



საქართველოს განათლებისა და მეცნიერების სამინისტრო



Learning Labs for Equal Rights: Social entrepreneurship (2)



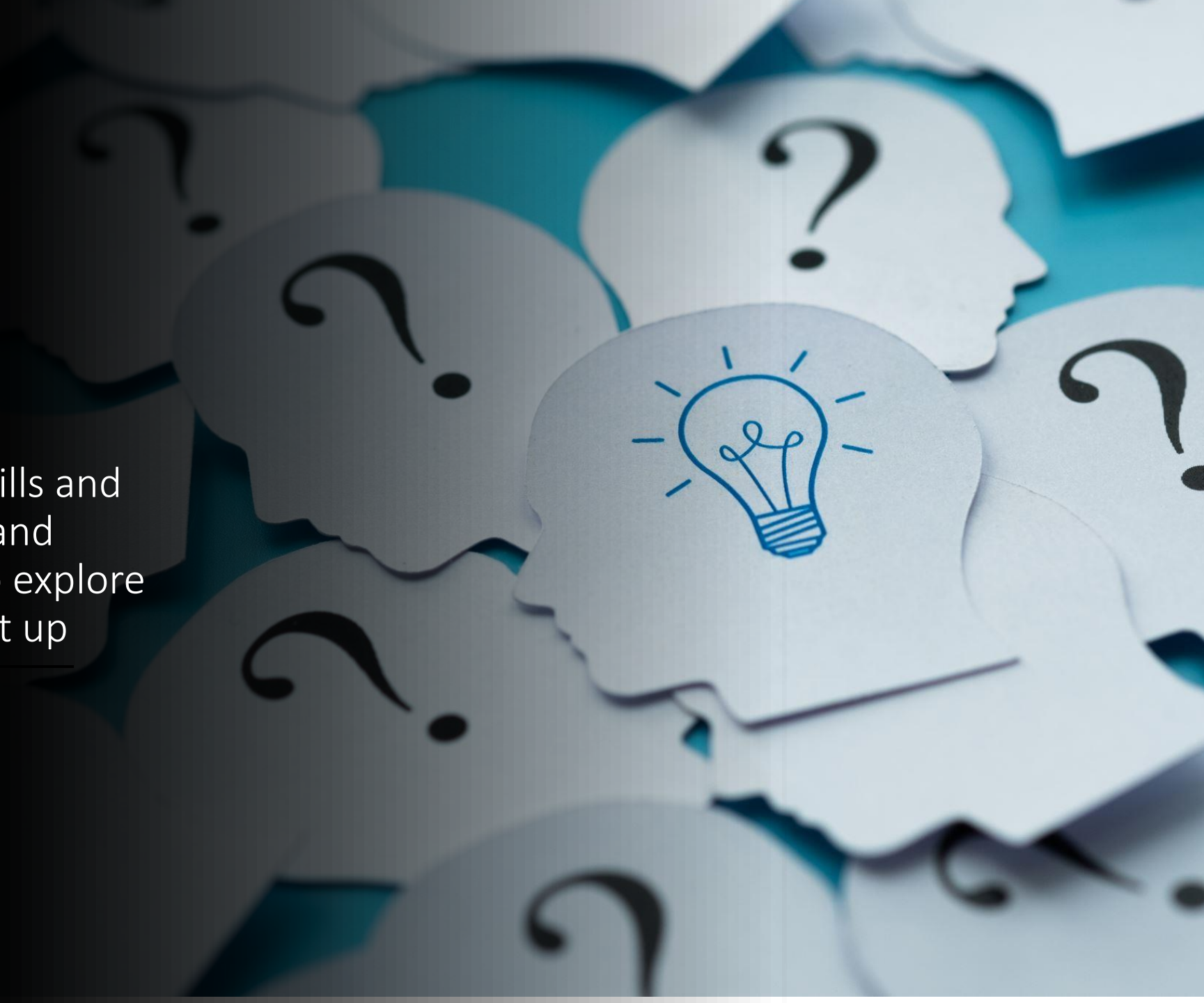
A hand in a light-colored sleeve points to a specific location on a complex, multi-colored transit map. The map features various colored lines (blue, orange, red, green, purple) representing different transit routes. The background is dark, and the map is brightly lit, creating a strong contrast. A thin white horizontal line is positioned above the text.

Identifying and Exploring Opportunities



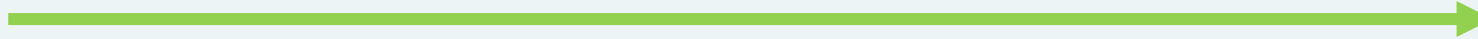
Ideas generation – where do I start?

Think about your talents, skills and knowledge, your interests, and what motivates you, to help explore a potential for business start up idea.

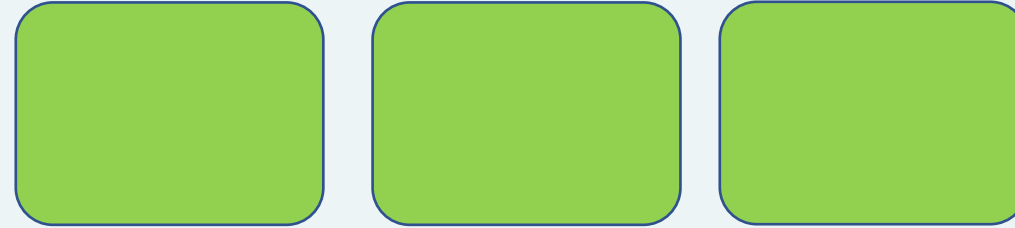


HIGH

LOW



My skills. Education and training



My interests and associated motivations

Ideas generation

Start completing the boxes; add more as required

LOW





Exploring ideas

- You may have lots of ideas but how can you test their feasibility?
- Is there a market for your idea?
- Is it commercially viable?
- Is it legal?

- Explore your idea further.



