



entrepreneurship

## IURA 03

Entrepreneurship,  
Value chain & Customers

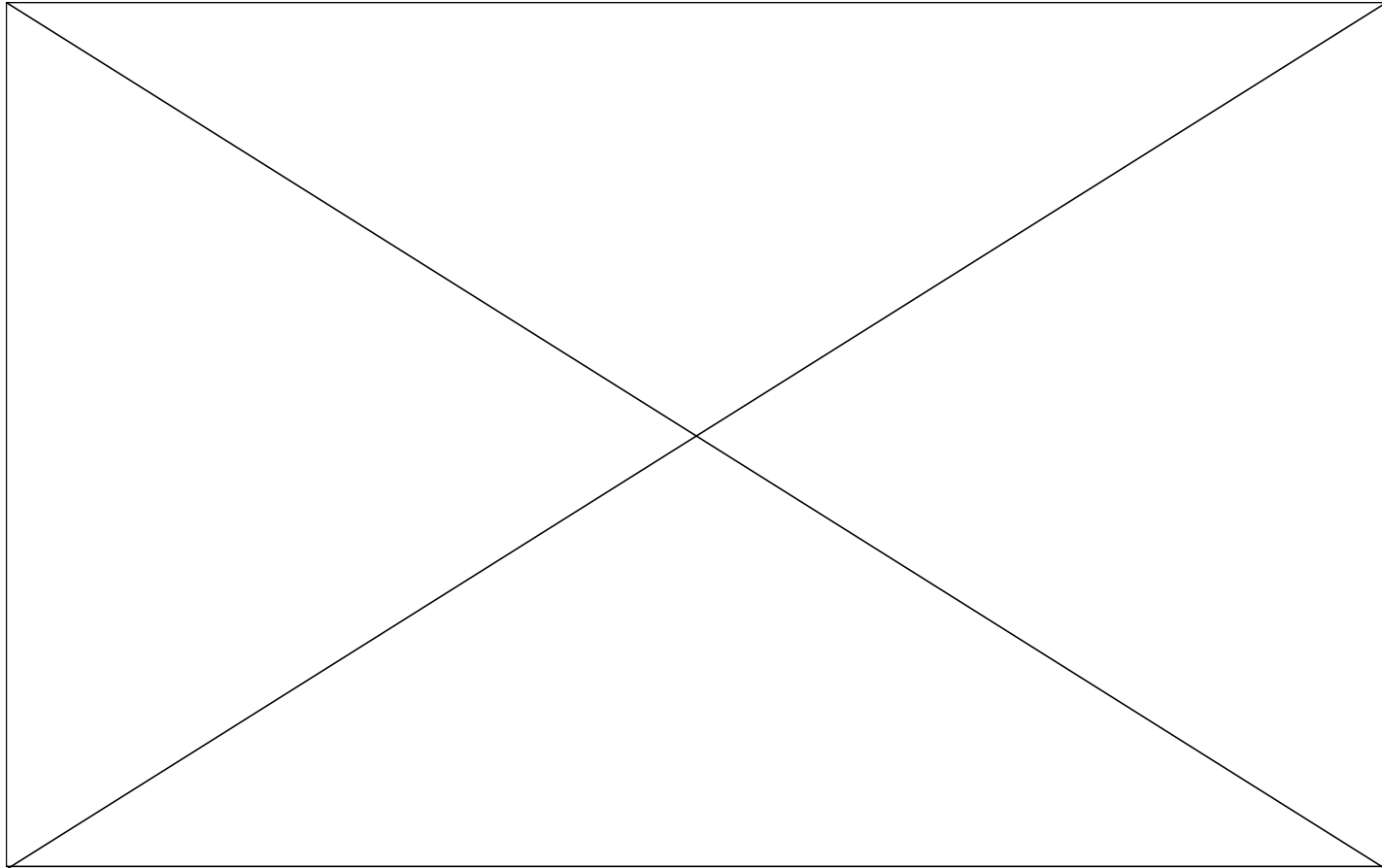
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# Lecture 3: Entrepreneurship Canvas business model

