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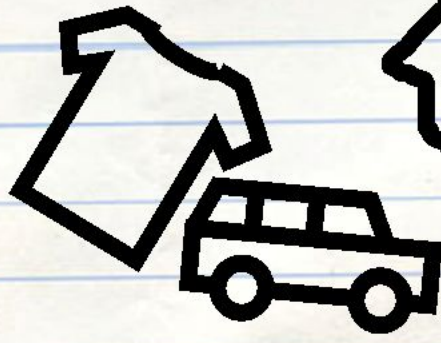
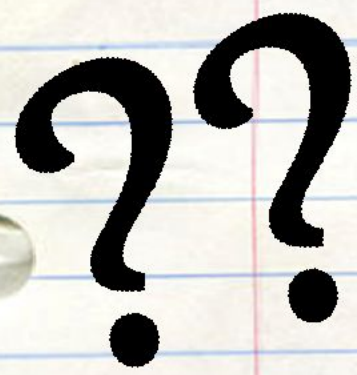
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Topic of the meeting:

***STRAT UP COMPANIES FROM ALL OVER
EUROPE***



With the support of the
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of the European Union



a Business Idea (and how you can start creating your own business)

By Csorba David

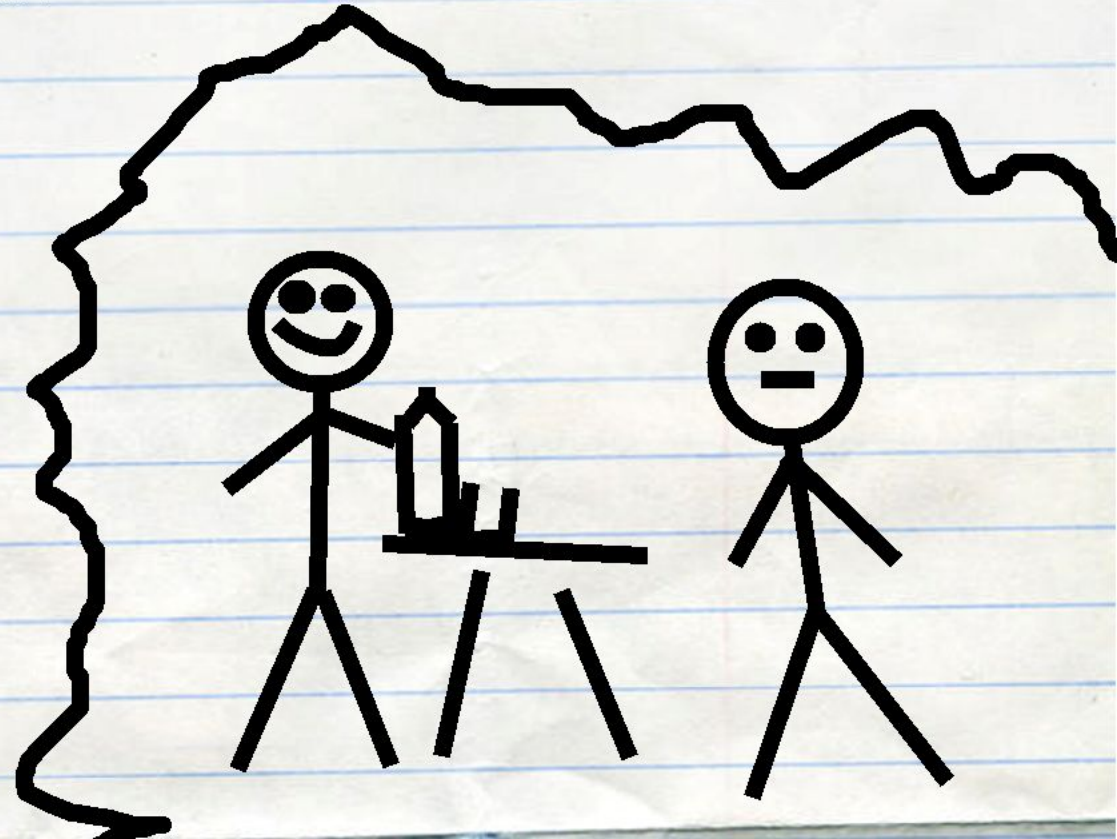
Welcome to my presentation about businesses!
Let's get straight to the drawing board, and straight to business.