Turning Needs into Opportunities

- Problem solving approach – recognising a need and arriving at a solution
- Identify a repetitive problem or unmet need
 - e.g. hard-to-find product, service
 - time or money wasted, poor quality
- Define - ‘who, what, where, when, why, how?’
- What causes the problem & what effects does it have?
- What can be gained from solving it?
- Is a solution feasible?
- Does it offer a big opportunity?

(Moon & Curtis, 2016)

Creating Ideas

Divergent & Convergent Approaches

(Penaluna & Penaluna, 2009;
Penaluna et al, 2010)

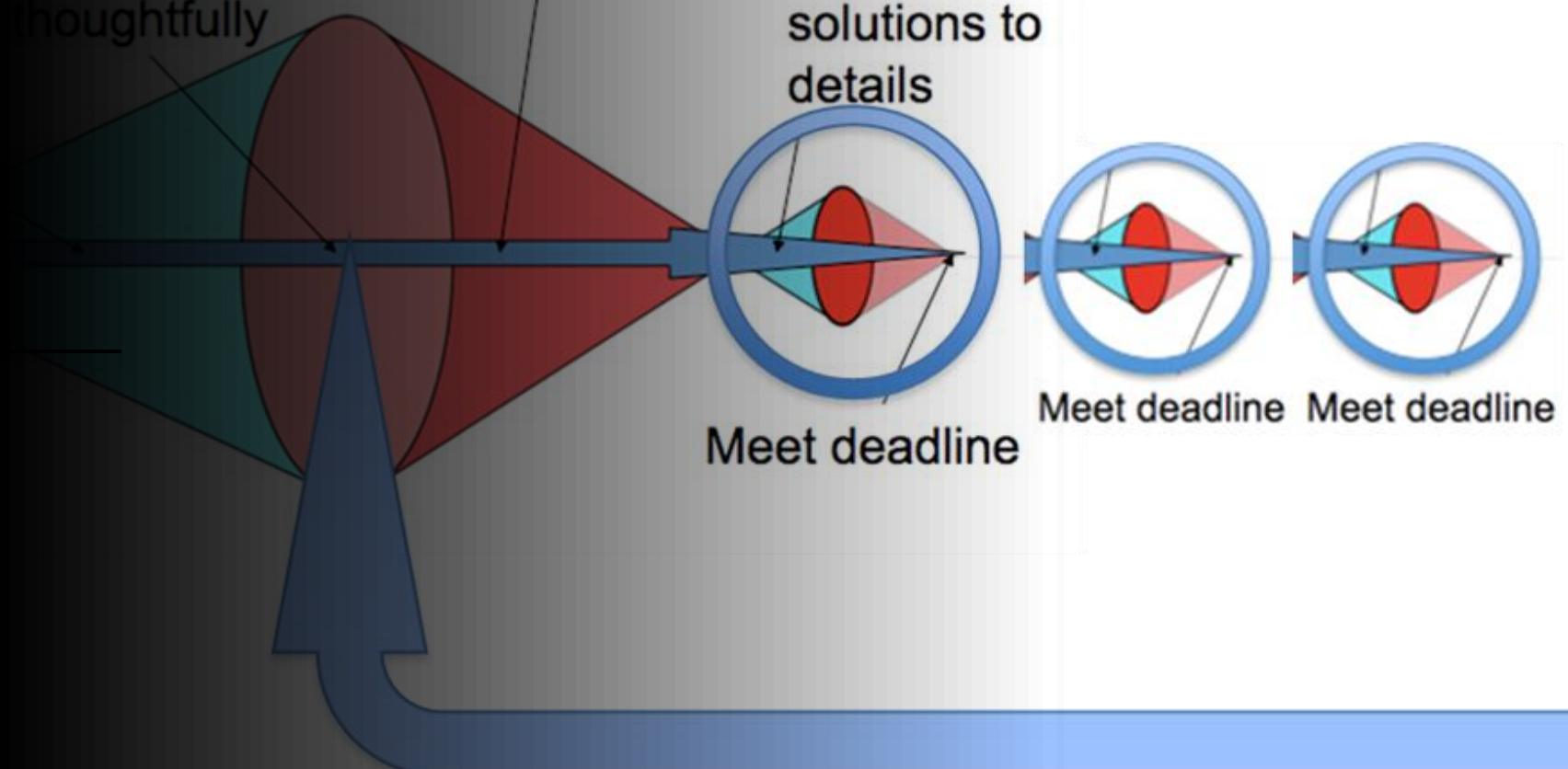
... demonstrate an ability to...

