

The process of preparing a business plan

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Midas

MARGINAL LANDS, INDUSTRIAL CROPS
AND INNOVATIVE BIO-BASED VALUE CHAINS



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What makes a business plan beneficial?



Figure source: Logan Katz LLP (n.a.)

What should you do before creating a business plan?

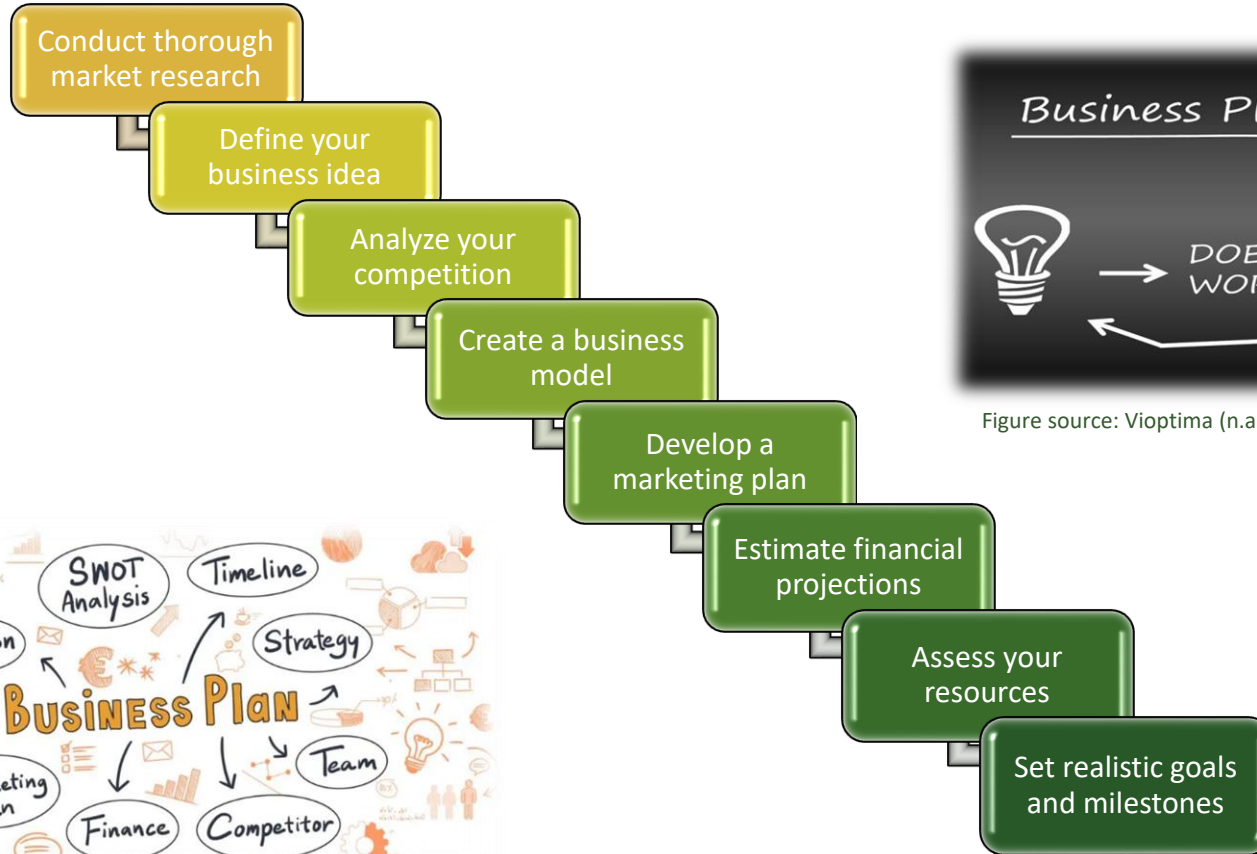


Figure source: Vioptima (n.a.)



