

Interreg Greece-Bulgaria Co-Working

European Regional Development Fund



D4.2.5 - Bootcamp & Interim Evaluation BG

Project Beneficiary 2

***EIDIKOS LOGARIASMOS KONDYLION EREYNAS ARISTOTELIOU
PANEPISTIMIOU THESSALONIKIS***



**By
IDIMON CONSULTANTS**

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CONTENTS

A. DESCRIPTION OF DELIVERABLE 4.2.5	4
B. THE SUBJECT OF THE DELIVERABLE	4
C. DESIGNATION OF SPEAKERS	12
D. PROGRAM PREPARATION.....	13
E. COMPILATION OF EDUCATIONAL MATERIAL	20
F. VENUE.....	20
G. PUBLICITY.....	20
H. IMPLEMENTATION OF DELIVERABLE	20
I. EVALUATION OF ACTION	20
ANNEXES	21
ANNEX 1. Presentations	22
ANNEX 2. Participant Lists.....	35
ANNEX 3. Photos.....	50
ANNEX 4. Press Releases	55

A. DESCRIPTION OF DELIVERABLE 4.2.5

In the Deliverable was presented the organization of a Bootcamp in the Bulgarian cross-border region of Haskovo during which internal evaluation methods were designed, developed, implemented and presented to the participants at the Bootcamp. The evaluation methods are either for start-ups or for the development of a new service or a new product from existing businesses in the Haskovo region. A detailed proposal of internal evaluation development methodology was presented, based on the existing literature and experience. In the implementation of the Deliverable, a Specialized Executive in matters of quality and process evaluation and an executive specialized in the development of start-up entrepreneurship were involved.

B. THE SUBJECT OF THE DELIVERABLE

The thematic object of the deliverable D4.2.5 is Bootcamp - Internal Evaluation Methods.

Business Idea Evaluation

Many entrepreneurs don't objectively evaluate new concepts before plunging in. While many ideas seem original and plausible, spectacular success is rare. According to some studies just 30% of all small businesses are profitable, while 30% only manage to break even. Launching a small business is a complex process that must combine enthusiasm with meticulous research.



Idea



Honest Feedback



Startup

Before discussing how to evaluate business ideas, let's define what exactly a business idea is and what is not:

“It's a thought or suggestion about which product or service to offer customers for financial gain.”

Businesses are engaged in generating profits—by earning more money than they spend. So, the idea must be profitable and easy to monetize.

How do people arrive at new business ideas? Successful ideas are brand-new concepts or better versions of existing ones.

The first question is: What is business idea validation?

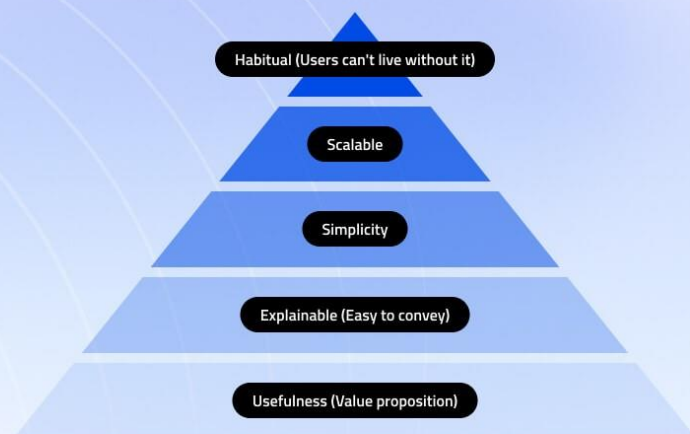
“Business idea validation is determining that a proposed idea meets the minimum criteria required to maintain a thriving venture.”

Before undertaking a business idea assessment, it's critical to recognize the characteristics of a great idea.

Here are some essential qualities to use when you evaluate the business idea:

- **Usefulness (Value proposition):** The new product must strive to address a known or unknown need. Some needs exist naturally, while others are artificially created — where a service creates a need and offers itself as a solution. Needs may be simple or complex. They keep evolving, necessitating the launch of new businesses.
- **Explainable (Easy to convey):** People should have an easy time understanding the business idea. The litmus test to determine if the concept is explainable is if it's possible to communicate the value proposition in a few sentences. Henry Ford famously said that people wished for faster horses — but it was easy to explain how a car was different.
- **Simplicity:** Awesome ideas produce simple products and services that users can start interacting with without requisite know-how. So, when developing an app idea, ensure it's pretty easy to use. For instance, Apple incorporates simplicity into its products.
- **Scalable:** Highly successful businesses can quickly scale with demand and take advantage of economies of scale. A perfect scenario is where the costs to serve additional customers are almost negligible, for instance, building an app like Zoom where overheads don't significantly increase if the company adds 1 million new users.
- **Habitual (Users can't live without it):** Users should find the product or service more valuable, meaningful, and a must-have as they interact with it. For instance, Netflix requires users to set their preferences and personalizes the content to their tastes. It's also integrated into their daily life and comes pre-installed on most devices. Even if a better company than Netflix popped up, many users would still find it hard to switch. Business owners should always ask: “Is my business idea so good that people can't live without it?”

Qualities that make a business idea great



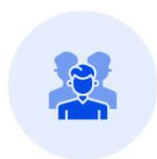
This criterion provides a basis for business idea evaluation. An idea should be **useful, simple, explainable, scalable, and habitual**.



1. Identify the Problem You're Solving



2. Analyze Market Demand



3. Get to Know Your Customers



4. Create a Customer Profile



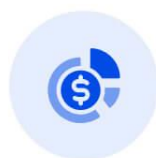
5. Find your Competitors



6. Understand Your Talents and Limitations



7. Collect and Analyze Feedback



8. Financial Feasibility Assessment



9. Make Sure the Business Is Right for You

Business Idea Evaluation

Once one have a business idea, use these steps to evaluate it and make sure it's a sustainable idea to help you be successful:

1. Determine a target market

A target market is a group of people who are likely to purchase a company's products or services. They're the consumers you believe can benefit most from your business idea. It's important to learn what you can about this group so you can better form your idea and later

market to them successfully. When you understand your consumers, you can anticipate their needs and serve them appropriately, which can make a major difference in your success.

As you evaluate your business idea, learn more about your target market's wants, needs, motivations, spending habits and challenges. You can collect this information by performing preliminary research, asking different people questions about your business idea and observing shoppers. Begin to define your ideal customer by considering the following demographics:

- Age
- Gender
- Geographic location
- Income level
- Profession
- Marital status
- Education level

2. Create a buyer persona

As you gather information about your target market's demographics, you can establish buyer personas, which are characters who represent the members of your target audience. Rather than being real customers, personas are fictional customers you create to help guide your business decisions. Personas are important because if you can view each persona as an actual customer, you're more likely to understand and empathize with them.

