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## KEY RESOURCES

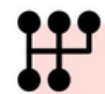
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## CHANNELS

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StartUP  
LOGO



## COST STRUCTURE

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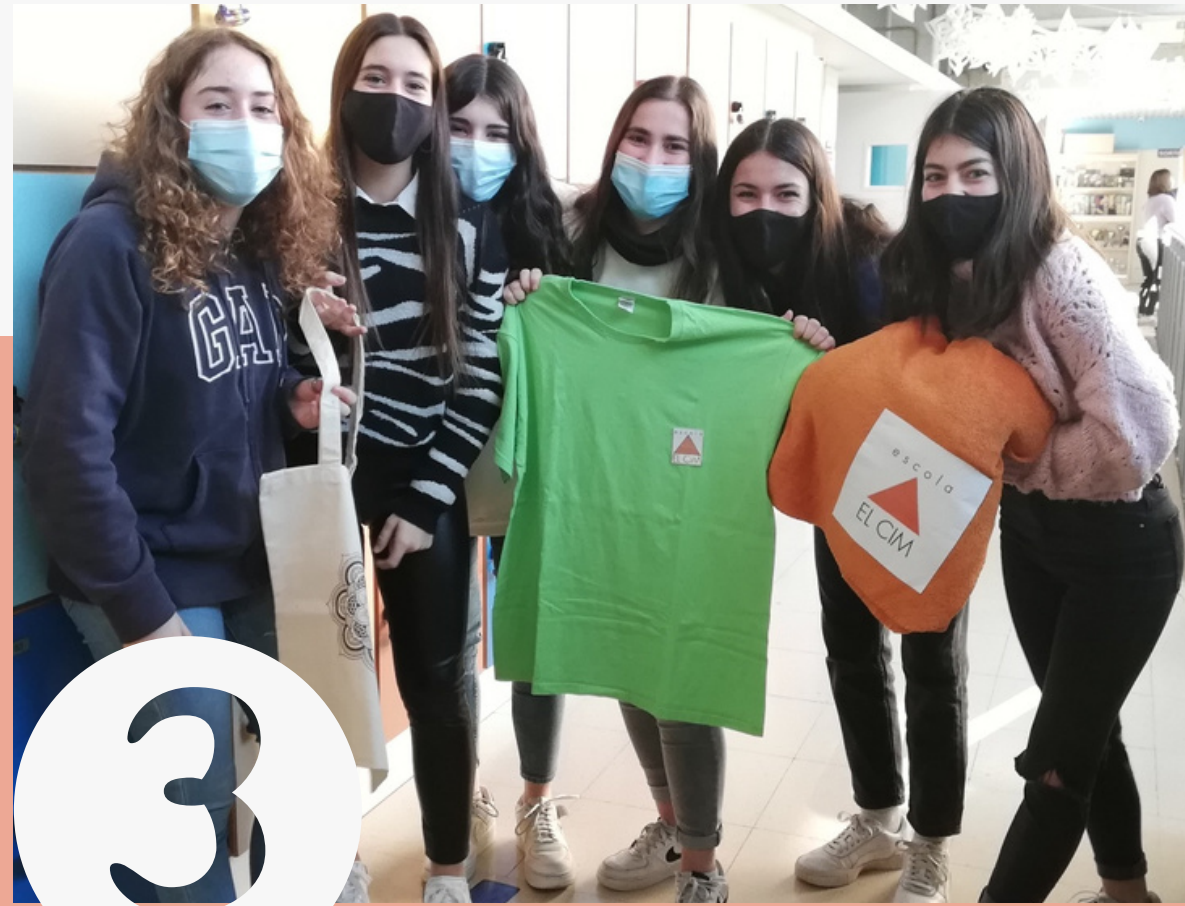
## REVENUE SOURCES

Write here



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FILLING IN  
THE  
BUSINESS  
MODEL  
CANVAS



3

# PRESENTING THE PROTOTYPES



4



# Advertising campaign



**erasmus+**  
**GREENPIN**

~ solidary pins ~

who are we helping?