Figure source: JO Consulting (2022)



How to set a company's Vision and Mission Statements?



Understand
the
company's
purpose

Consider
the future

Be specific and
measurable

Review
and
revise

Involve key
stakeholders

Keep it
concise and
inspiring

Reflect on the
company's
unique
identity

Communicate
and promote

Vision Statement

- *“Our vision is to create a sustainable and circular bioeconomy where innovative biotechnology and renewable resources transform industries, empower communities, and protect our planet for future generations.”*

Mission Statement

- *“Our mission is to harness the power of nature and cutting-edge science to develop and implement eco-friendly solutions that revolutionize traditional industries, reduce carbon footprints, and contribute to a healthier, more resilient global ecosystem.”*

Value Statement

- *“We value innovation, collaboration, integrity, sustainability, and education as the cornerstones of our organization. We are committed to fostering a culture that encourages continuous learning, empowers our employees, and inspires a better tomorrow for all.”*

Goals

- Develop and commercialize novel bio-based products
- Establish strategic partnerships
- Achieve a reduction in greenhouse gas emissions
- Contribute to the creation of new jobs in the bioeconomy sector

Strategy

- Continuous Improvement
- Product Development and Commercialization
- Partnerships and Collaborations
- Talent Development
- Stakeholder Engagement
- Research and Development

Developing a business model

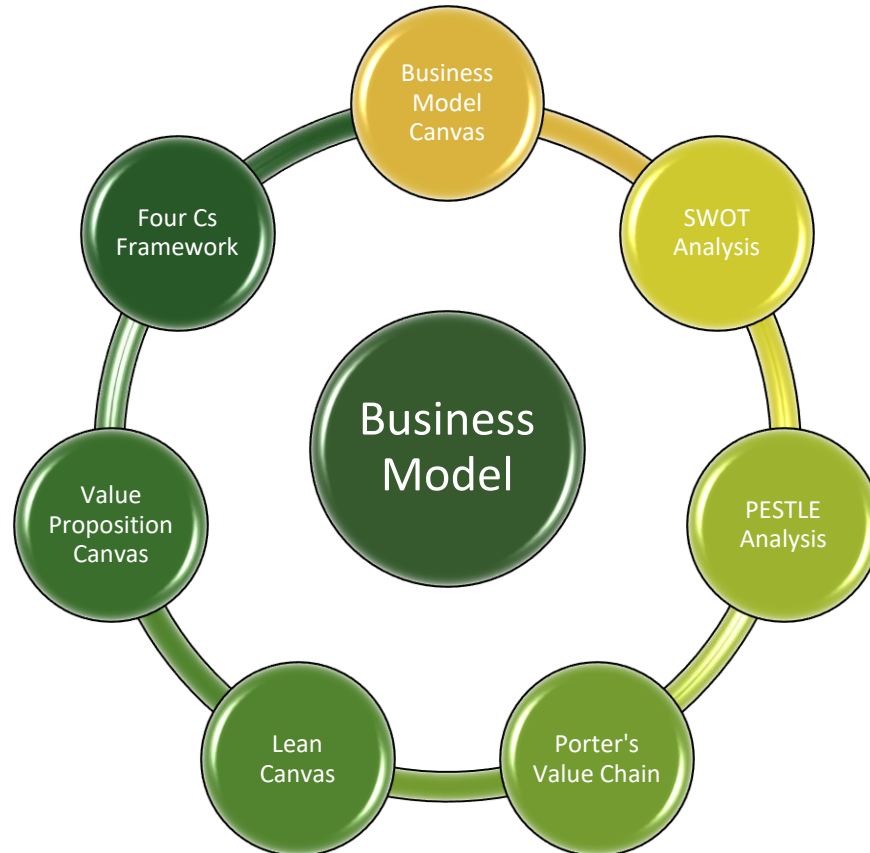


Figure source: ReadyToManage (2016)













Figure source: Le Coin des Entrepreneurs (2021)