Create a buyer persona to represent the target market you've identified for your business idea. Consider the persona's background, motivations, values and buying factors. Some questions to help you create a buyer persona may include:

- What are their personal beliefs or values?
- What challenges are they seeking to resolve?
- How do they learn about products or services in the marketplace?
- What other types of products or services do they buy regularly?
- How does cost factor into their purchasing decisions?

3. Conduct a market analysis

A market analysis is an assessment of market factors, which may include economic details, consumer buying patterns, trends, forecasting and the competition in a market. Research various companies in your industry to determine whether a demand exists for the new product or service. You can also further understand the market and your target audience through efforts such as focus groups, interviews and surveys. Once you've gathered sufficient data, analyze the information carefully to help you determine the viability of your business idea.

4. Analyze your competitors

It's important to know more about potential competitors so you can see what they've done to find success and make sure you can supply a unique or higher-quality product or service. To analyse your competition, gather information about the company and its offerings and write an observational list of its strengths and weaknesses. Search online to read reviews about the company's products, pricing and customer service.

Once you know more about the competition, you can identify ways to distinguish your business idea. Think about why a customer might purchase from you instead of a competing business. You can even write a unique value proposition that tells customers what you offer, how it differs from the competition and why it meets their needs.

5. Understand your finances

Part of evaluating a business idea is being able to understand the finances associated with its launch. Even if your idea doesn't require a lot of overhead costs.

To get started, this analysis can help you gauge your financial outlook. You can use this knowledge to help you work on securing investments, marketing your idea and planning for future expenses. As you consider your finances, ask yourself these questions:

- How can I get the necessary funds to start my business idea?
- How much money do I plan to invest in the beginning?
- What are my projected income and expenses?
- What's my total earning potential in the first month? Three months? One year?
- How can I realize sustained profits?

6. Get feedback

Once you've completed the other steps, you likely have an effective understanding of your business idea's feasibility. At this stage, it can still be helpful to get feedback from others who can provide insights or ask questions you may not have considered. Ask your friends, family, professional contacts or company stakeholders what they think of your idea. Share your preliminary research to explain why you've developed your idea in a certain direction. Collect their feedback and use it to further evaluate your business idea and determine whether you want to take the next steps.

Criteria for Business idea evaluation

We can group criteria for business Idea evaluation in three groups:

- Viability
- Innovation
- Financial indicators

A. Viability. Business viability means that a business is (or has the potential to be)

successful. A viable business is profitable, which means it has more revenue coming in than it's spending on the costs of running the business. If a business isn't viable, it's difficult to recover. Before you go into business you need to determine if there is demand for your product, and at a price that ensures your business will be sustainable.

It makes sense to assess if your business idea is viable before you invest too much time and money in it. While there's no way to guarantee your idea will succeed, thorough market research will reveal if the time and effort you'll invest in a business venture has a good chance of offering a reasonable return on investment.

Can you answer yes to the following questions? If so, there is a good chance your business idea is viable.

- Do you have a unique selling point?
- Are there people who will want what you will have to sell?
- Are there enough people who will want what you have to sell, at the price you will set?
- Do you have enough money to last until your business is profitable?

Unique selling point (USP)

Sometimes a new business will be lucky to find a gap in the market - you might be the only mechanic in town, for example. But most of the time, your product or service will have to compete against similar products or services for customers and market share.

This is why your business needs to stand out from the competition - your ***unique selling point (USP)*** is what will encourage customers to buy from you.

Your offering might be:

- Cheaper or more economical to use
- Better designed and easier to use
- Locally made with ethically sourced ingredients or components
- Healthier
- More environmentally friendly or cruelty free
- Weigh less, or be made of better material.

A USP is anything that makes what you offer better than similar products on the market. If you have a USP, it's worth further researching the viability of your business.

With so many businesses online nowadays and customers able to shop anywhere in the world, USPs are getting harder to maintain. However, it's possible to have a business USP even if you don't have a product or service USP. Examples of business USPs can be your experience and expertise, having contracts in place with the best, most reliable supplier, or simply having the most convenient location.

Do you have a market?

Determining who your potential customers are and how many of them are in your area are crucial ingredients to business success. Once you establish this, the next step is to ensure your market, whether it be teenagers, business people or retirees, will be interested in your offering, at the price you'll need to charge to run a sustainable business. In addition, consider whether you'll be able to sell your product or service more than once to the same customers, or whether you'll need a steady stream of new customers to make one-off sales to.

- Who are your competitors? Knowing who your potential competitors are is an important part of market research. You need to know their USPs, weaknesses, pricing and marketing strategies.
- Does your product or service really fill a need not already being met by the competition?
- Will your business be able to take a large enough share of the market to break even and start making a profit?

If you're still answering yes, then it's time to crunch some numbers.

Consider the following:

- What will it cost you to produce the goods or provide the service?
- What is your selling price?
- How much demand do you anticipate?

C. Financial Indicators

Net Present Value (NPV). Net Present Value (NPV) is the value of all future **cash flows** (positive and negative) over the entire life of an investment discounted to the present. NPV analysis is a form of intrinsic valuation and is used extensively across finance and accounting for determining the value of a business, investment security, capital project, new venture, cost reduction program, and anything that involves cash flow.

The formula for Net Present Value is:

$$NPV_{XYZ} = \frac{Z_1}{1+r} + \frac{Z_2}{(1+r)^2} - X_0$$

Where:

- **Z₁** = Cash flow in time 1
- **Z₂** = Cash flow in time 2
- **r** = Discount rate
- **X₀** = Cash outflow in time 0 (i.e. the purchase price / initial investment)

Why is Net Present Value (NPV) Analysis Used? NPV analysis is used to help determine how much an investment, project, or any series of cash flows is worth. It is an all-encompassing metric, as it takes into account all revenues, expenses, and capital costs associated with an investment in its Free Cash Flow (FCF). In addition to factoring all revenues and costs, it also takes into account the timing of each cash flow that can result in a large impact on the present value of an investment. For example, it's better to see cash inflows sooner and cash outflows later, compared to the opposite.