Reflect and analyze – use time thoughtfully

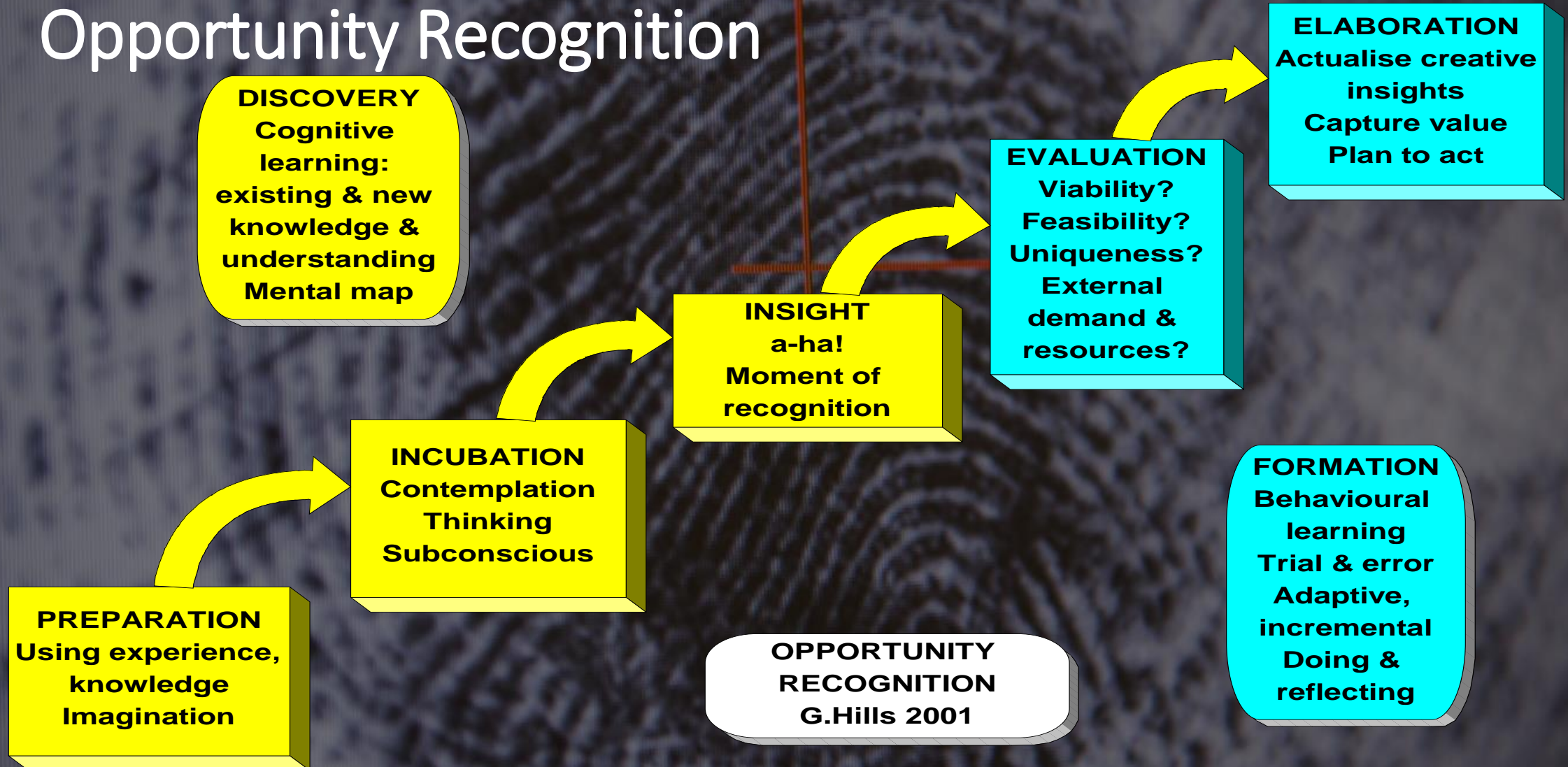
Discard irrelevant or non beneficial information

Seek out freshly identified solutions to details

= 'Aha'