Tools for the development of a business model



Business Model Canvas

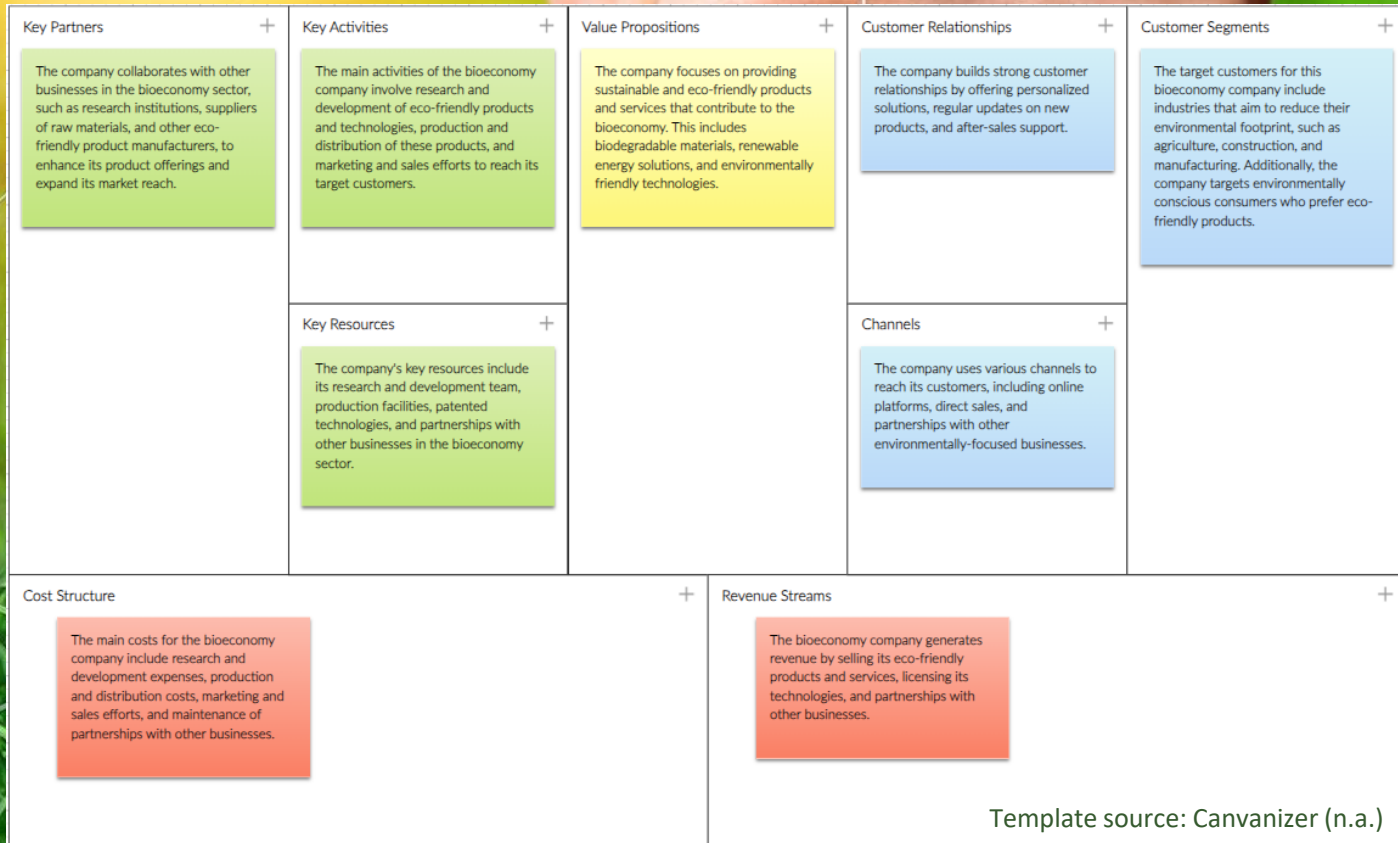
The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partnerships 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 	
	Key Resources 		Channels 		
Cost Structure 		Revenue Streams 			