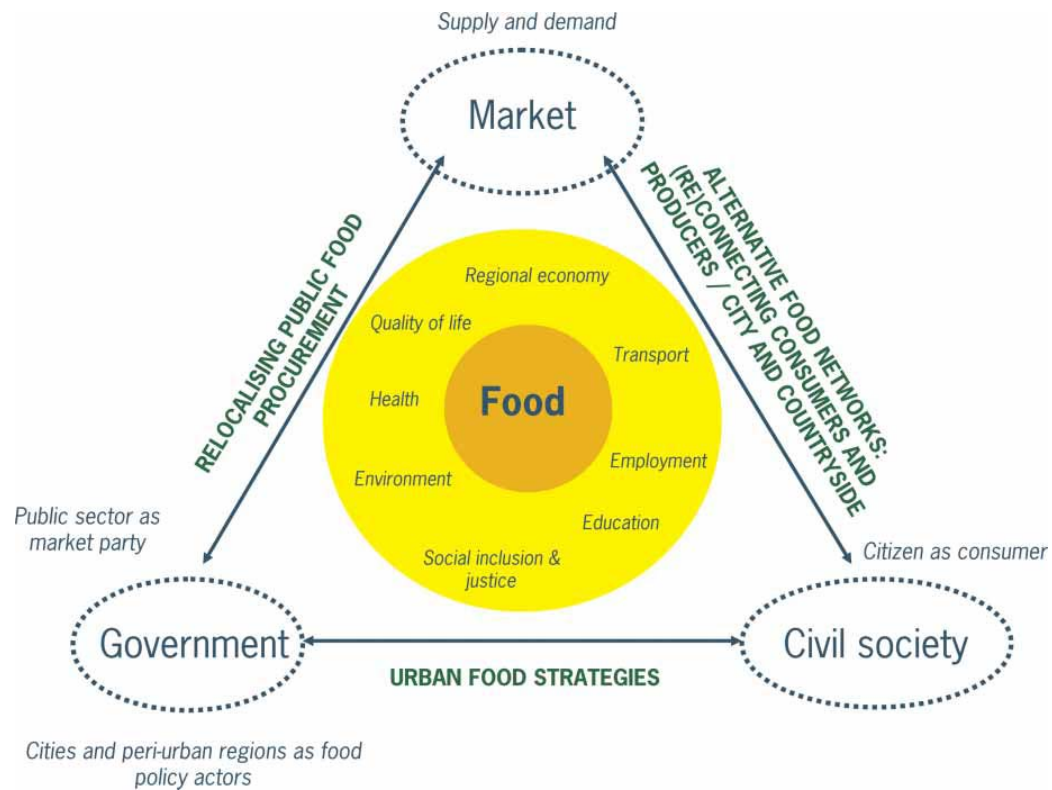
- Learning objective:
  - Student is capable:
    - to describe the necessary skills/competence for an successful Urban Agricultural entrepreneur
    - Can apply the Canvas business model in (peri)Urban Agricultural
  - Study documents:
    - Ppt "entrepreneurship"

Entrepreneurship: skills and competences:

*Question: which skills/competences are necessary for an UA entrepreneur?*

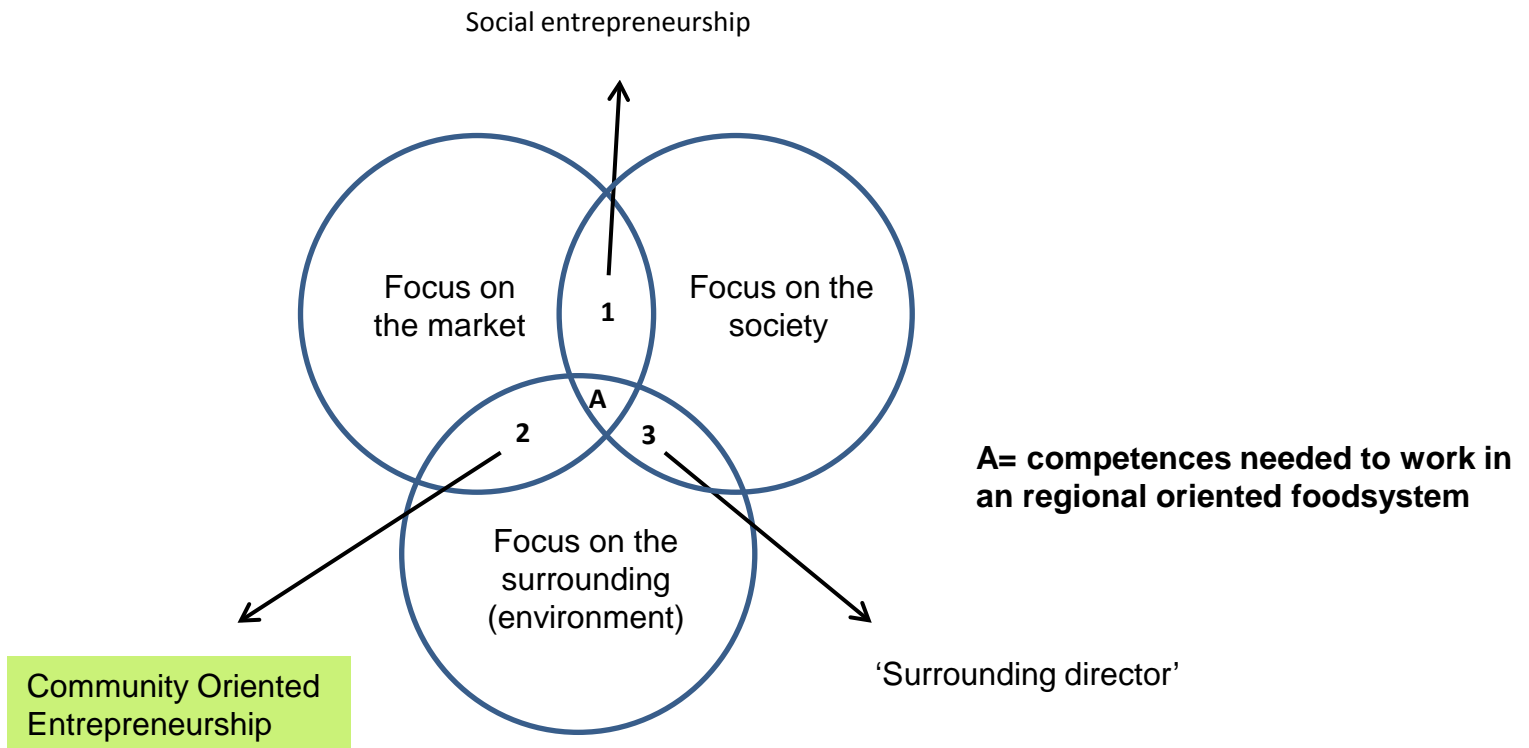


# Entrepreneurship



H. Wiskerke, WUR  
Prof. in rural sociology