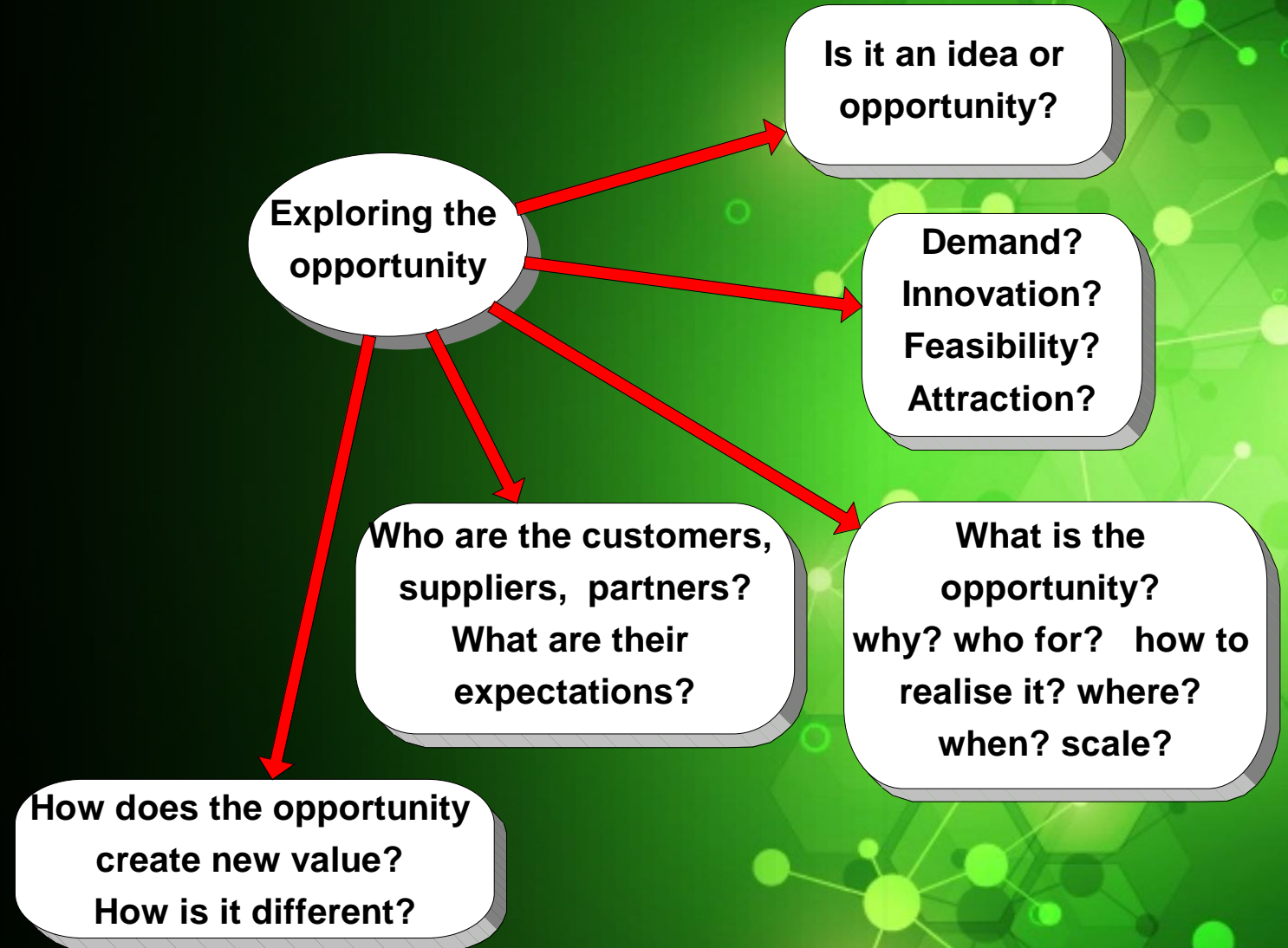


Opportunity Recognition



Exploring Opportunities

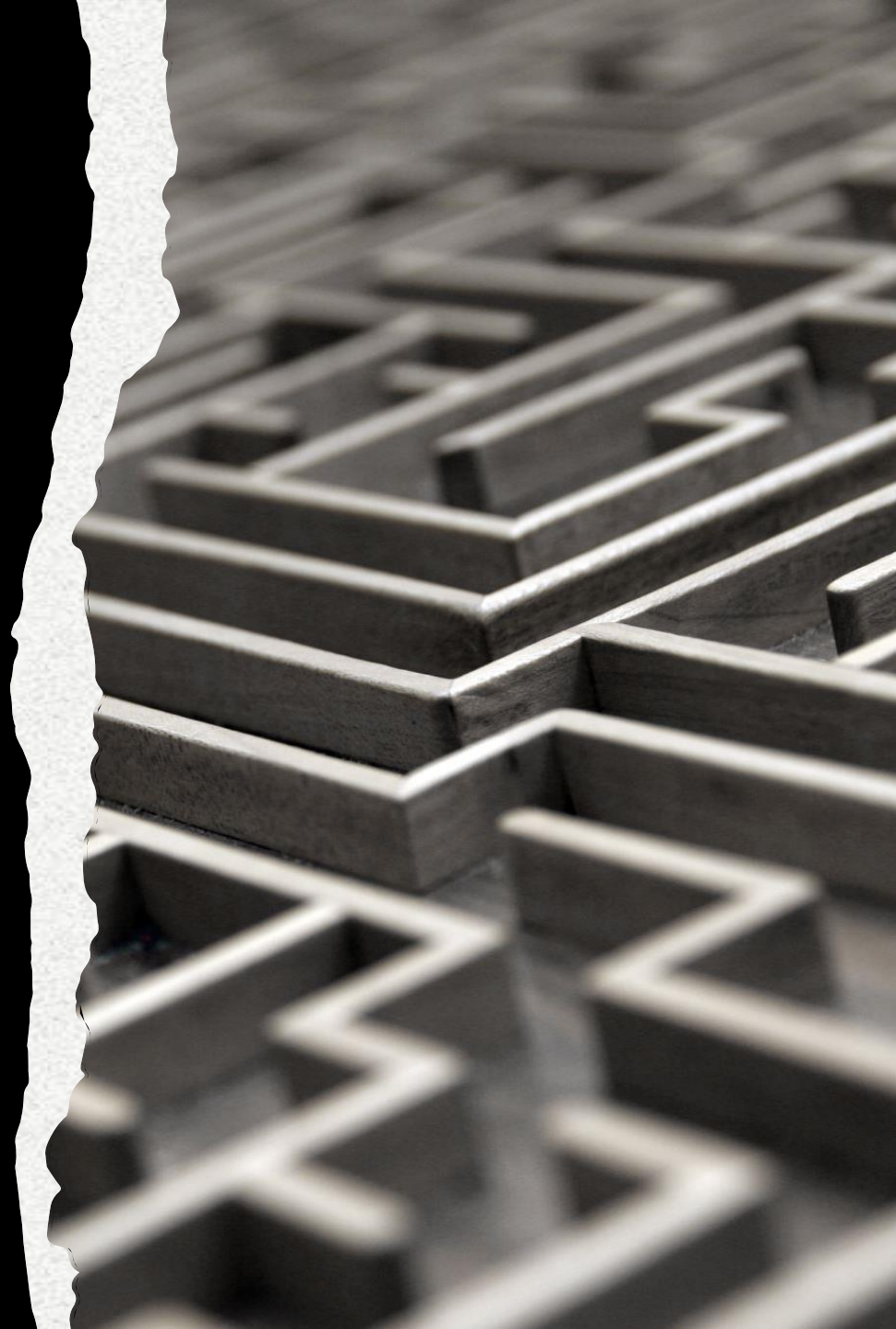
(Moon & Curtis, 2016)



Business Opportunities?

- Filling a market gap: supply < demand
- Applying a solution (e.g. technology) to a problem
- Creating demand for a new product, service, process or experience
- Transferring a product or service from one situation to another
- Providing a product or service better or cheaper than competitors

Are these strategic (long term), or tactical (short term)?