With this project we will help the entire world.

We will help the environment, the world and the NGO Greenpeace since we will donate part of the total fund.



customers:

How do we interact?

We'll interact with our customers through secretary, where we will be selling our product.

How do we reach them?

We will make posters to promote our product that will be hanged around the school. We could also send emails to the parents or go to different classrooms to explain the students our idea.

distribution and advertising



- posters
- emails
- brochures
- talks
- social media
- informative videos
- etc.

# Creating logos

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costs and benefits

TOTAL BENEFIT:  
860,22€.

TOTAL COST:  
389,78€

detailed explanation

What will it cost? We will have two principal costs: paying for the production of the pins and paying part of the total benefit to Greenpeace. Apart from that we will not have any other dispenses. If we make 500 pins that will cost us 174,72€ already customized. If we sell them for 2,50€, and assuming that we sell them all, our benefit will be 1250€ and 1075,28€ if we subtract the cost of production., but we have to keep in mind that we have to donate part of the profit. If we donate de 20% of our profit (215,06€) our total cost will be 389,78€

As we said before, if we make 500 pins and we sell them all, that would be 1250€. If we subtract the total dispenses (389,78€) that would leave us with a benefit of 860,22€.

500 pins x 2,50€ = 1250€  
1250€ - 174,72€ = 1075,28€  
20% of 1075,28€ = 215,06€  
174,72€ + 215,06€ = **389,78€**  
1250€ - 174,72€ - 215,06€ = **860,22€**

prototype of our product:

process and final result



process



final result

# CREATING A VIABILITY PLAN



**VIABILITY PLAN**

Creating the viability plan of your business

**ACTIVE, CREATIVE, ENTERPRISING**



UP



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The complex block contains a photograph of a person's hands interacting with a tablet computer on a desk, with various documents and a pen nearby. To the right of the photo is a vertical orange bar. Further right is a white box containing the title 'VIABILITY PLAN' in large orange letters, followed by the subtitle 'Creating the viability plan of your business' and the acronym 'ACTIVE, CREATIVE, ENTERPRISING'. In the top right corner of this white box is a logo for 'ACE' featuring a lightbulb character and stars. In the bottom right corner of the entire complex block is the European Union flag logo and the text 'Co-funded by the Erasmus+ Programme of the European Union'.

# VIABILITY PLAN

MATERIAL	COST	UNITS	PRICE
Keyring	0,79	100	79
Rope	0,869	100	86,9
Marble	0,079	100	7,9
VAT	0,462	100	46,2
Advertising	20	1	20
		TOTAL	240

MATERIAL	TOTAL	UNITS	COST
Keychain	240	100	2,4
	Estimation of sells		50
	Cost of each product		5
	Benefit for each keychain		2,6
	Gains for selling all the keychains (100)		500
	Gains for selling the estimation of sells		250
	TOTAL BENEFIT (100 units)		260





**RECORDING A  
RADIO  
ADVERTISING**



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From all the projects, we chose the best 5.