# Entrepreneurship: skills and competences



# Entrepreneurship: skills and competences:

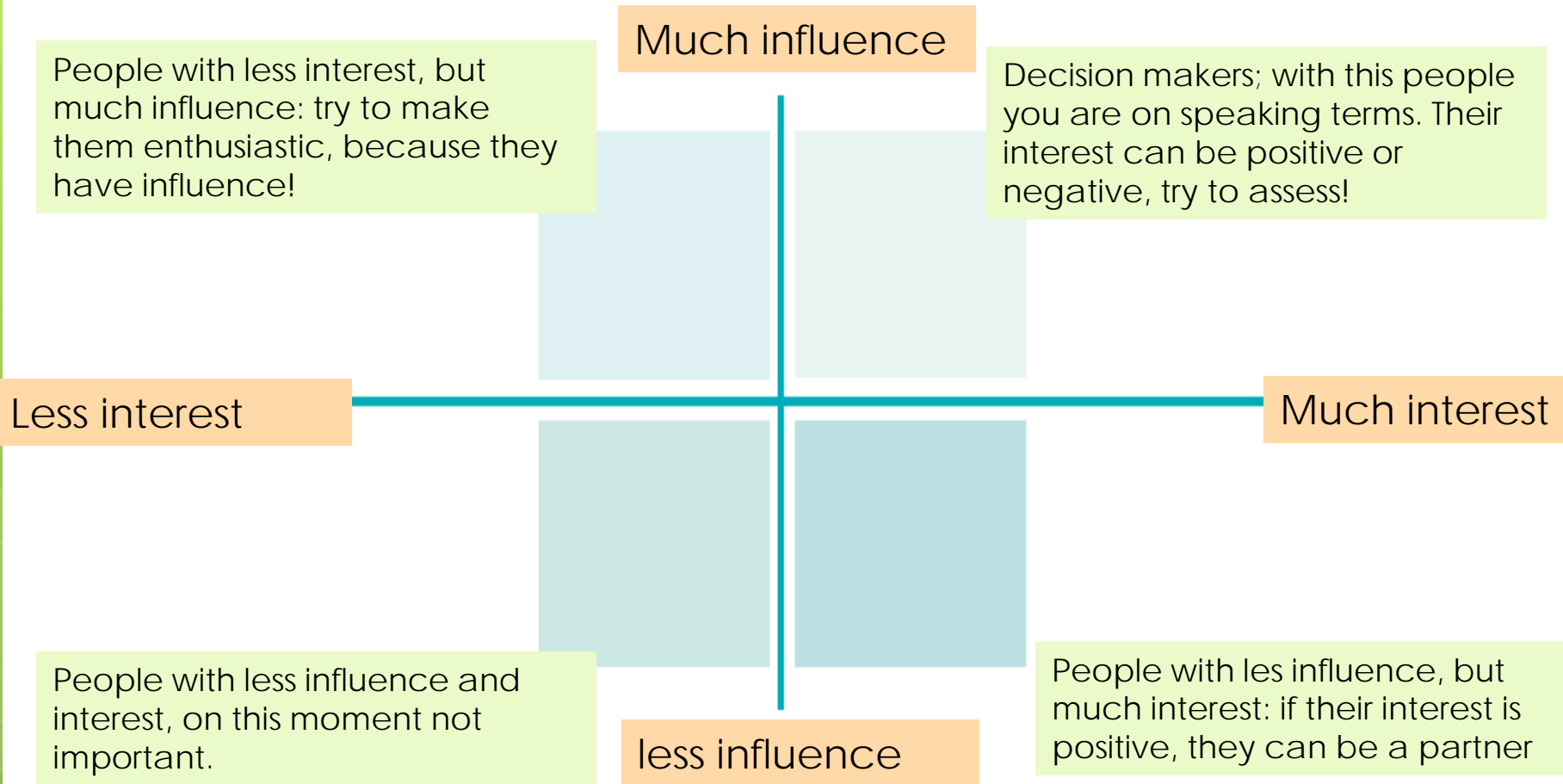
## **Community Oriented Entrepreneurship**

(or “environmental and surrounding oriented entrepreneurship”)