Internal Rate of Return (IRR). IRR is a form of metric applicable in capital budgeting. It is used to estimate the profitability of a probable business venture. The metric works as a discounting rate that equates NPV of cash flows to zero.

$$NPV(0) = \frac{Cash\ Flow_1}{(1+IRR)^1} + \frac{Cash\ Flow_2}{(1+IRR)^2} + \frac{Cash\ Flow_n}{(1+IRR)^n} - Initial\ Investment$$

Differences between NPV vs IRR

Under the NPV approach, the present value can be calculated by discounting a project's future cash flow at predefined rates known as cut off rates. However, under the IRR approach, cash flow is discounted at suitable rates using a trial and error method that equates to a present value. The present value is calculated to an amount equal to the investment made. If IRR is the preferred method, the discount rate is often not predetermined, as would be the case with NPV.

NPV takes cognizance of the value of capital cost or the market rate of interest. It obtains the amount that should be invested in a project in order to recover projected earnings at current market rates from the amount invested.

On the other hand, the IRR approach doesn't look at the prevailing rate of interest on the market, and its purpose is to find the maximum rates of interest that will encourage earnings to be made from the invested amount.

Similarities of Outcomes under NPV vs IRR

Both methods show comparable results regarding "accept or reject" decisions where independent investment project proposals are concerned. In this case, the two proposals don't compete, and they are accepted or rejected based on the minimum rate of return on the market.

Conventional proposals often involve a cash outflow during the initial stage and are usually followed by a number of cash inflows. Such similarities arise during the process of decision-making. With NPV, proposals are usually accepted if they have a net positive value. In contrast, IRR is often accepted if the resulting IRR has a higher value compared to the existing cutoff rate. Projects with a positive net present value also show a higher internal rate of return greater than the base value.

Conflicts between NPV vs IRR

In the case of mutually exclusive projects that are competing such that acceptance of either blocks acceptance of the remaining one, NPV and IRR often give contradicting results. NPV may lead the project manager or the engineer to accept one project proposal, while the

internal rate of return may show the other as the most favorable. Such a kind of conflict arises due to a number of problems.

For one, conflicting results arise because of substantial differences in the amount of capital outlay of the project proposals under evaluation. Sometimes, the conflict arises due to issues of differences in cash flow timing and patterns of the project proposals or differences in the expected service period of the proposed projects.

When faced with difficult situations and a choice must be made between two competing projects, it is best to choose a project with a larger positive net value by using cutoff rate or a fitting cost of capital.

The reason the two abovementioned options works is because a company's objective is maximizing its shareholder's wealth, and the best way to do that is choosing a project that comes with the highest net present value. Such a project exerts a positive effect on the price of shares and the wealth of shareholders.

So, NPV is much more reliable when compared to IRR and is the best approach when ranking projects that are mutually exclusive. Actually, NPV is considered the best criterion when ranking investments.

C. DESIGNATION OF SPEAKERS

The instructors/coaches of the Deliverable are:

Nikolay Sterev

Diana Kopeva

➤ Nikolay Sterev

Nikolay Sterev is full professor at University of National and World Economy – Sofia. He is Head of Industrial Business Department and his main interests cover: industrial development, industrial growth, regenerative economy, Industry 4.0 and Industry 5.0 and others. He has PhD in marketing management and habilitation in marketing leadership

He is chairman of the (Bulgarian) Association of Professors in Economics and Management of Industry (APIUI) and chairman of Organization Committee of Industrial Growth Conferences.

Professor Nikolay Sterev has published more than 100 publications and has participated in more than 25 international projects. He has been a keynote speaker on different international conferences and has been appointed as guest lecturers in different universities worldwide.

➤ Diana Kopeva

Diana Kopeva is a full time professor at the University of National and World Economy (UNWE), Business Faculty. She has a vast experience in leading and managing international projects. Currently she teaches courses in Entrepreneurship in Agribusiness, Strategic Management, Project Management, Innovations in Agribusiness. She is expert in development and improvement of materials for distance learning, online courses and

teaching, as well as higher education teaching curricula and training courses. She participated in development of training modules for adults and participates as a trainer in different trainings. She is well aware of the European Qualification Framework (EQF) and National Qualification Framework (NQF). She participated in development of training modules for improving the competences according the EQF and NQF. As an external key expert and monitoring expert she participated in elaboration and implementation of a projects related to diversification of activities in rural areas establishment of Innovation Centers, as well as assessment of their efficiency from the point of view of beneficiaries and society. She has participated in the development and implementation of a number of EU funded projects concerning innovation management tools and foresight implementation.

D. PROGRAM PREPARATION

D4.2.5 Bootcamp & Interim Evaluation - BG					
1st Cycle			2nd Cycle		
THEORY			THEORY		
25.Jan 2023	4	prof. Diana Kopeva / Prof. Nikolay Sterev	28.March 2023	2	prof. Diana Kopeva / Prof. Nikolay Sterev
26.Jan 2023	6	prof. Diana Kopeva / Prof. Nikolay Sterev	29.March 2023	10	prof. Diana Kopeva / Prof. Nikolay Sterev
27.Jan 2023	2	prof. Diana Kopeva / Prof. Nikolay Sterev			
PRACTICE			PRACTICE		
26.Jan 2023	4	Prof. Nikolay Sterev/ Prof. Diana Kopeva	30.March 2023	6	prof. Diana Kopeva / Prof. Nikolay Sterev
27.Jan 2023	8	Prof. Nikolay Sterev/ Prof. Diana Kopeva	31.March 2023	6	prof. Diana Kopeva / Prof. Nikolay Sterev

PROJECT

***PROMOTING ENTREPRENEURSHIP BY SUPPORTING
PROMISING INNOVATIVE IDEAS THROUGH PRE-
INCUBATING MECHANISMS" (ACRONYM: CO-
WORKING)***

BOOTCAMP and INTERIM EVALUATION

Събитие	BOOTCAMP & Business Canvas Model
Дати	25 January – 27 January 2023
Организирано	EIDIKOS LOGARIASMOS KONDYLION EREVNAS ARISTOTELIOU PANEPISTIMIOU THESSALONIKIS
Място	Regional Center for distance learning - Haskovo
Достъпност	The venue is accessible to all stakeholders
Разпространение	To all stakeholders
Контактно лице	Diana Kopeva, Nikolay Sterev

Bootcamp & Interim Evaluation Day1: 25 January 2023r.	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Business Idea Valuation – Definition and steps (part 1)
11:30 – 11:45	Coffee break
11:45 – 13:15	Business Idea Valuation – Definition and steps (part 2)
13:15 – 14:45	Lunch Break
End of Day 1	