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Strategyzer
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Figure source: Strategyzer (2024)

Bioeconomy company example: Business Model Canvas

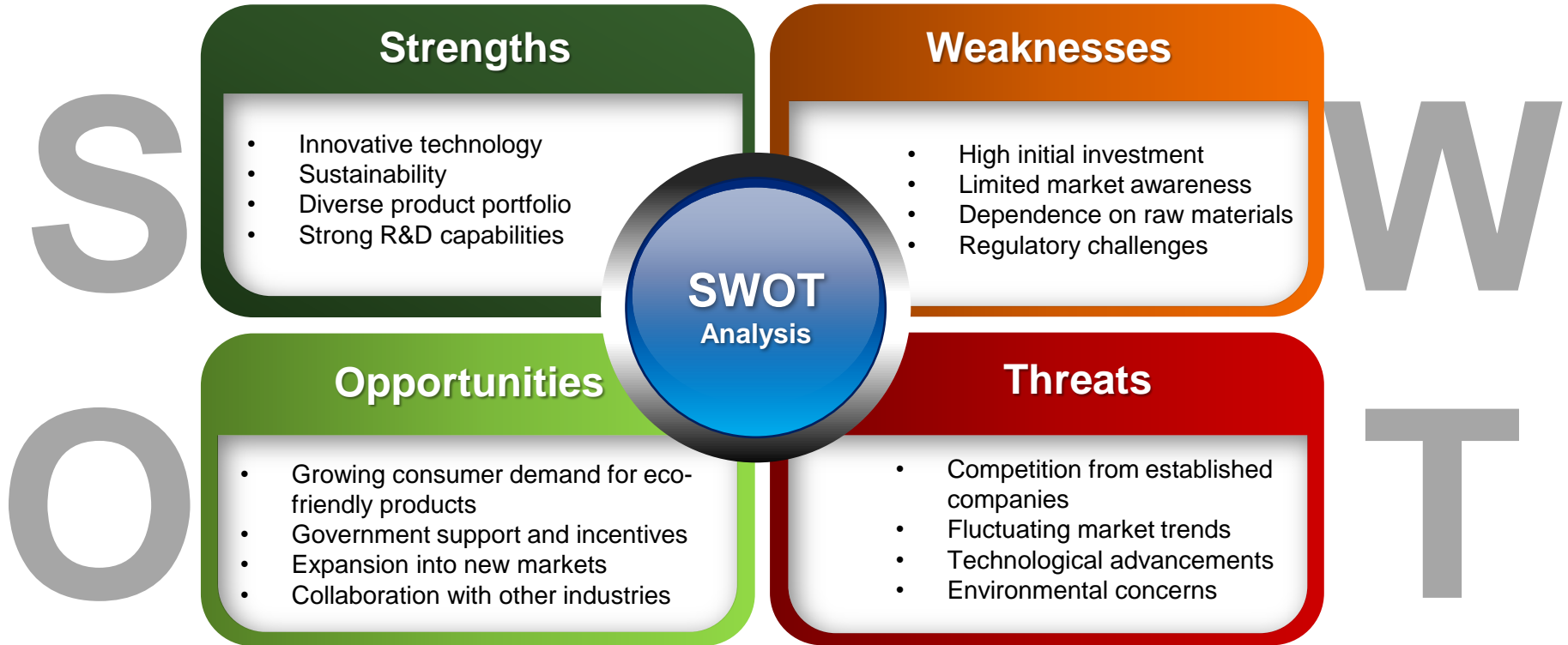


Template source: Canvanizer (n.a.)