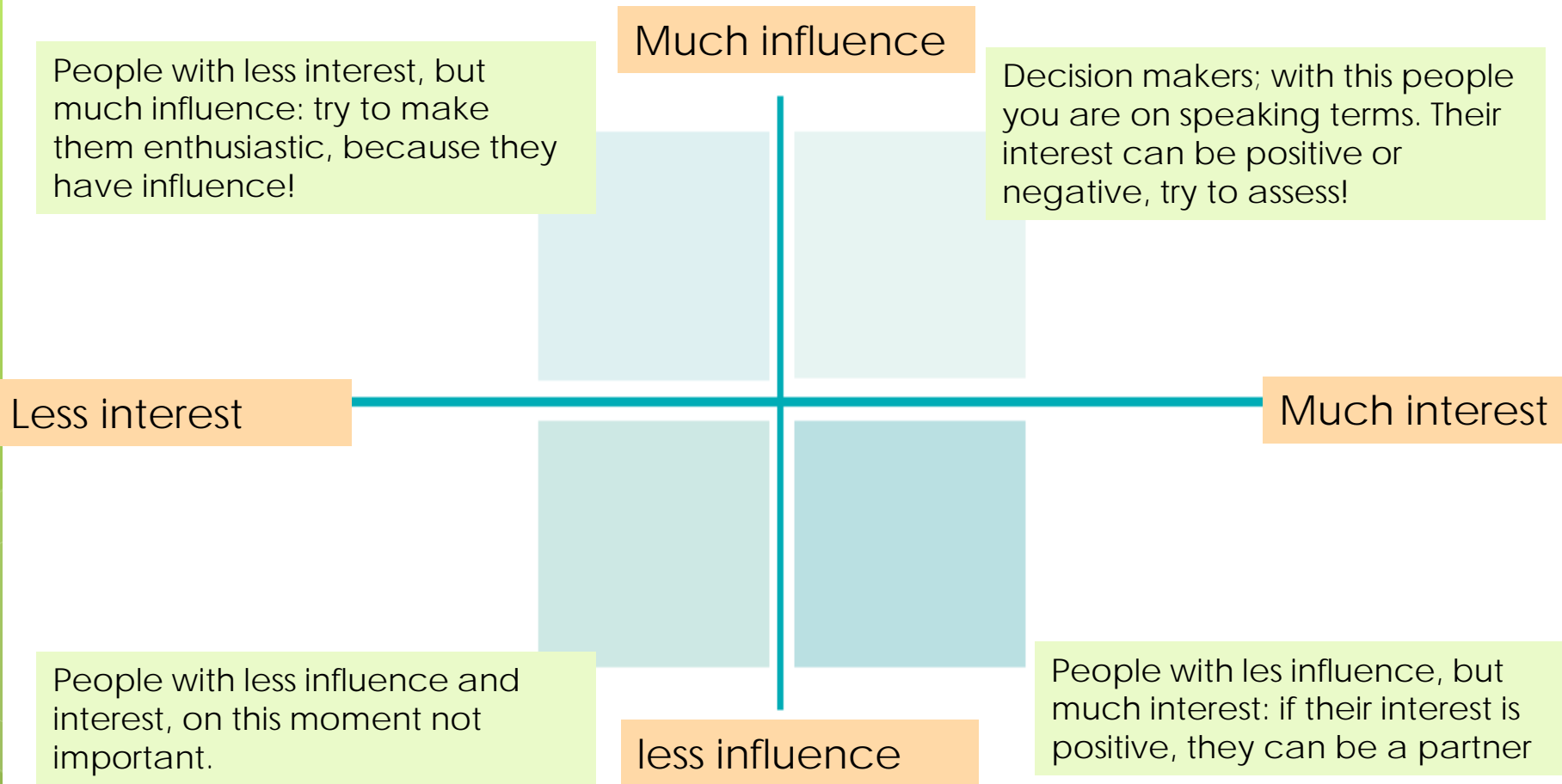
Who is your community, surrounding, environment?

- Institutions, organisations, government, inhabitants, neighbours, etc.

## Diagram of interest



## Practice!



**You will start a small scale pig-production farm at the edge of a small city (20.000 inhabitants) to connect consumers to origin of their meat**



# Entrepreneurship: skills and competences:

## Community Oriented Entrepreneurship

(or “environmental and surrounding oriented entrepreneurship”)

