**The BCC 4 stages of Business Development**

Business Coaching Center (BCC) is a program of PRAKSIS NGO with the aim to support Entrepreneurship via Training, Business Consulting and Coaching. It is suitable to those who have a realistic business idea or those who already own a business which needs support or freelance professionals who look for alternative sources of income.

BCC has developed its own practical operational model and methodology which is based on customized needs of each beneficiary and differs from the theoretical and flat training perspective.

**BCC Methodology**

**The 4 Stages of Business Development**

The BCC 4 stages Business Development Model has stemmed from the thorough analysis of the beneficiaries’ business needs, watching their development and taking into account their business proposals since the beginning of the BCC program operation in April 2014.

Below you may find a short description of the basic characteristics of the beneficiaries per stage as well as the most usual deliverables of each stage.

*Participation in any of the 4 BCC stages of business development does not require attendance in immediate preceding phase/stage.*

**Stage 1 – Concept Clarification**

Suitable for:

* Those who have in mind a general business idea
* Freelance professionals who look for alternative ways to increase their income
* Those who have a business idea which is difficult to be implemented overall

Deliverables (either one or part of):

* Market Research / Customer Research
* Real estate research
* Legal and Tax issues research
* Profit & Loss (P&L) document (at an initial level)
* Business Operational Model
* Business Financial Model

**Stage 2 - Business Plan**

Suitable for:

* Those who have successfully concluded Stage 1 – Concept Clarification.
* Those who have a clear business idea or existing business which needs some adjustments or alternative steps to increase its profitability.

Deliverable:

* Detailed, realistic and updated Business Plan

**Stage 3 - Marketing / Communication / Digital Promotion Plan**

Suitable for:

* Those who have concluded successfully stages 1 & 2 (Concept Clarification / Business Plan)
* Those who want to create / upgrade an e-shop
* Those who want to create/ upgrade an internet site
* Those who want to increase their business’ visibility
* Those who want to get promoted thorough social media (facebook, tweeter, etc)
* Those who want to activate their network of clients, partners, and suppliers.
* Those who want to increase their business’ selling activity
* Those who want to promote to new markets

Deliverables (either one or part of):

* Internet site / e-shop
* Detailed Marketing plan/Digital Marketing Plan/ Promotional Plan/ Communication plan
* Facebook page
* Newsletter / Infographic
* Communication Content
* Professional Images / Video

**Stage 4 – Sources of Finance**

Suitable for:

* Those who have concluded successfully stages 1, 2 & 3 (Concept Clarification / Business Plan/ Marketing Plan).
* Those who already run a business and look for an investor and or credit.
* Those who look for a seed capital to launch their business idea
* Those who already run a business and want to decrease their costs.
* Those who already run a business and want to upload a campaign to One Up\* crowdfunding platform.

Deliverables (either one or part of):

* Investor Pitch
* One Up Campaign
* Business Plan / Financial documents’ update

**\*One Up Crowdfunding Platform**

The One Up campaign process is part of Stage 4 of the BCC Business Development model.

It is however an autonomous service / tool of Business Coaching Center suitable for business ideas which have successfully attended the business training program of a BCC partner (link to BCC Partners).

One Up is the first NGO Crowdfunding platform in Greece and is based on the raising capital concept “ little money from many people”.

A One Up campaign can be uploaded from those who need starting capital for their business or need money to finance a specific business need (e.g. the purchase of a specific machinery).

The beneficiaries who are interested in uploading a One Up campaign attend a specialized training class prior to their campaign uploading and also follow a specifically designed communication plan to promote and support the achievement of the financial campaign goal.