SWOT Analysis



Figure source: Business News Daily (2024)



PESTLE analysis

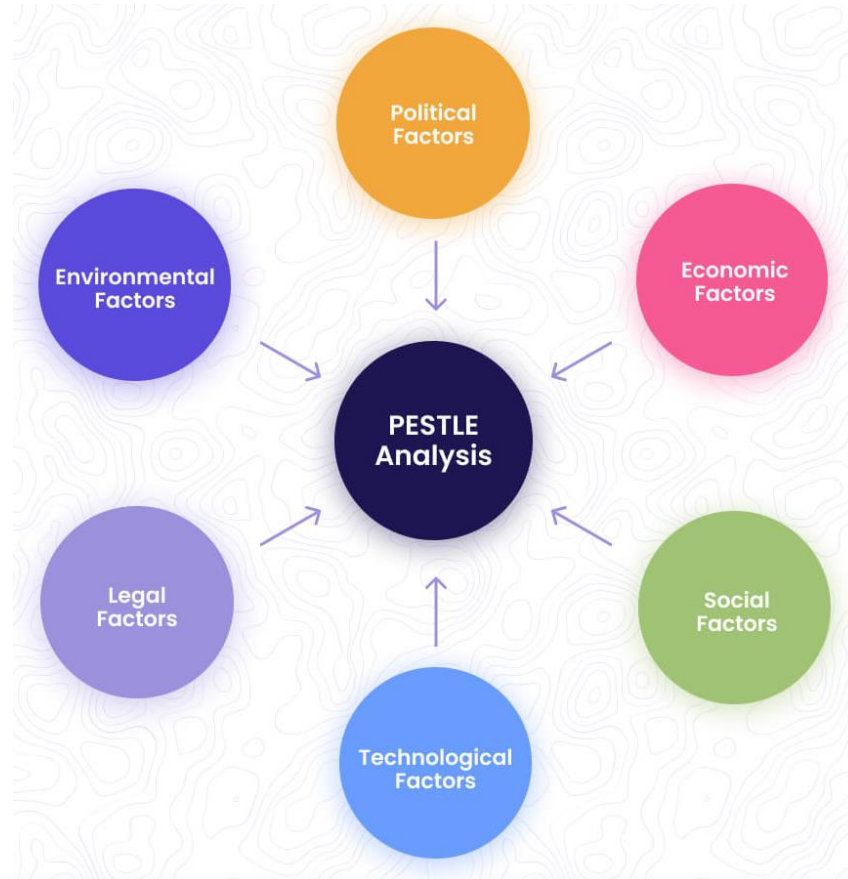


Figure source: Cascade (2022)

Bioeconomy company example: PESTLE analysis



P

POLITICS

- Government policies and initiatives related to sustainability, renewable energy, and environmental protection may influence the growth of a bioeconomy company.
- Regulatory frameworks for biotechnology, genetically modified organisms (GMOs), and bio-waste management should be considered.
- Support for research and development (R&D) in the bioeconomy sector through funding and tax incentives.

E

ECONOMIC

- Economic growth and stability in the country can impact the demand for bio-based products and services.
- The cost of raw materials, such as biomass, and the availability of funding for investments in the bioeconomy sector.
- Competition from traditional fossil fuel-based industries and the overall market size and growth potential for bioeconomy products.

S

SOCIAL

- Consumer awareness and preferences for eco-friendly, sustainable, and bio-based products can drive demand for a bioeconomy company's offerings.
- Public perception and acceptance of biotechnology, GMOs, and bio-waste management practices.
- Demographic trends, such as population growth, urbanization, and changing lifestyles, can influence the demand for bioeconomy products and services.

T

TECNOLOGICAL

- Advancements in biotechnology, genetic engineering, and other related fields can create new opportunities and drive innovation in the bioeconomy sector.
- The availability and accessibility of advanced technology for bioeconomy companies to develop new products and services.
- The impact of digitalization and automation on the bioeconomy industry, such as in the areas of supply chain management, data analysis, and production processes.