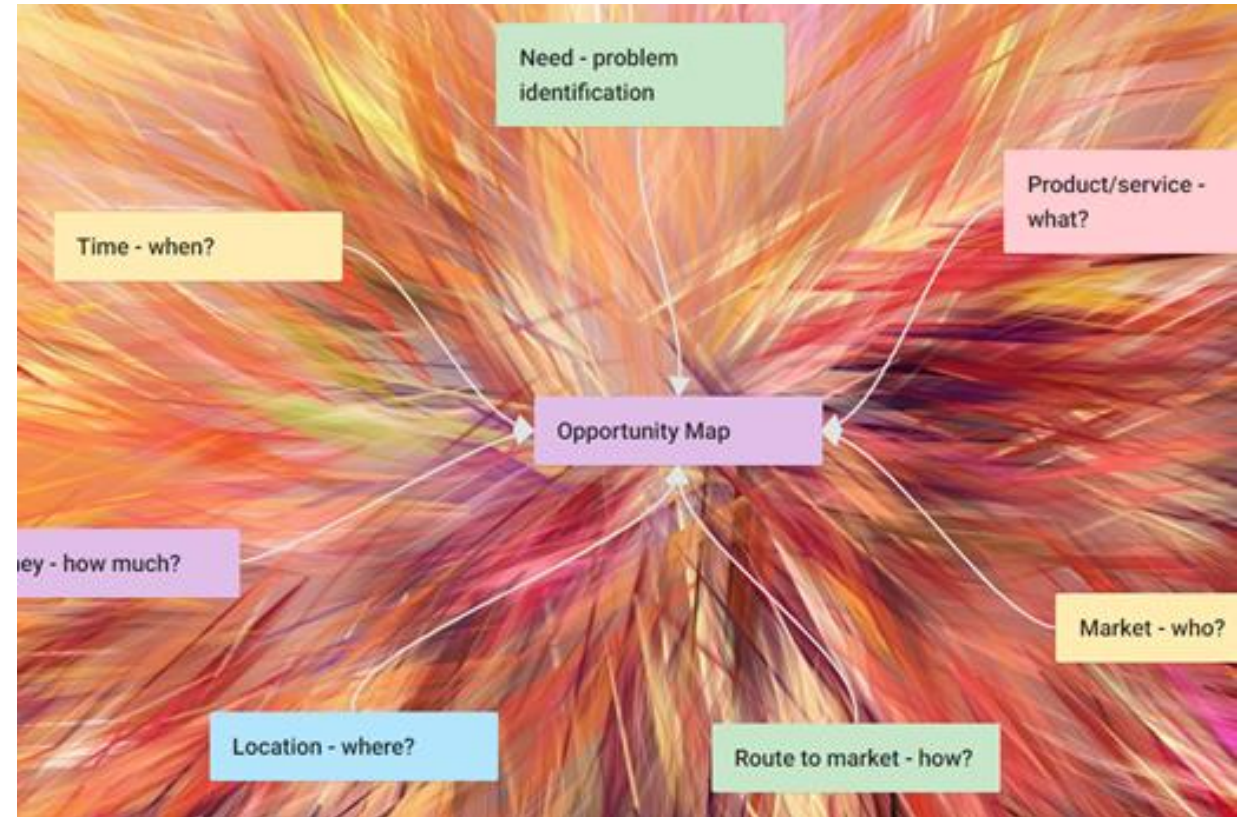
Opportunity Types

Now -> future

- **Knowledge** - information, expertise
- **Technology** - problem-solving application
- **Product** - existing product > **new market**
- **Service** - intangible
- **Lifestyle** - entertainment, hospitality, leisure
- **Physical resource** - land, property, natural resources
- **Trading** - **buy & sell** commodity

Opportunity Map...

(Adapted from Moon & Curtis, 2016)



Market Intelligence

Our focus:

- Know your customer
- Know your competition



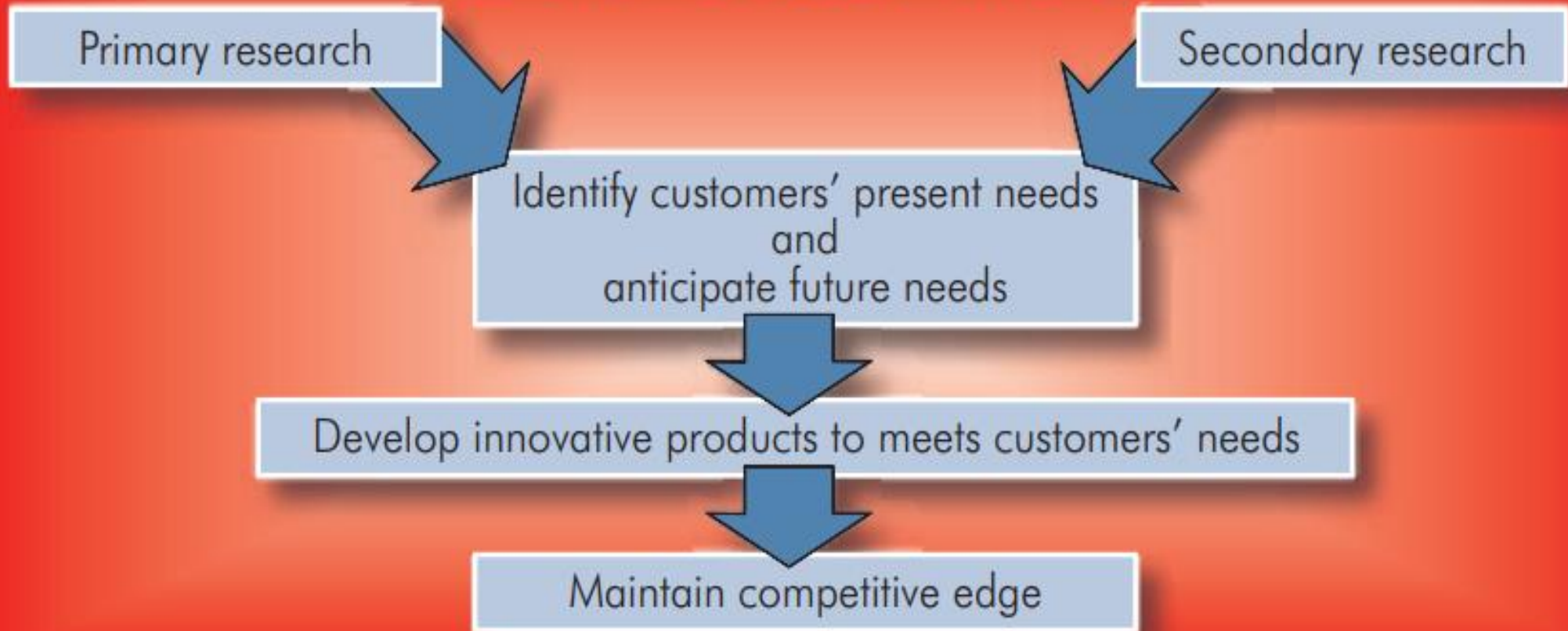
Market research to obtain market intelligence

- Market research involves the systematic gathering, recording and analyzing of data about potential customers, competitors and the market.
- This links business start ups to consumers by supplying essential information to help with planning and decision making.
- Why carry out market research?



