



Leonardo da Vinci
PARTNERSHIPS

Leonardo da Vinci Partnerships

Project « The Immigrant's Business Plan (IBP) »

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- Coopérative Sud Concept –

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ENTREPRENEURIAL SKILLS



IDENTIFYING OPPORTUNITY

FROM IDEA TO OPPORTUNITY

- **Identify the opportunity is:**



Imagine products or services from unsatisfied needs and / or future needs of customers.

Develop new products or services by analyzing their technical feasibility and financial business.

This will require:

Creativity

Intuition

Perseverance and determination

Stress management

By asking himself the right questions, the project leader starts with an analysis of the project and its bearer.



The idea

The aim is to compare the activity to its expectations.

The project sponsor must:

Have a good knowledge of himself

Have a capacity to anticipate,

Be Realistic

Have the right questions to start with:

- Strengths / Weaknesses
- Mode of operation desired
- Competitive Advantages ...



Matching personality to the project

A business founder must have:

A personality suited to the project.

A Potential:

Important work capacity

Physical
resistance

psychological soundness,
debrouillardise

Versatility:

Knowledge and competent technical skills

Other skills: business, management, law

An Experience:

Previous experiences enrich the project

Professionalism is a condition to success

A large network of relationships is important





DEVELOPING AN ENTREPRENEURIAL VISION
THE OPPORTUNITY TO PROJECT

It consists in:

Develop a finance plan

Formalize its offer based on the expectations of the prospect and other stakeholders

Place the offer in relation to existing and potential competitors

A Market study and Business Plan will help overcome this barrier, the most technical one.



The market study

Purpose: To determine the potential activity

Analyze customer:

Whose product or service is it sent to?
At what price?

Determine the competition:

Assess the strengths and weaknesses of competitors,
Imagine a business strategy to differentiate itself from the competition
and convince first customers.

To do this the business founder must put forward his sense of analysis
and be able to prospect its customer in the market .



LE BUSINESS PLAN

Establish financial forecasts is:

To translate the idea into figures

Identify all elements of previous stages

Check the viability of the company over 3 years.

The business founder must have specific technical skills to develop its business plan (accounting) or he has to hire a professional.





IMPULSE ORGANIZATION

STRUCTURE OF THE PROJECT

It means :

Creating an organization bringing together the financial, human and material from the targets.

Allocate and coordinate resources obtained.



RESEARCH FUNDING

The relationship with the banker will be important throughout the corporate life and one must learn to convince and reassure.

The must:

Be persuasive

Show level of involvement in the project

To persevere, to show determination

Patience



THE CHOICE OF LEGAL STATUS

The legal status is the legal framework within which the carrier will operate.

It will determine all terms of the life of the company.

This choice will lead to a social and fiscal implications which will determine the status of the business founder.

This will:

Be careful consideration in heritage and social.

Have a good knowledge of how he wants to run the business.





KEYS TO INDEPENDENCE

TOWARDS THE ESTABLISHMENT OF THE
SUSTAINABILITY

PREVENTION OF PROBLEMS

The slogan: ANTICIPATE in order to:

Manage cash flow

Identify / anticipate the financial needs of the business

Knowing the constraints and social opportunities and tax

Establish a functional management system

recruitment of skilled professionals



ACCOMPANYING

Ante and post-creation, its mission is to:

Boost energy

Overcome human obstacles, structural and financial

Encourage entrepreneurs throughout their journey,

Giving TPE skills and better opportunities



The left side of the slide features a decorative vertical bar composed of several elements: a thin orange line, a wider orange bar with a fine grid pattern, a thin orange line, a wider orange bar with a vertical gradient, and another thin orange line. To the right of these bars are five orange circles of varying sizes, arranged in a cluster. The text "THANK YOU FOR YOUR ATTENTION" is centered horizontally across the middle of the slide in a dark blue, serif font.

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