Bootcamp & Interim Evaluation Day 2: 26 January 2023r.	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Criteria for business valuation (part 1)
11:30 – 11:45	Coffee break
11:45 – 13:15	Criteria for business valuation (part 2)
13:15 – 15:45	Lunch Break
15:45 – 17:15	Criteria for business valuation (part 3)
17:15 – 17:30	Coffee break
17:30 – 19:00	Practice: Calculating and presenting criteria for developed project ideas from trainees
19:00 – 19:15	Coffee break
19:15 – 20:45	Practice: Calculating and presenting criteria for developed project ideas from trainees
End of Day 2	

Bootcamp & Interim Evaluation Day 3: 27 January 2023r.	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Criteria for business valuation (part 4)

11:30 – 11:45	Coffee break
11:45 – 13:15	Practice: Calculating and presenting criteria for developed project ideas from trainees
13:15 – 15:45	Lunch Break
15:45 – 17:15	Practice: Calculating and presenting criteria for developed project ideas from trainees
17:15 – 17:30	Coffee break
17:30 – 19:00	Practice: Calculating and presenting criteria for developed project ideas from trainees
End of Day 3	

PROJECT
***PROMOTING ENTREPRENEURSHIP BY SUPPORTING
PROMISING INNOVATIVE IDEAS THROUGH PRE-
INCUBATING MECHANISMS" (ACRONYM: CO-
WORKING)***

BOOTCAMP and INTERIM EVALUTION

Събитие	BOOTCAMP & Interim Evaluation
Дати	28 – 31 March 2023
Организирано	EIDIKOS LOGARIASMOS KONDYLION EREVNAS ARISTOTELIOU PANEPISTIMIOU THESSALONIKIS
Място	Regional Center for distance learning – Haskovo/ Trade High school - Haskovo
Достъпност	The venue is accessible to all stakeholders
Разпространение	To all stakeholders
Контактно лице	Diana Kopeva, Nikolay Sterev

Bootcamp & Interim Evaluation Day1: 28 March 2023	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Business Idea Valuation – Definition and steps (part 1)
End of Day 1	

Bootcamp & Interim Evaluation Day2: 29 March 2023	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Business Idea Valuation – Definition and steps (part 2)
11:30 – 11:45	Coffee break
11:45 – 13:15	Business Idea Valuation – Definition and steps (part 3)
13:15 – 14:00	Lunch Break
14:00 – 15:30	Criteria for business valuation (part 1)
15:30 – 16:00	Coffee break
16:00 – 17:30	Criteria for business valuation (part 2)
17:30 – 17:45	Coffee break
17:45 – 19:15	Criteria for business valuation (part 3)
End of Day 2	

Bootcamp & Interim Evaluation Day2: 30 March 2023	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Practice: Calculating and presenting criteria for developed project ideas from trainees
11:30 – 11:45	Coffee break
11:45 – 13:15	Practice: Calculating and presenting criteria for developed project ideas from trainees
13:15 – 14:00	Lunch Break

14:00 – 15:30	Practice: Calculating and presenting criteria for developed project ideas from trainees
End of Day 3	

Bootcamp & Interim Evaluation Day2: 31 March 2023	
Time	Topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Practice: Calculating and presenting criteria for developed project ideas from trainees
11:30 – 11:45	Coffee break
11:45 – 13:15	Practice: Calculating and presenting criteria for developed project ideas from trainees
13:15 – 14:00	Lunch Break
14:00 – 15:30	Practice: Calculating and presenting criteria for developed project ideas from trainees
15:30 – 16:00	Coffee break
End of Day 4	

E. COMPILATION OF EDUCATIONAL MATERIAL

The participants of the training camp were given three sources from where they can enrich their knowledge about the techniques and methodology of the Pitching approach. They were also provided with the presentations prepared by the lecturers (Annex 1).

F. VENUE

The Bootcamp has been held in the UNWE Regional Center for Distance Learning (RCDL) – Haskovo.

G. PUBLICITY

Information about the Bootcamp - Interim Evaluation was posted on the RCDL website, with printed announcements, on the RCDL Facebook page.

H. IMPLEMENTATION OF DELIVERABLE

The implementation of D 4.2.4 has been organized in two cycles: **Cycle 1:** 25-27 January 2023 and **Cycle 2:** 28 - 31 March 2023. Scanned copies of Attendance Lists are presented in Annex 2. In Annex 3 are shared photos from the Bootcamp.

I. EVALUATION OF ACTION

Bootcamp participants identify the topics covered as very important for starting a business. The practical sessions and discussions are essential in terms of clarifying their business idea and pointing to specific essential elements that should be taken into account. Proposals have been made to organize future such training camps and trainings. The practical orientation of the training camp is highly appreciated.

ANNEXES

ANNEX 1. Presentations



ТРЕНИРОВЪЧЕН ЛАГЕР Bootcamp & Interim Evaluation – BG

Оценка на Бизнес идея/Бизнес план

НАСЪРЧАВАНЕ НА ПРЕДПРИЕМАТЕСТВОТА ЧРЕЗ ПОДДЪРЖКА НА ИНОВАТИВНИ ИДЕИ
ПОСРЕДСТВОМ ПОД-ИНКУБАЦИОННИ МЕХАНИЗМИ

PROMOTING ENTREPRENEURSHIP BY SUPPORTING PROMISING INNOVATIVE IDEAS THROUGH PRE-INCUBATING MECHANISMS

Информацията и идеите, дадени в тази презентация, са на разпоредба и не създават непременно официално отношение на Европейския съюз, нито институциите и правителствата на Европейския съюз, нито която и да е държава, действаща от името на ЕС, нито да бъдат държавни органи, да използват, нито може да бъде направено на информацията, съдържаща се в нея. Презентацията е подготвена с подкрепата на програма INTERREG V-A "Греция-България 2014-2020".