Market Research - customers

Using market research effectively





Market Research - competitors

- Who are your main competitors? (could be direct or indirect)
- What are their products/services?
- What are their strengths and weaknesses in relation to the 7 Ps? (product, price, place, promotion, people, process, physical evidence).
- Where are they located?



How will you collect your data?

Data Collection

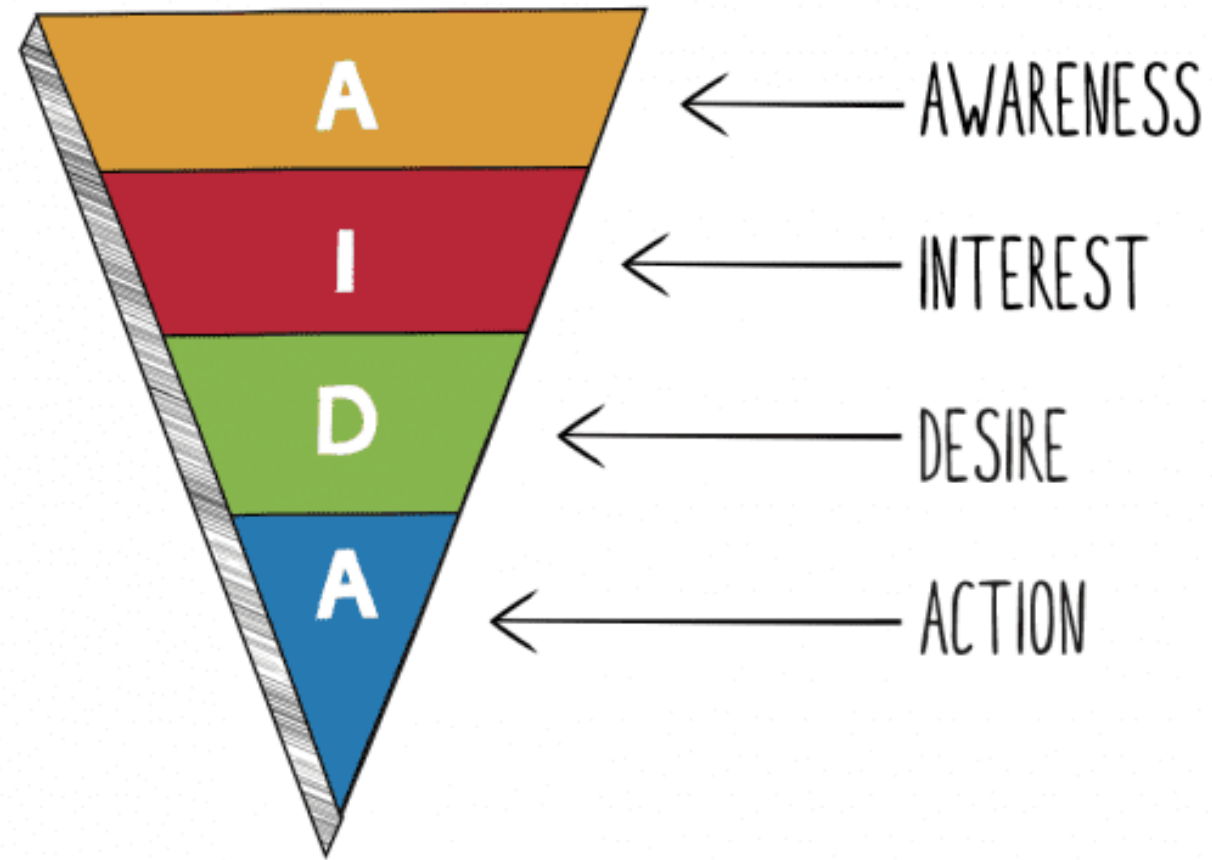
Primary: *first* hand – data collected specifically for a given task; original.

Secondary – using data already collected. Textbooks, journals, trade magazines, Office for National Statistics and other government bodies, professional bodies; local chamber of commerce information; databases such as Mintel; company reports etc.

DIFA – an opportunity has DIFA

- **Demand** - actual or potential customer need, ability to pay - viability
- **Innovation** - a product, service or technology can be provided
- **Feasibility** - technology & resources exist & can be sourced
- **Attraction** - benefit & interest for you/others
-

THE AIDA MODEL



PESTLE ANALYSIS MODEL FRAMEWORK



Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



Revenue Streams



The image features a stack of books on a wooden surface. The top book is open, showing its pages. Above the books, various white mathematical symbols and icons are scattered, including plus signs, zeros, question marks, infinity symbols, and a magnifying glass. The background is a blurred bookshelf filled with books, creating a warm, intellectual atmosphere.

Life is about storytelling





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- Brand storytelling is defined as the art of shaping a **company's identity through the use of narratives** and storytelling techniques that facilitate an **emotional response** and establish meaningful connections.