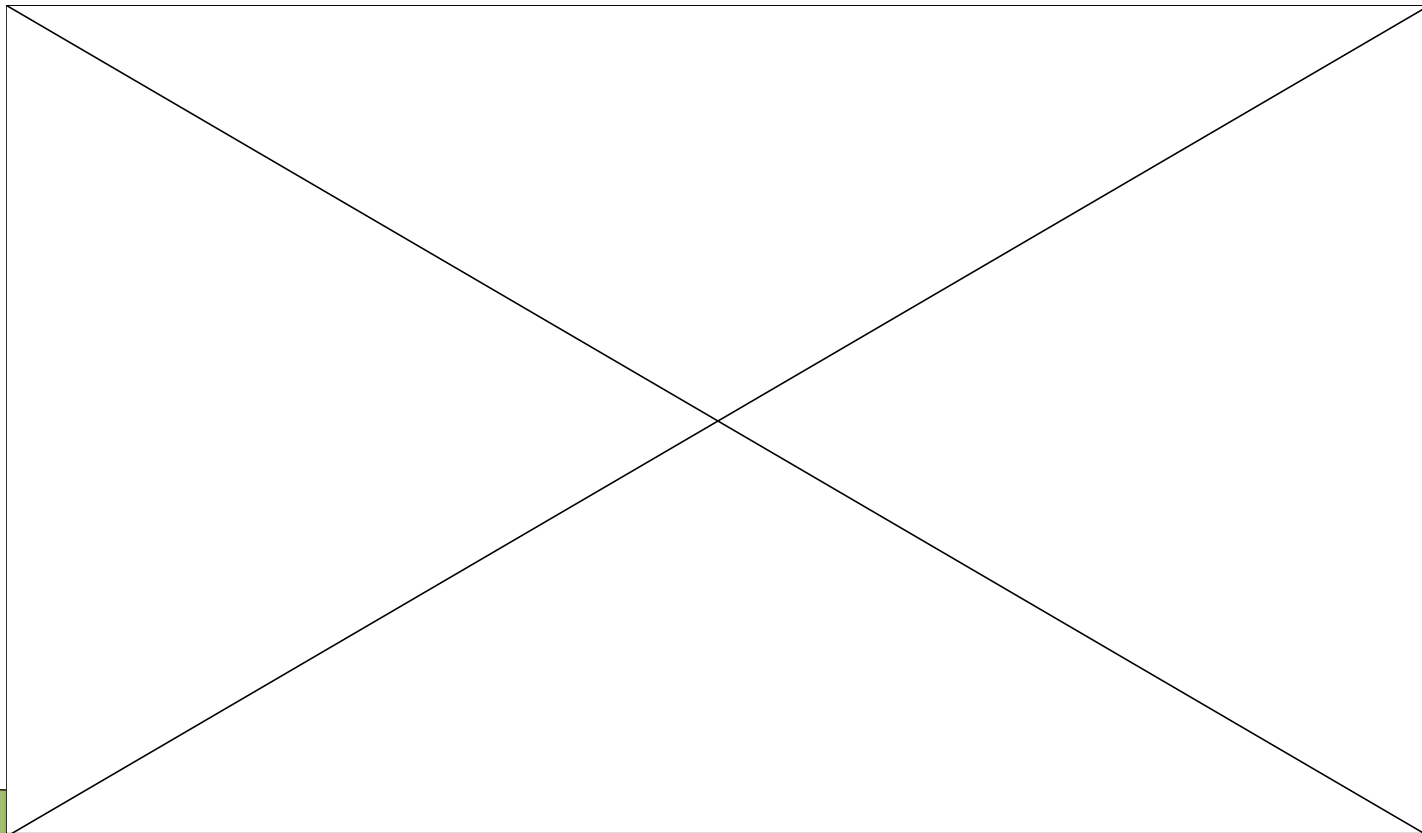
Key words for this entrepreneurs:

1. Transparency (‘show what you do’)
2. Trust (‘do what you promise’)
3. Know the stakeholders in your ‘community/surrounding’, what are their needs, what do they want, what’s their influence
4. Invest in networks and build up an confidential relationship