The Project is co-funded by the European Regional Development Fund (ERDF) and National Funds of the countries participating in the INTERREG V-A "Greece-Bulgaria 2014-2020" Cooperation Programme



Критерии за оценка на Бизнес план

- Жизнеспособност
- Иновативност
- Финансови показатели

The Project is co-funded by the European Regional Development Fund (ERDF) and National Funds of the countries participating in the INTERREG V-A "Greece-Bulgaria 2014-2020" Cooperation Programme

Жизнеспособност

1.1. Финансова устойчивост на бизнеса
• Стартов капитал (реалистичност, обезпеченост)
• Потенциал за печалбата
1.2. Ресурсна обезпеченост на бизнеса
• Помещение
– Налично помещение, отговарящо на нуждите на бизнеса
– Налично помещение, което ще се преустрои
– Липсва или има помещение с неясен статут
• Оборудване - отговаря на нуждите за стартиране на бизнеса, включително като цена
• Суровини - отговарят на нуждите за стартиране на бизнеса, включително като цена
• Персонал - реалистичен брой на персонала

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Жизнеспособност (2)

1.3. Познаване на вида бизнес
• Бизнес идеята е формулирана ясно и точно
• Реалистичност на приходите и разходите
1.4. Пазари
• Наличие на пазарен потенциал
• Познаване на конкуренцията и пазара

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Иновативност



2.1. Доколко идеята е насочена към постигане на ново и значимо научно или технологично постижение (ексклузивно такова, водещо до придобиване на патент)

- Изпълнението на идеята създава предпоставки за патентоване на резултата от дейността
- Проектната идея има потенциал да доведе до полезен модел
- Идеята се базира на съществуващо решение, но го подобрява
- Изпълнението на идеята не е свързано с постигането на иновативен резултат

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Иновативност (2)



2.2. Доколко целите на идеята са насочени към разработване на нови продукти и услуги, които могат да намерят пазарна реализация

- Възможностите за пазарна реализация на иновативния продукт или услуга са ясно и конкретно посочени, като е представен и точен и количествен анализ на пазара
- Представена е ясна обосновка на възможностите за пазарна реализация, но липсват конкретни и количествени пазарни анализи
- Няма ясна обосновка на пазарната реализация и липсват представени анализи на пазара

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ΙΝΟΒΑΤΙΒΝΟΤΗΤΑ (3)

2.3.Допълнителни ползи за обществото – принос за опазване на околната среда (икономия на енергия и невъзобновими ресурси, намаляване на вредни емисии и т.н.), повишаване на безопасността на работната среда и качеството на работните места, безопасността на труда и повишаване на здравното състояние на населението, насърчаване използването на ИКТ. Повишаване на образованието, квалификацията и уменията на персонала и/или обществото.
• Идеята предвижда като допълнителни ползи принос за опазване на околната среда, икономия на енергия и невъзобновими ресурси, намаляване на вредни емисии.
• Идеята не предвижда като допълнителни ползи принос за опазването на околната среда, икономия на енергия и невъзобновими ресурси, намаляване на вредни емисии.
• Идеята предвижда като допълнителни ползи принос за повишаване на безопасността на работната среда, качеството на работните места, квалификацията на персонала, безопасността на труда и повишаване на здравното състояние на населението.
• Идеята не предвижда като допълнителни ползи принос за повишаване на безопасността на работната среда, качеството на работните места, квалификацията на персонала, безопасността на труда и повишаване на здравното състояние на населението.
• Идеята предвижда като допълнителни ползи насърчаване използването на ИКТ.
• Идеята не предвижда като допълнителни ползи насърчаване използването на ИКТ.
• Идеята предвижда повишаване на квалификацията и уменията на персонала и/или е насочена към подобряване на образованието в обществото.
• Идеята не предвижда повишаване на квалификацията и уменията на персонала и не е насочена към подобряване на образованието в обществото.

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ΙΝΟΒΑΤΙΒΝΟΤΗΤΑ (4)

2.4.Доказно идеята е насочена до промяна на технологията на производство, качеството на продукцията, която ще се произвежда в резултата на бизнеса, до намаляване на цената на производство, до намаляване ресурсите – материали, енергия и др.
• Идеята води до повишаване на качеството на продукцията, повишаване на ефективността на производството, оптимизиране на разходите за ресурси – материали, енергия и др.
• Идеята води до запазване на качеството на продукцията, ефективността на производството, и оптимизиране на разходите за ресурси – материали, енергия и др.
• Идеята не води до повишаване на качеството на продукцията, повишаване на ефективността на производството, оптимизиране на разходите за ресурси – материали, енергия и др.

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Иновативност(5)

2.3.Предоставян за разпространение и мащабност на идеята

- Има предоставян идеята да се разпрости до глобален пазар
- Има предоставян идеята да достигне до съседните страни и Европа
- Идеята е насочена само към българския пазар

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Икономически показатели за оценка на бизнес план

- Нетна настояща стойност (NPV)
- Вътрешна норма на възвръщаемост (IRR)
- Индекс на рентабилност (IR)
- Срок на откупуване

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Нетна настояща стойност

Нетна настояща стойност (NPV):

NPV отразява ефекта на времето върху очаквания паричен поток през периода на инвестицията

Необходимо и достатъчно условие в NPV да бъде положително число, т.е. $NPV > 0$

$$NPV = -C_0 + \frac{C_1}{(1+r)^1} + \frac{C_2}{(1+r)^2} + \dots + \frac{C_n}{(1+r)^n}$$

Където

C_0 - начална инвестиция

C_n - паричен поток генериран от проекта за всяка година от проекта

r - норма на дисконтиране

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Нетна настояща стойност (2)

- $NPV > 0$. Положителната нетна настояща стойност показва, че настоящата стойност на паричния поток е по-голяма от разходите за проекта (инвестицията) и инвестицията се счита за ефективна
- $NPV < 0$. Отрицателната нетна настояща стойност показва, че настоящата стойност на паричния поток през периода на инвестицията не е достатъчна, за да покрие разходите за инвестицията
- $NPV = 0$. Нетната настояща стойност е равна на нула и показва, че сумата от паричните потоци на проекта е точно толкова, че да се възвърне инвестираният капитал

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ННС: Предимства

- Обхваща паричните потоци през целия икономически живот на проекта и отразява различната цена на парите във времето
- Може да се използва като показател за оценяване на пакет от проекти

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- Основната цел на този показател е да даде ясно разбиране за това дали си струва да се инвестира в съответния инвестиционен проект
- Често изборът се прави между различни планове, не само като се вземе предвид продължителността на жизнения цикъл, но и с оглед на момента на инвестицията, размера и характера на дохода от даден бизнес
- Нетната настояща стойност ви позволява да се "изтрие" времевата рамка и да донесе очаквания краен резултат (неговата стойност) до един настоящ момент във времето
- Това дава възможност да се види реалната ефективност на инвестициите и ползите, които могат да бъдат получени от изпълнението на всеки проект
- Инвеститорът ясно вижда печалбата, което означава, че може уверено да даде предимство на една от алтернативните инвестиции - тази с по-голяма NPV

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Вътрешна норма на възвръщаемост (BHB/IRR)