Branded content

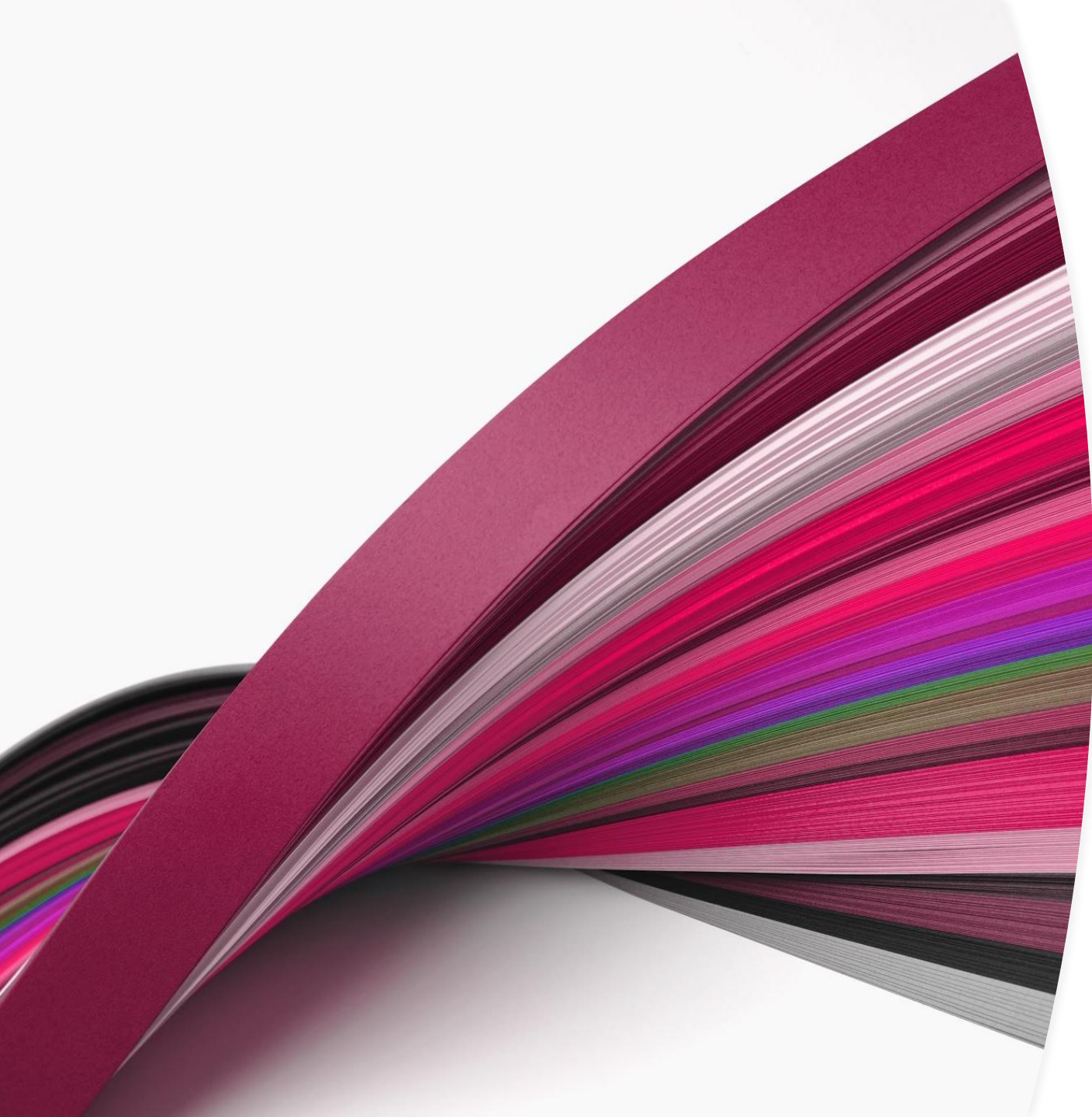
Is a marketing technique that involves **creating content linked to a brand that allows consumers to make a connection** with the brand.

- Branded content is an effective response to an increasingly **saturated market**.
- In this situation, brands need to look for new ways to connect with their audience, impact them in creative ways, and convey the values they represent.



The main **characteristics** of branded content:

- It is focused on the values of the brand, not on its products or its services. Although it can adopt the format of a classic video spot, it is based more on the **intangible qualities** of the brand than on the specific characteristics of its offer.
- It seeks to **generate conversation and notoriety around the brand**. More than looking for a direct sale or conversion, these contents try to **impact the audience and spark conversation around the brand**. Therefore, the key metrics to measure the success of branded content of this type tend to focus on the notoriety and the number of mentions.
- **Generates added value for the user**, this added value comes in the form of entertainment.
- **Appeals to emotions**. The use of emotions to convince goes back to the times of **Aristotle**, and today is still an effective resource. Branded content does not seek to use rational arguments about why a brand is better than the competition, but instead **seeks to connect with the audience on a more intimate level**.



- **It makes use of storytelling.** In essence, what this type of content seeks is to tell a representative story of the brand to the viewer, with **protagonists**, as well as a **beginning, middle and end**.
- **It can be presented through multiple formats and diffusion channels.** Branded content is a very **flexible concept**, so it can be adapted to **many different formats**: video content, podcasts, interactive formats, videogames, actions on the street, events ... or even combine several of them to tell the history of the brand. In the same way, there are also many **different resources to diffuse it**, from applications to social networks through to the brand's website.
- **The contents may be co-created.** It is very common for brands to collaborate with **film directors or other renowned professionals** to create their most outstanding content. But the collaboration does not end there: it is also possible to resort to the users themselves to tell their stories about the brand and thus get involved with brand engagement while providing content.



Differences with conventional advertising

- **Does not focus on products and services.**

Although brand products can appear in the branded content, they are not the main focus nor are they directly talked about. Instead, the content is focused on the more abstract values.

- **It is not invasive.** TV spots, or digital formats such as banners and pop-ups, are based on "plundering" the user so that they can dedicate their time and attention. Branded content seeks for the user to consume it voluntarily.

- **Differences content marketing**

- Content marketing is a broader concept. Content marketing is the strategy that encompasses all types of content created by the brand, whilst branded content would be a specific type of content.

- Within a **content marketing strategy** there is room for many types of content that are not branded, for example, informative guides, video tutorials or testimonials.