My idea for a "business" is pretty simple, actually. And it involves the much beloved game industry, and having others make money for us.

We're going to look at 4 main ideas here:

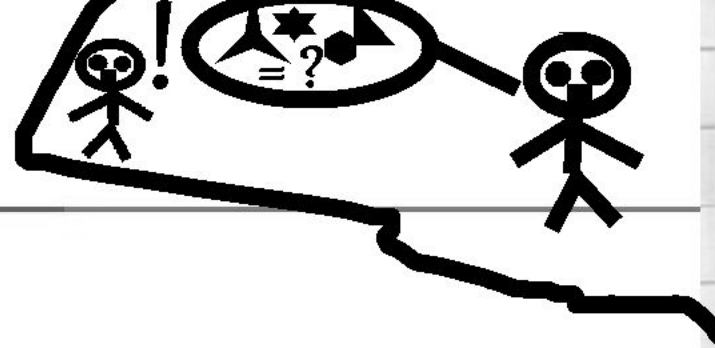
- The core mechanics of a business
- Setting up our business
- Other businesses that rely on others
- Our business

Let's begin!



What does a business need?

A question you should ask yourself before... starting a business.



There's two things you need to know:

- You need money (a lot of it)
- You need a plan (a good plan)

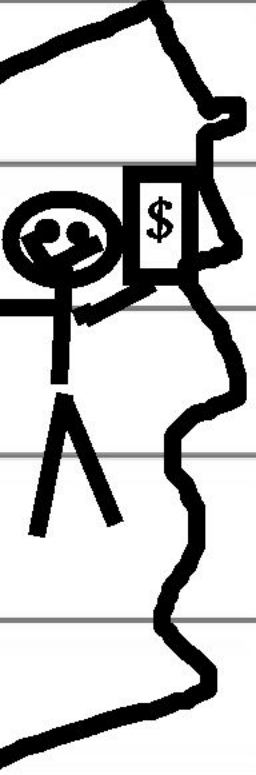
Without investment, or people to invest in whatever services or products you're providing, you might as well get lost.

You need to properly plan things before you go crazy with your business. I mean, you can't just go in blind. It probably won't go well for you and your business. You need to think before taking action, and you need a general idea of what you want to do.

Let's say investment is done with. Maybe your company is freelancing, or maybe you've managed to get this rich guy to invest into whatever you've got going.

That's great! Now we just need to get planning.

Good planning goes places. My idea here will require a really good plan. My idea involves creators, specifically developers (if you don't know, they're people who create software, aka apps or games for your computer.) So, we advertise to them and try to get the ball rolling to get some of them to invest into our idea.