- Вътрешната норма на възвръщаемост определя максимално приемливата дисконтова ставка, при която е възможно да се инвестират средства в проекта без да има загуби за собственика (инвеститора)
- Това е онази норма на дисконтиране, която изравнява сумата на дисконтираните положителни парични потоци със сумата на отрицателните (разходни) парични потоци породени от проекта

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BHB (2)

$$\sum_{t=1}^n \frac{C_t}{(1+k)^t} - C_0 = 0$$

BHB следва да е по-голяма от пазарната лихва, за да се приеме, че проектът е ефективен и рентабилен

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ВНВ (3)

- Това е процентът на дисконтиране, който превръща нетната настояща стойност в нула
- Чрез този метод се прави опит всички икономически изгоди да се представят чрез едно число
- IRR е мярка за рентабилност на проекта и зависи само от продължителността на икономически живот на проекта и от паричните потоци по години от срока на икономически живот

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ВНВ (4)

- Изчисляване на база на нормата на възвръщаемост, при която NPV приема положителна и отрицателна стойност
- IRR се изчислява чрез следната формула:

$$IRR = r_1 + (r_2 - r_1) \frac{NPV_{r_1}}{NPV_{r_1} - NPV_{r_2}}$$

r₁ – норма на доходност, при която NPV > 0
r₂ – норма на доходност, при която NPV < 0

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BHB (5)

Критерий за оценяване на изгодността на инвестиционния проект на база показателя IRR е:

- ▣ Ако $IRR > K_w$ – проектът е изгоден
- ▣ Ако $IRR < K_w$ – проектът е неизгоден
- ▣ Ако $IRR = K_w$ – проектът е на границата на изгодността

Критерий за оценяване и класиране на проекта е:

максимална положителна разлика между IRR и процента на дисконтиране, използван при изчисляването на NPV, т.е. $IRR - K_w >> 0$

Където:

K_w е минимална норма на въвеждаемост / процент на дисконтиране

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BHB (6)

- Между нетната настояща стойност (ННС) на инвестиционния проект и използваната норма за дисконтиране (r) съществува зависимост, която се определя от разположението на паричните потоци в проекта
- При т.н. традиционно разположение, зависимостта се изразява в това, че увеличаването на r предизвиква намаляване на ННС
- За традиционно се приема разположението, когато инвестиционните разходи (отрицателни парични потоци) са разпределени по години в началото на срока на инвестиционния проект и, след това, до края на експлоатационния срок на проекта, се планират по години само положителни нетни парични потоци

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BNB (7)

» **Προδιαπαρατάξαι τούτου μεθόδου** σε φρεσδάτ до това, че:

- оценката се прави изцяло върху информацията, заложена в инвестиционния проект
- не се правят никакви предварителни корекции, които биха могли да доведат до погрешни изводи

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BNB (8)

- Методът е подходящ за оценяване на инвестиционни проекти, при които финансовите разходи са в началото на срока на проекта, а след това се очаква положителен ефект от инвестицията
- Методът се основава на предположението, че нетните парични потоци, които ще се получат в резултат на инвестицията, ще могат да се реинвестират и да носят същата норма на възвръщаемост, каквато е в проекта
- На практика това допускание не отговаря на действителните възможности за получаване на доходи от използването на НПП.
- При нетрадиционно разположение на инвестиционните разходи и нетните парични потоци в инвестиционните проекти (например има отрицателна НПП) съществува опасност от неточно оценяване, а понякога и от получаване на повече от едно значение на BNB, което прави оценката невъзможна
- Това е довело до разработването на друг по-съвременен метод за оценка, наречен Метод на модифицираната вътрешна норма на възвръщаемост (MBNB)

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Срок на възвръщане на инвестицията – PBP (Payback period)

- » Това е продължителността на периода, необходим за да се възстановят първоначалните инвестиции за сметка на породения от тях положителен паричен поток (доход)
- » Следната формула се използва в случай, че доходите са еднакви през годините

$$PBP = \frac{I}{C}$$

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Срок на откупуване (2)

Критерий за оценка на икономическата ефективност на проектите, на база на показателя PBP е:

Ако $PBP < PBP_n$ – Проектът се приема

Ако $PBP > PBP_n$ – Проектът би трябвало да се отхвърли

Ако $PBP = PBP_n$ – Проектът е на границата на изгодността

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Срок на откупуване (CO)

- Срокът на откупуване или изплащане в *години на инвестиционния проект*
- CO се изчислява като сумата на инвестиционните разходи (изходящите парични потоци) се раздели на средногодишния нетен паричен поток (входящите парични потоци)

$$CO = \frac{\sum C_k}{НПП}$$

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коэффициент на доходност – PI (profitability index)

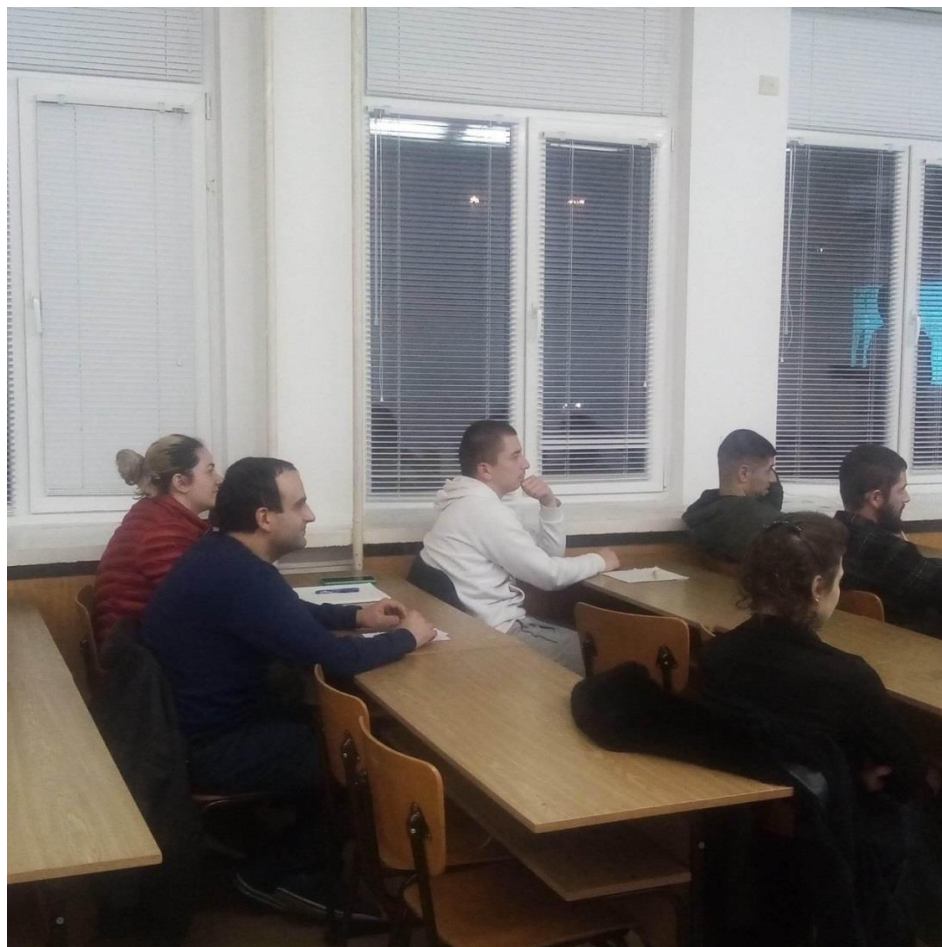
Критерий за оценка на ефективността на проектите на база на показателя коефициент на доходност:

- Ако $PI > 1,0$ – Проектът се приема и е икономически изгоден
- Ако $PI < 1,0$ – Проектът се отхвърля, поради неизгодност
- Ако $PI = 1,0$ – Проектът е на границата на изгодността

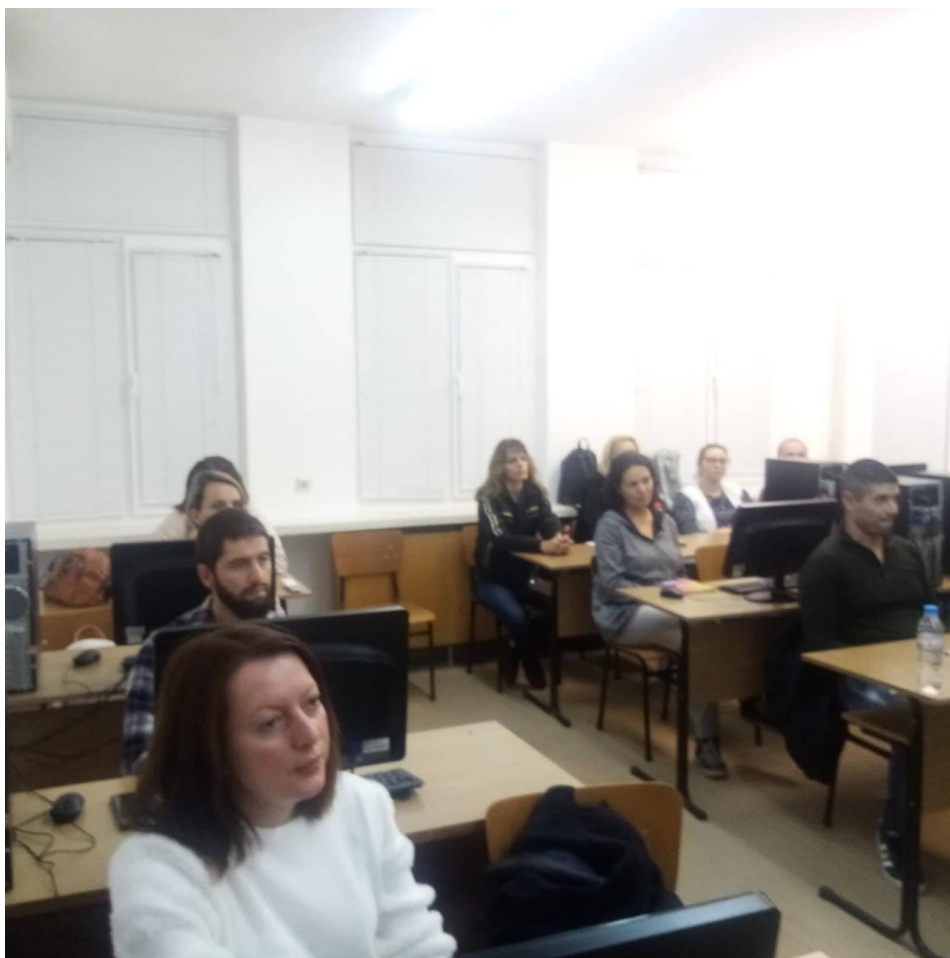
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ANNEX 2. Participant Lists

ANNEX 3. Photos











ANNEX 4. Press Releases

Links to press releases and announcements are given below. The Bootcamp for LEAN Start-up has been announced on the website of the UNWE Regional Center for Distant Learning (RCDL) – Haskovo, on the Facebook page of the RCDL-Haskovo.