## Entrepreneurship: skills and competences

- An example of Community Oriented Entrepreneurship is “multifunctional agriculture” (“peri-urban agriculture”)

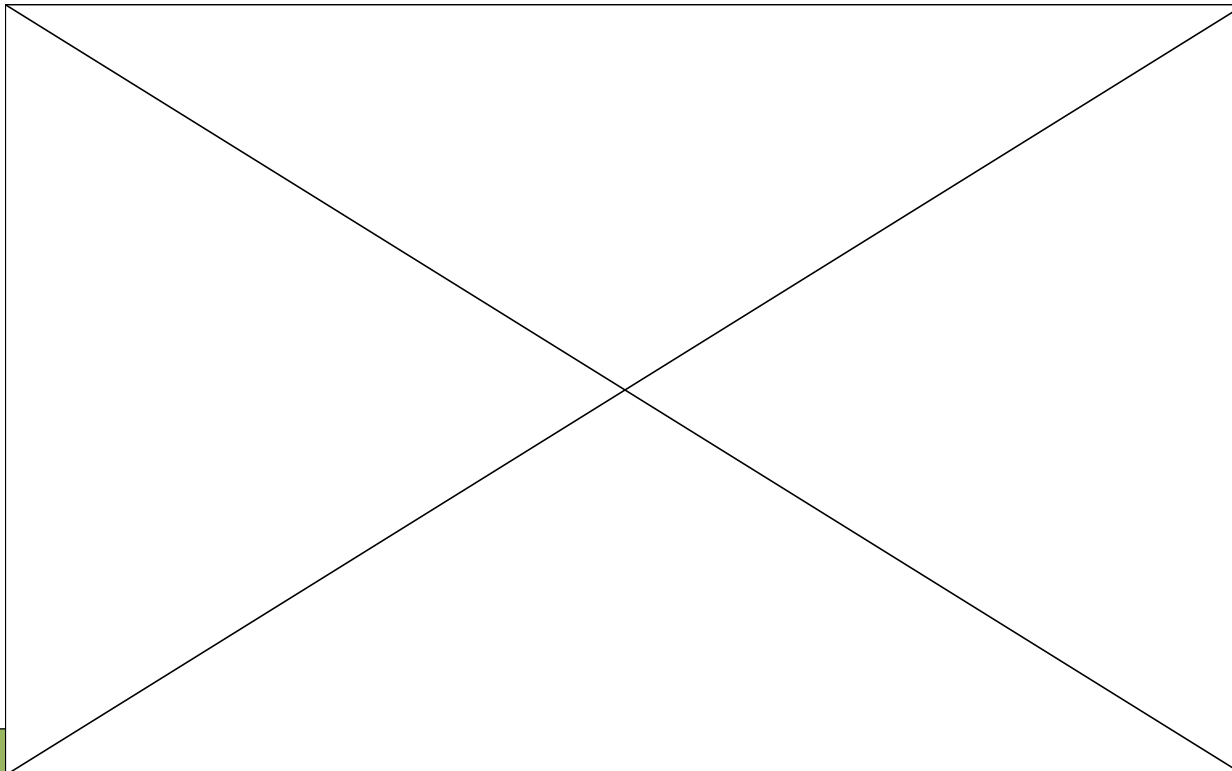
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# Entrepreneurship: skills and competences