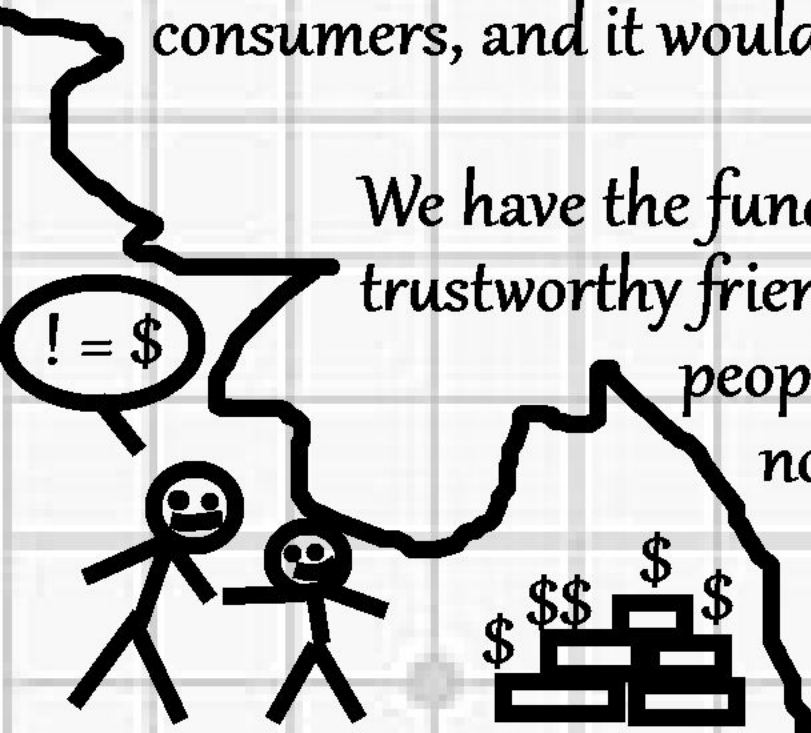


How do I start my business?

First you have to consider how to start your business. Let's become entrepreneurs for just a second.

There's many ways to start your business. Freelancing, selling for brands, providing services to your specific community, so many more. We won't go too in-depth here, but you should know the basics. My idea works on the basis of our consumers buying from various other consumers, and it would solely work on the internet, and not anywhere else.

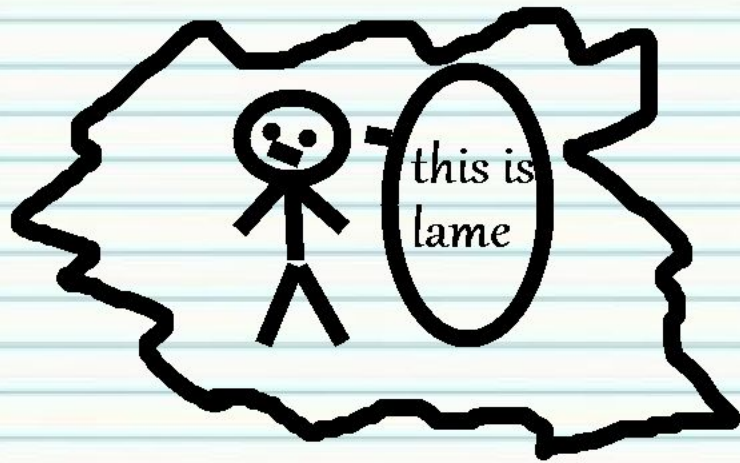
We have the funding, we have the planning, now we need EMPLOYEES! Get a trustworthy friend to help you out, or use the funding you received to hire some people. Either way, you'll need other people to help you out. There is no such thing as a one man army! (I think)



Setting up our business

This part will bore you.

Setting up a business is actually a time-consuming process beyond gaining the funds and planning. Here's a boring step-by-step guide (does not apply to every country!):



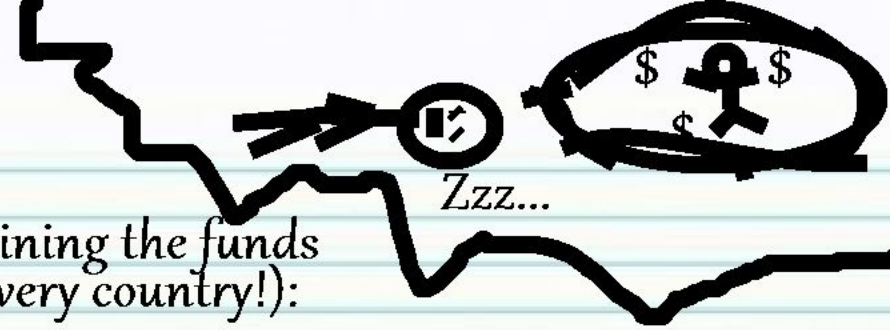
- Come up with the idea
- Decide what the business will do
- Start planning
- Decide on legal structure, boring stuff.
- Make sure part of your contributions go to the state as taxes!
- Set up a bank account for your business
- Look into insurance
- Set up your company's office!