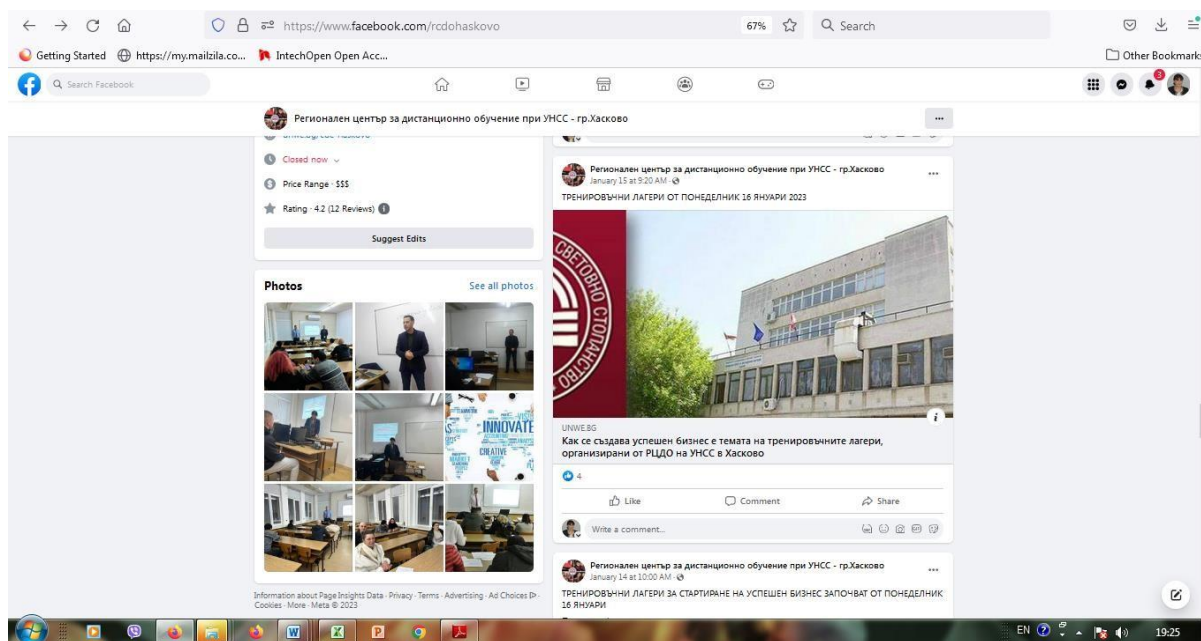
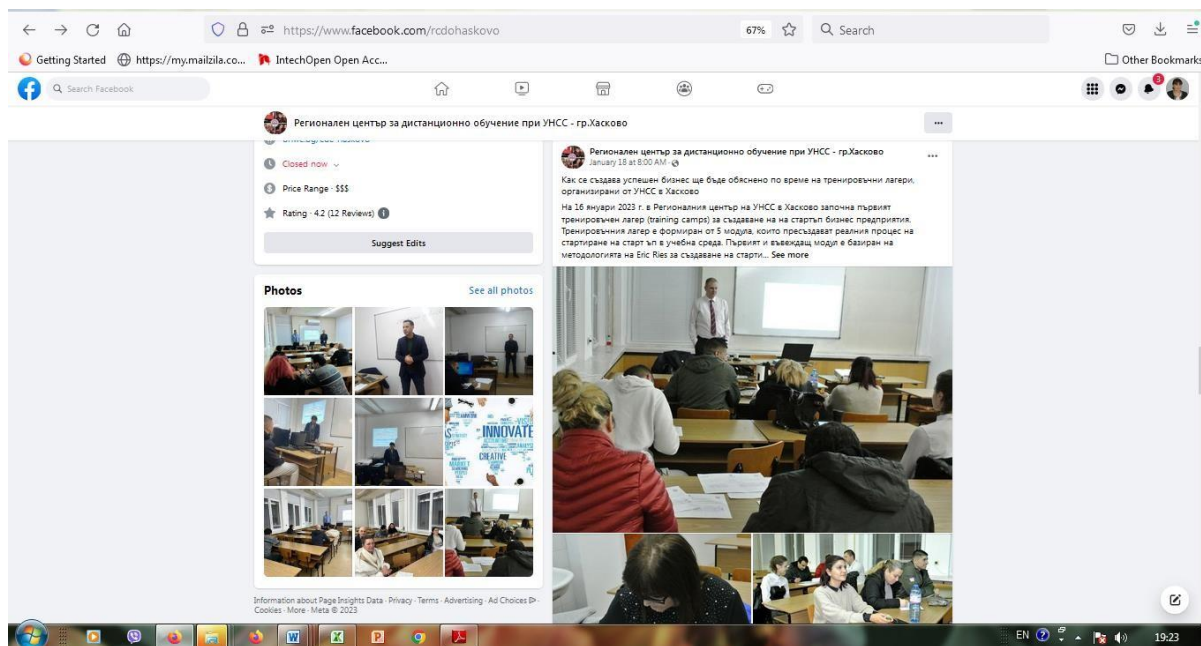
Links:

<https://www.unwe.bg/cde-haskovo/bg/news/24755/%d0%bf%d0%b0%d1%80%d1%82%d0%bd%d1%8c%d0%be%d1%80%d1%81%d1%82%d0%b2%d0%be-%d0%bc%d0%b5%d0%b6%d0%b4%d1%83-%d0%bc%d0%bb%d0%b0%d0%b4%d0%b8%d1%82%d0%b5-%d1%85%d0%be%d1%80%d0%b0-%d0%b2-%d0%b1%d1%8a%d0%bb%d0%b3%d0%b0%d1%80%d0%b8%d1%8f-%d0%b8-%d0%b3%d1%8a%d1%80%d1%86%d0%b8%d1%8f-%d0%b7%d0%b0-%d1%80%d0%b5%d0%b0%d0%bb%d0%b8%d0%b7%d0%b8%d1%80%d0%b0%d0%bd%d0%b5-%d0%bd%d0%b0-%d0%b8%d0%bd%d0%be%d0%b2%d0%b0%d1%82%d0%b8%d0%b2%d0%bd%d0%b8.html>

<https://www.unwe.bg/cde-haskovo/bg/news/25370/%d0%ba%d0%b0%d0%ba-%d1%81%d0%b5-%d1%81%d1%8a%d0%b7%d0%b4%d0%b0%d0%b2%d0%b0-%d1%83%d1%81%d0%bf%d0%b5%d1%88%d0%b5%d0%bd-%d0%b1%d0%b8%d0%b7%d0%bd%d0%b5%d1%81-%d0%b5-%d1%82%d0%b5%d0%bc%d0%b0%d1%82%d0%b0-%d0%bd%d0%b0-%d1%82%d1%80%d0%b5%d0%bd%d0%b8%d1%80%d0%be%d0%b2%d1%8a%d1%87%d0%bd%d0%b8%d1%82%d0%b5-%d0%bb%d0%b0%d0%b3%d0%b5%d1%80%d0%b8-%d0%be%d1%80%d0%b3%d0%b0%d0%bd%d0%b8%d0%b7%d0%b8%d1%80%d0%b0%d0%bd%d0%b8-%d0%be%d1%82-.html>

<https://www.facebook.com/unwebg>

```
<iframe
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height="500" style="border:none;overflow:hidden" scrolling="no" frameborder="0"
allowfullscreen="true" allow="autoplay; clipboard-write; encrypted-media; picture-in-picture; web-share"></iframe>
```



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Co-Working

European Regional Development Fund



Регионалният център за дистанционно обучение на УНСС в Хасково

**организира
Тренировъчни лагери
от 16 до 27 януари 2023 г.
17.30 часа**

**По проект CO WORKING:
„Насърчаване на предприемачеството чрез подкрепа на перспективни
иновативни идеи чрез създаване на механизми за предварително
инкубиране“**

**Поканени са всички,
които желаят да научат как може да се организира създаването на успешно
бизнес предприятие.**

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020"

Interreg

Greece-Bulgaria

Co-Working

European Regional Development Fund



ТРЕНИРОВЪЧНИ ЛАГЕРИ

25 до 30 март -

Проф. Николай Щерев

Проф. Диана Копева

Обучението е безплатно. Провежда се от 17 до 21 часа в сградата на УНСС-Хасково. Участниците ще получат сертификат от УНСС. Обучението е част от проекта CO-WORKING, в който участва РЦДО на УНСС в Хасково и е по програмата за трансгранично сътрудничество между България и Гърция.

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