We started the handmade production among the classmates



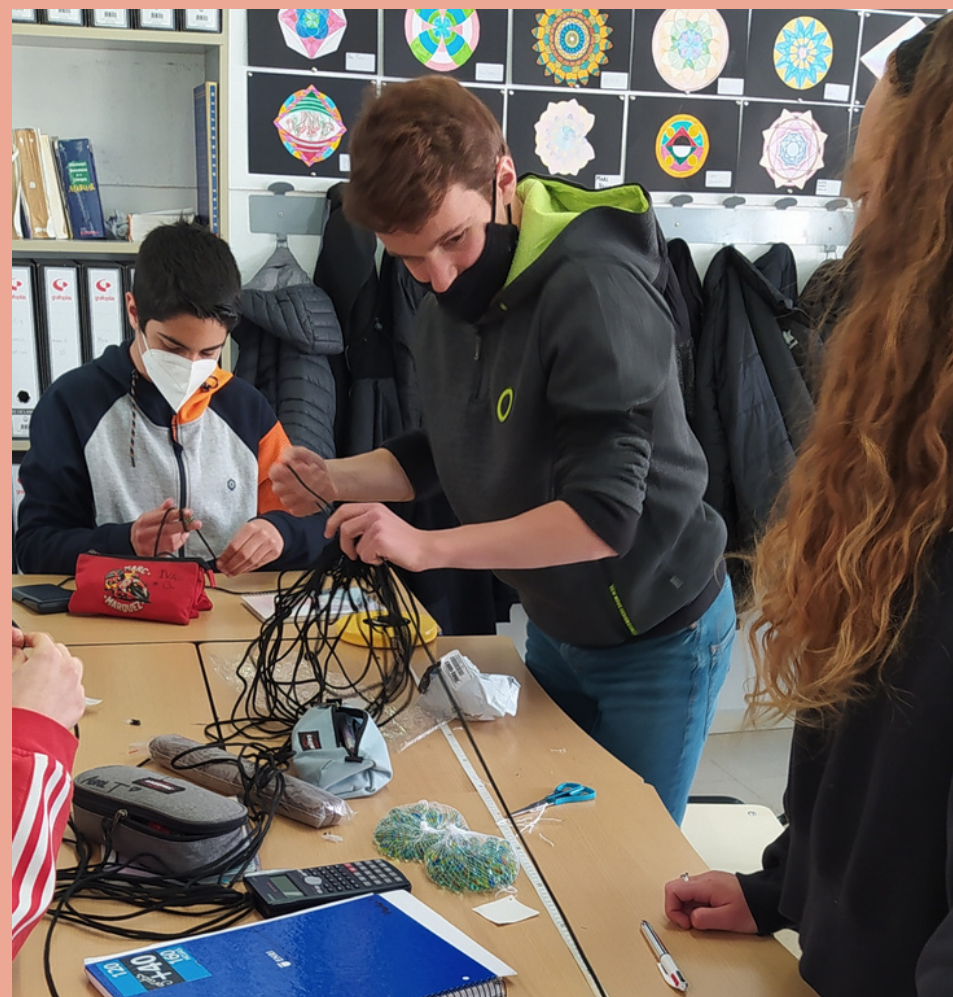
# Value propositions

## INNOVATION

## CREATIVITY

## DESIRABLE

## USEFUL





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FINAL RESULTS

KEYCHAIN  
MONKEY  
FIRST



# BOOKMARKS



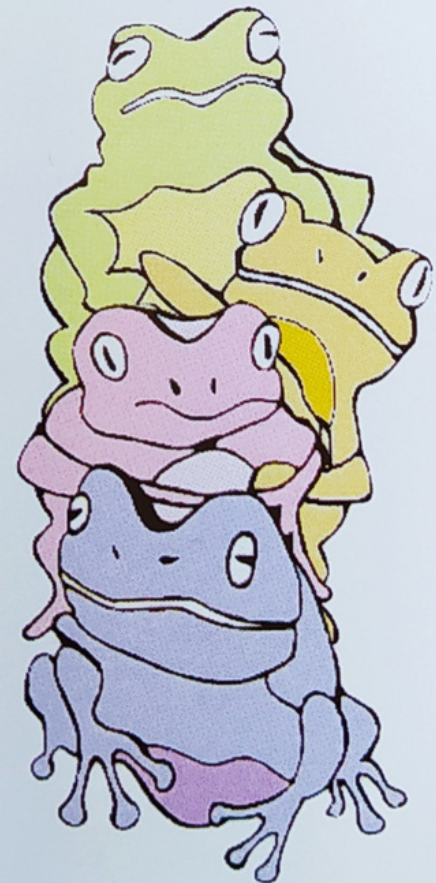
# STATIONERY SET

*calendari*

**2021**

**2022**

*abril-març*



CALENDAR





# DRAGON KING

10

Finally,  
we sold them  
in the  
school fair  
on Sant Jordi's  
Day.











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THANK YOU  
FOR YOUR  
ATTENTION

"Active, Creative, Enterprising"



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