Now, once you do all that boring stuff, you now officially have a fancy business! My idea will require a bit more than just that.

Since my idea is fully on the internet, I'm going to need to make a website.

A professional business will usually contract a few web designers and some experts for this stuff, but I'm not a professional business, I'm a guy working on a project at 7 PM, so I'm just going to use WIX as an example, but there are other options too.

Moving forwards...



Let's look at other businesses

It's important to look at how others did it.

Taking inspiration and taking notes is nothing of shame.

(the drawing just didn't look good)

We have a lot of examples to look at, there's a company for almost every idea.

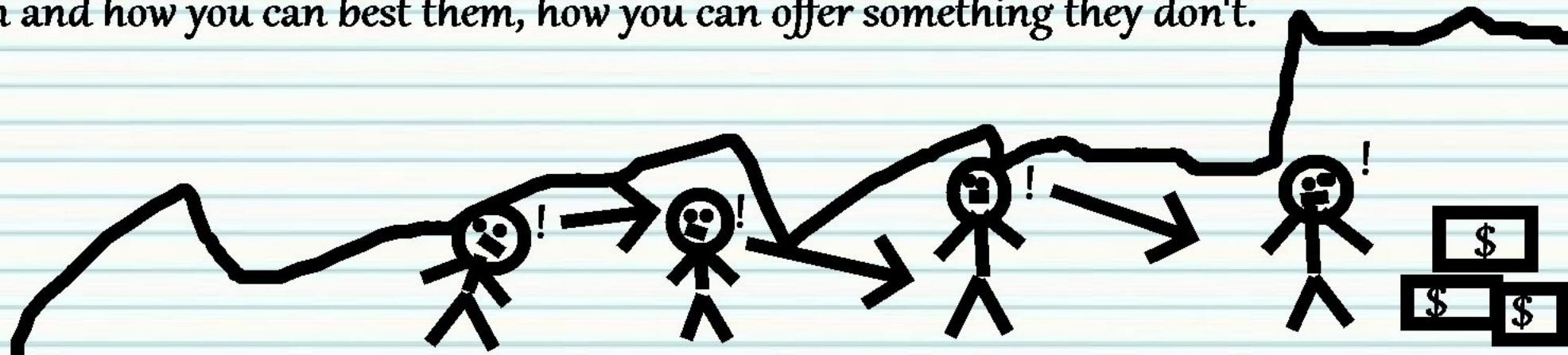
You want to create a social media site? Look at Twitter, Facebook or MySpace.

You want to create a fast food chain? Just look at any big fast food chain in the country!

But we especially have examples for our idea here. I will mainly look at YouTube, Steam and Fiverr.

All three of these businesses work on the basis of the consumer making money for them, which goes well in hand with what I have in mind.

Looking at other businesses should be one thing you do before you start. You need to know your rivals, your competition and how you can best them, how you can offer something they don't.



First: Youtube (if it wasn't obvious by the massive logo in the middle of the slide)

Youtube is a massive platform, I mean, everyone knows of it. But obviously there's a catch, right? They don't make money like a printer. What you may not know is you can become a YouTuber too and make money out of your content! Almost like a job. You get this money through ad revenue, aka money that companies give for advertising their stuff. Youtube also gets a share of this money.



You may know youtube has a subscription called Youtube Premium, which removes all ads from the platform. A part of the youtube premium money actually goes to the youtubers, depending on how many viewers have the subscription!

That's the basics of it, but basically, YouTube only needs to update the platform, since the people using it just make the money FOR them.

