



Chinese Professionals in Norway  
中国旅挪专家学者联合会

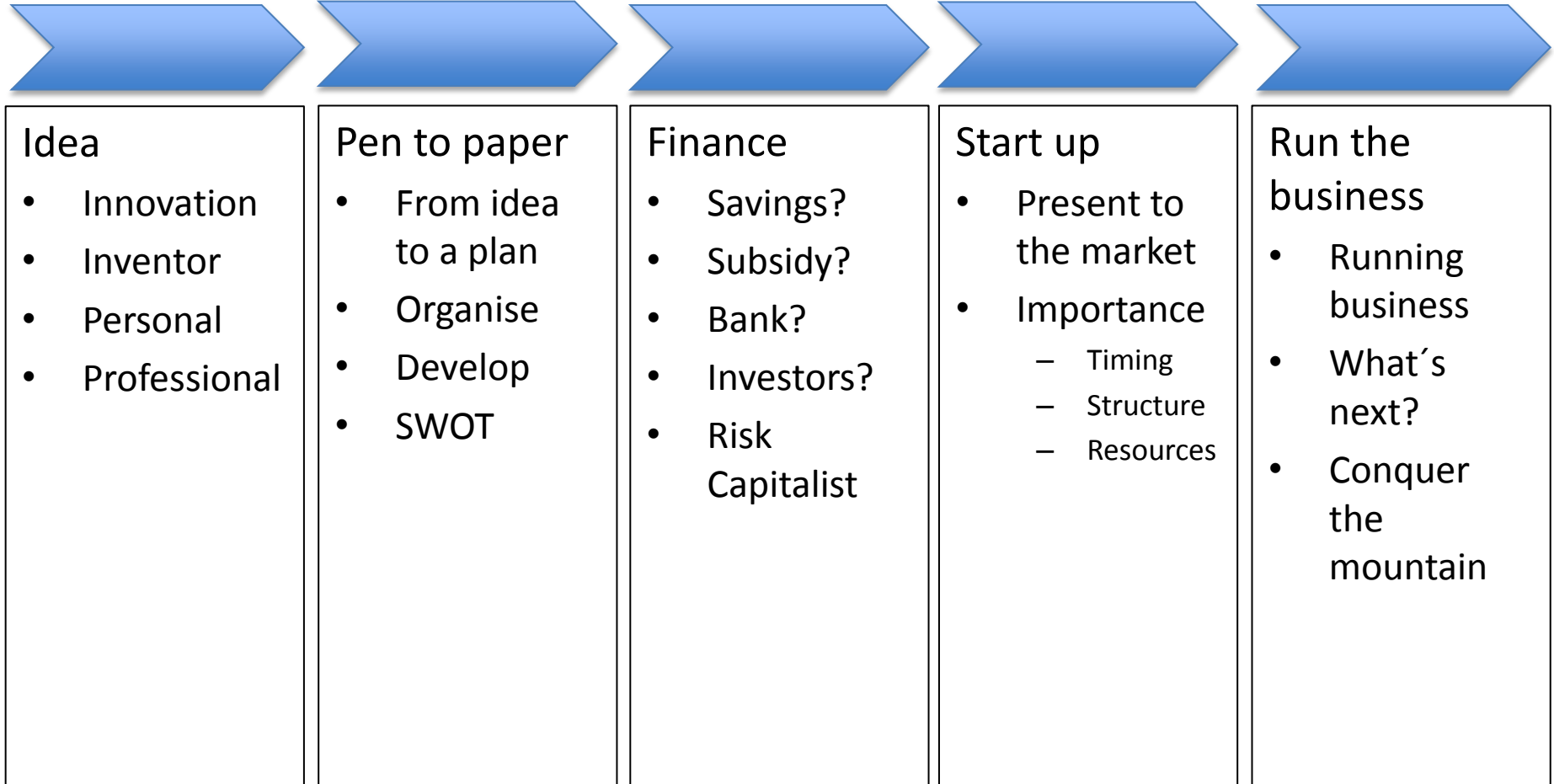
# Manage your ideas to success

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**Metodo A/S**

**METODO A/S**

# Value chain – from idea to running business



# Idea

- Innovation
  - Creating tomorrow
  - Creating value
- Inventor
  - Product development
  - Patent
- Personal
  - You and me
- Professional
  - Entrepreneurs
  - Business development



# Pen to paper

- From idea to a plan
  - Describe your idea
  - Who's the market
  - Be realistic
  - Create that business plan
- SWOT
- Organise
  - Which resources are needed
  - Key factors
- Develop
  - Is it finished?
  - Is it adapted to the market?



# Finance

- Savings?
  - Own money
  - Quick capital
- Subsidy
  - Innovation Norge
  - Other public funding
- Bank?
  - Loan
- Investors?
  - Private
  - Professional
- Risk Capitalist?
  - Venture capital
  - Private equity



# Start up

- Present to the market
  - Marketing
  - Branding
- Importance
  - Timing
    - Is it a new product or an add on
    - Is the market ready?
  - Structure
    - Follow the plan
    - Keep order
    - Keep focused
  - Resources
    - Keep to the budget
    - Time is money
    - Flexible
    - Think simple



# Run the business

- Running business
- What's next?
- Conquer the mountain



# Questions