- Stories are 22 times more memorable than facts & figures alone
- Our neural activity increases 5X when listening to a story
- Storytelling lights up the sensory cortex in the brain, allowing the listener to feel, hear, taste, and even smell the story

A person wearing a bright green jacket and dark pants is walking away from the camera on a gravel path that leads into a snowy landscape. The path is flanked by snow-covered fields and a body of water in the distance. The sky is filled with heavy, grey clouds, with a bright light source breaking through on the right side, creating a dramatic atmosphere. In the background, there are some buildings and a fence line.

Storytelling

[Link](#)



Some examples of branded content:

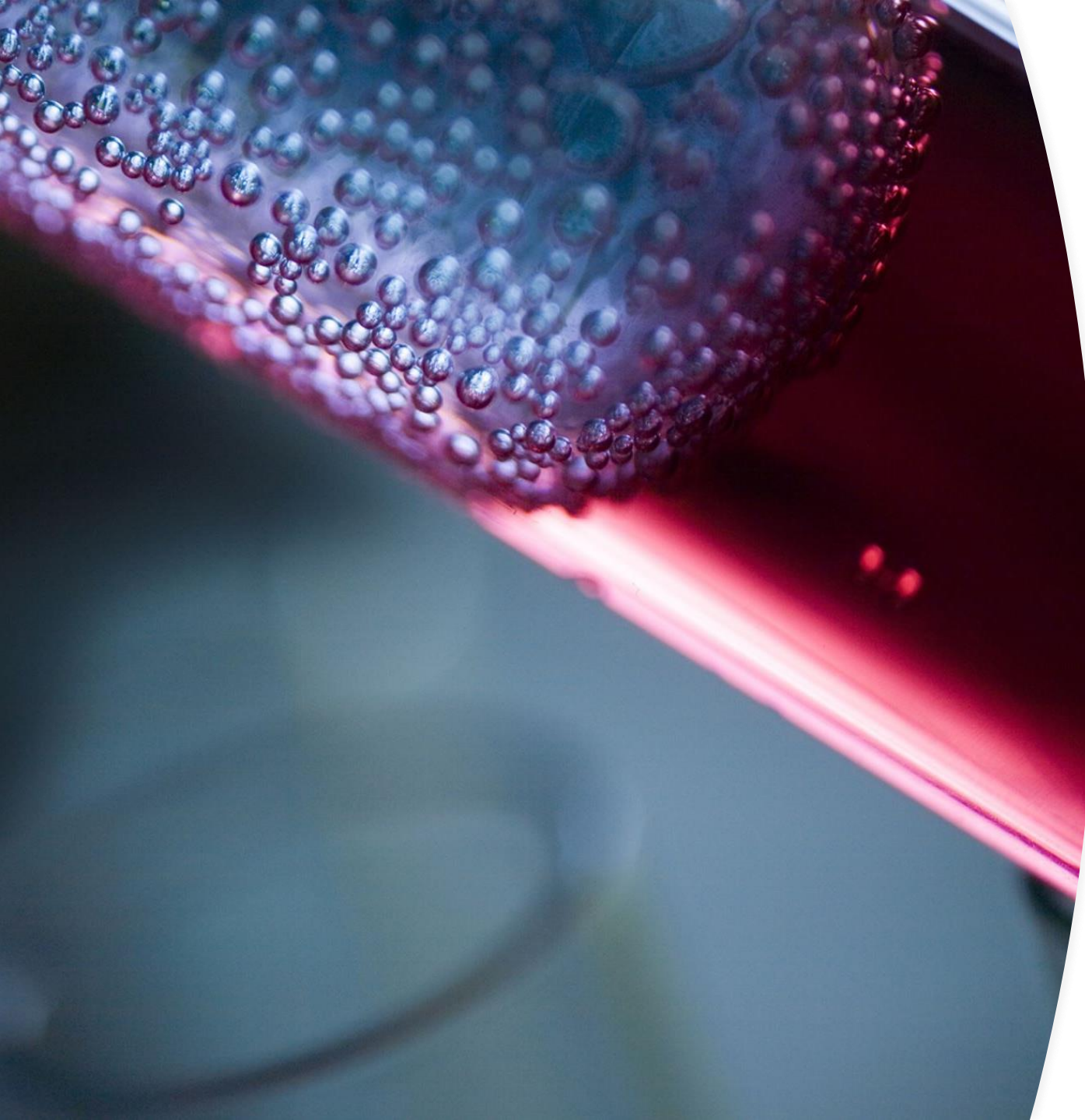
1) Red Bull

- This brand of **energy** drinks is surely the most successful example of today's branded content. Today, most of their marketing is focused on **creating stories** that promote brand values, such as sports and love for risk.
- According to some estimates, the returns from the dive-related advertising **tripled the investment.**



The most famous example of Red Bull's promoted action is the jump of **Felix Baumgartner from the stratosphere**, at 38,969 meters high.

The brand put all the technical means to carry out the feat, which was a world record and managed to have half a planet pending for days.



2) Coca Cola

- The most famous brand in the world no longer needs to communicate the fact that they manufacture refreshments.
- Instead, they have chosen to focus on communicating a universally popular value: **happiness**.
- Within the Coca-Cola universe There are many examples of branded content:
 - The **cans with names**, a strategy that summons the collector spirit of consumers and has achieved millions of mentions in social networks and news media.
 - The **announcement about families**, in which children from unconventional families raise questions to their parents to end up concluding that they are happy with them.

Happiness



Stories about happiness

- [Link](#)
- [Link 2](#)

Periodic Table of the Elements

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Industry reports/local information

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- Penaluna A., Coates J. & Penaluna K. (2010) "Creativity-based assessment and neural understandings: A discussion and case study analysis" *Education + Training*, Vol. 52, Iss. 8/9, pp 660-678
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UNIVERSITAT DE VIC
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DE CATALUNYA



საპარტვილოს განათლებისა
და მეცნიერების სამინისტრო



Contact: salvador.simo@uvic.cat