Steam

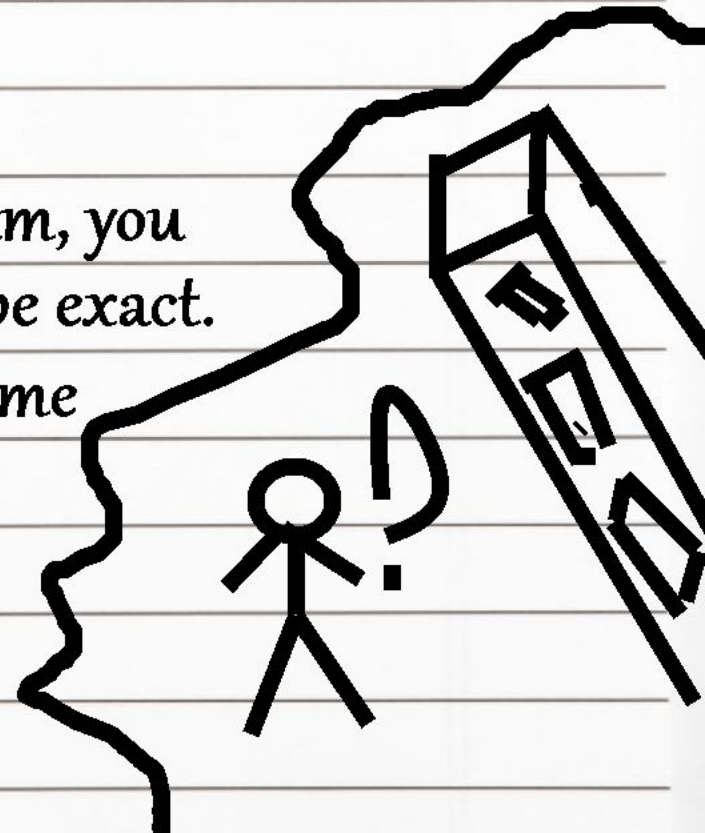
(no, not the steam engine,
but the company)

Steam. What is steam? You probably don't know. I'll fill you in then: Steam is a gaming platform. Almost like a games store. There's games everywhere, and people can buy them.

This looks like a terrible business idea, I mean, how would you even MAKE money? Again, let your good ol' pal (me) fill you in.

To start publishing games on Steam, you need to PAY them. 100 dollars to be exact. They also take a cut from every game sold on the platform.

Let's keep going.



Fiverr



Fiverr has to be one of the smartest businesses ever. Here's the deal: people can advertise services on there (let's say grass mowing services.)

Bob likes to mow grass, so he posts on Fiverr. Greg likes to have his grass mowed. Greg finds Bob's post, and sees his grass mowing costs 5 dollars. Greg pays five dollars, and Bob comes over and mows his grass. 2 dollars go to Fiverr, 3 to Bob.

Like that, but on the internet. You can advertise basically anything, and people will buy your services! And Fiverr just gets a fancy cut.

Fiverr is very similar to what I have in mind. And it's about time I move on to that.

tip: you too can go to fiverr
right now and make money

My Business Idea

My business idea only requires a website and a team to maintain it. Here, we have two types of consumers: a developer, and a user.

The developer pays us 50 dollars, then they can advertise their services on our website. These services can range from making games for people, making excel sheets, etc.

The user searches the website, and finds services they like, then they pay the developer, either through a subscription or through a one-time fee, and the developer does their bidding.

It's a smart system that works well, and is pretty similar to Fiverr. Either way, a cut of that money goes to our business, and we go rich.

Conclusion

So yes, that's it. It's simple, maybe a bit of a let-down. But I hope I educated you on businesses today, and I hope you learned something.

I learned something too. I learned I probably should not go over-board with projects. But I did. So I also made a website (a bad one) for this! It isn't functional, but it serves as a nice example of what could be.
Have fun!

<https://sites.google.com/view/davidsbusiness/home>

Thank you for your time!

Link to the site