L

LEGAL

- Intellectual property rights protection for innovative bioeconomy products and processes, such as patents, trademarks, and copyrights.
- Compliance with environmental and safety laws related to biotechnology and bio-waste management.
- Labor laws and employee rights that may affect the bioeconomy company's workforce management.

E

ENVIRONMENTAL

- Climate change, resource scarcity, and growing concerns about environmental sustainability can create a favorable environment for bioeconomy companies.
- The availability and sustainability of raw materials for bio-based products, such as biomass and renewable energy sources.
- The company's commitment to environmental responsibility and sustainability in its operations and supply chain.

Porter's Value Chain

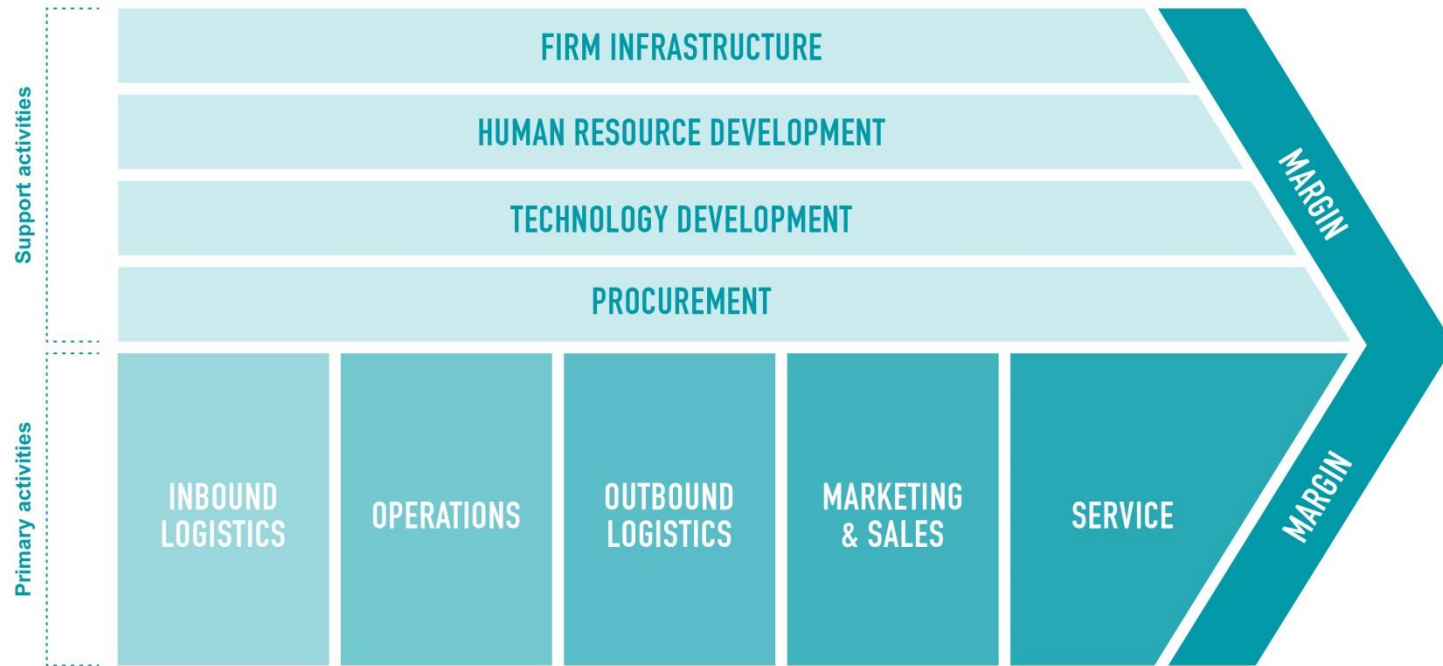
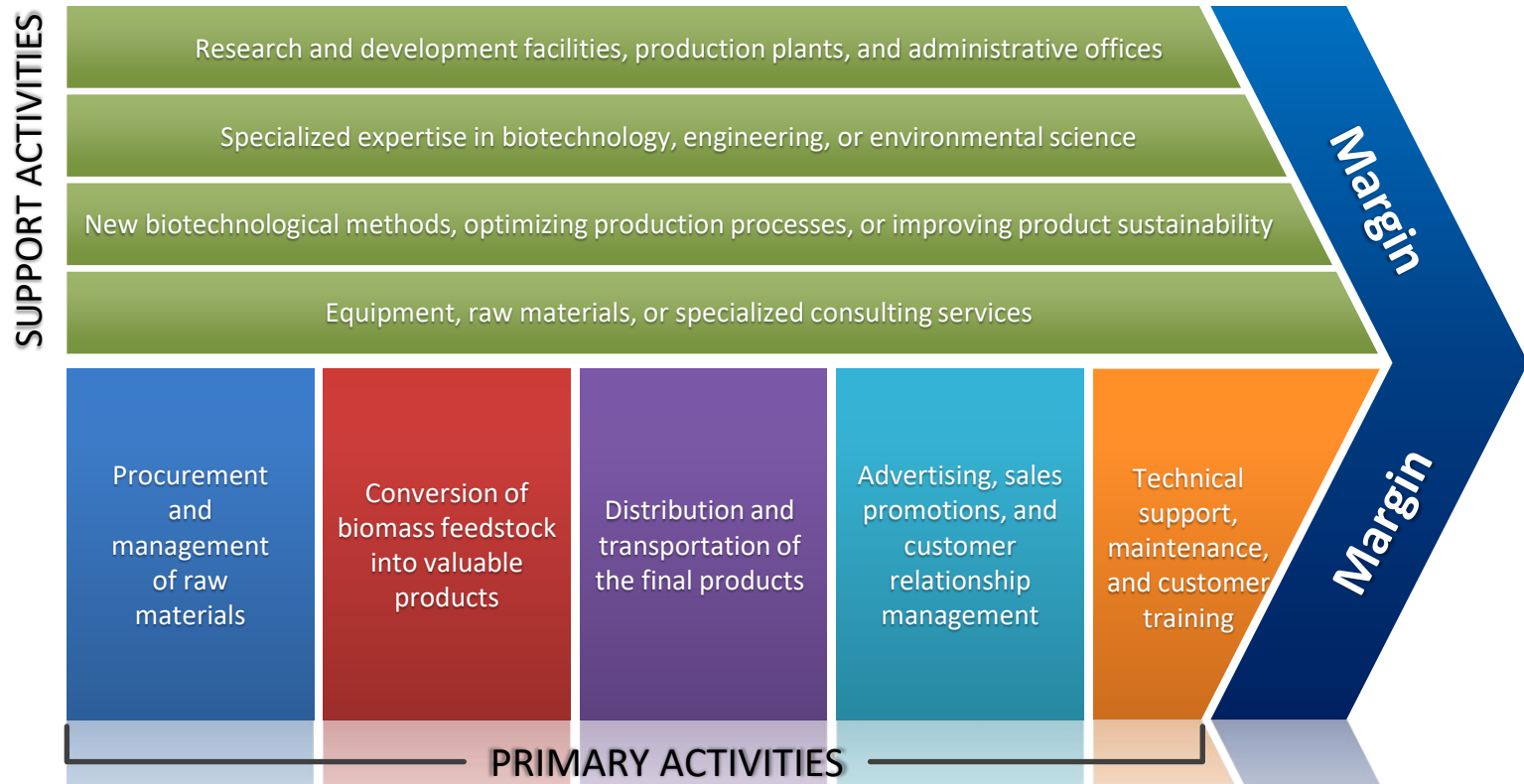


Figure source: KNAPP AG (2023)

Bioeconomy company example: Porter's Value Chain



How to set up a business plan?



Bioeconomy company example: Business plan



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Thank you



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