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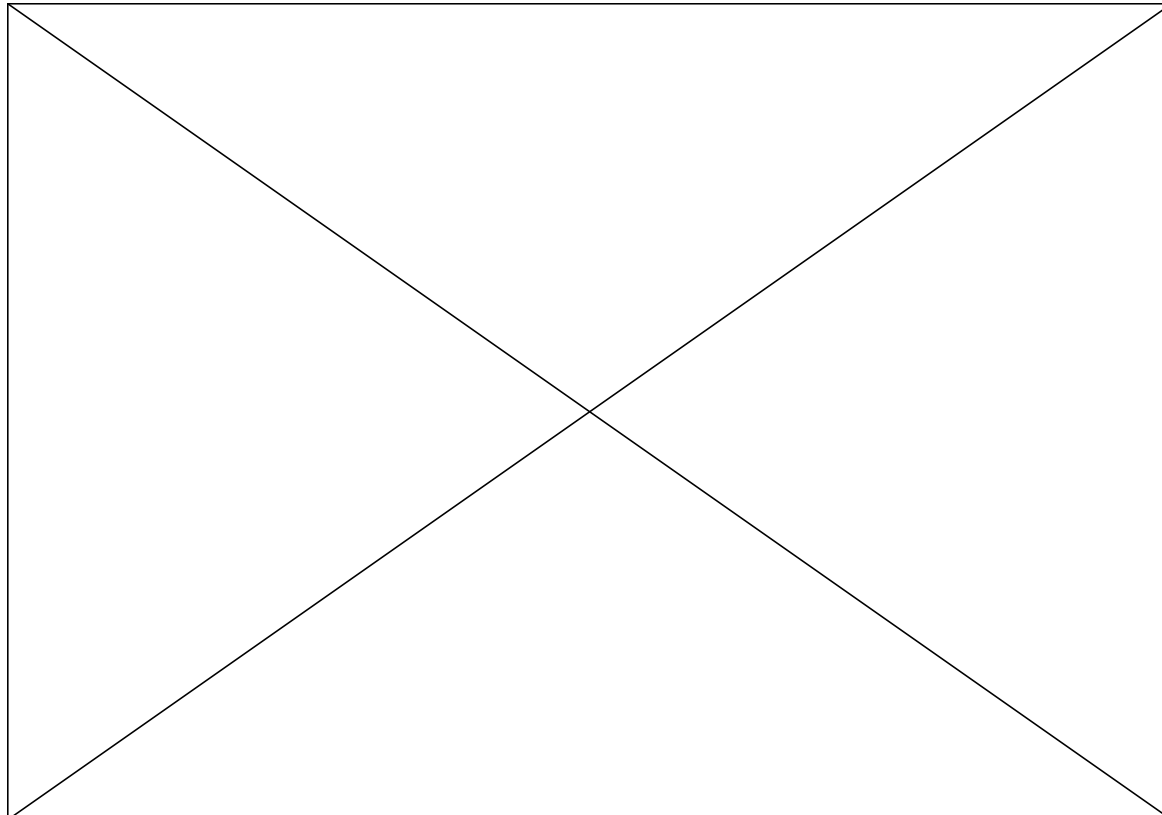
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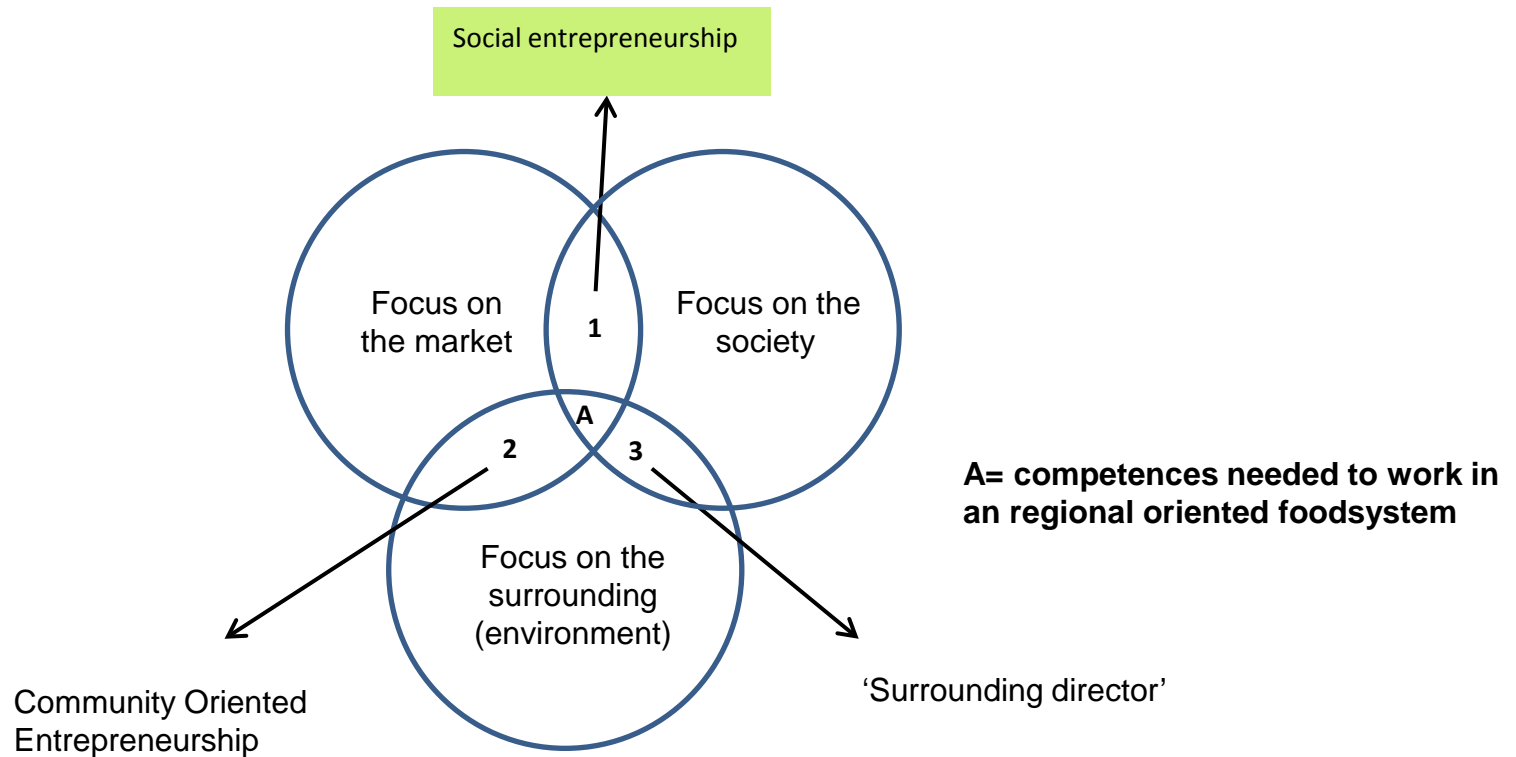
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# Entrepreneurship: skills and competences

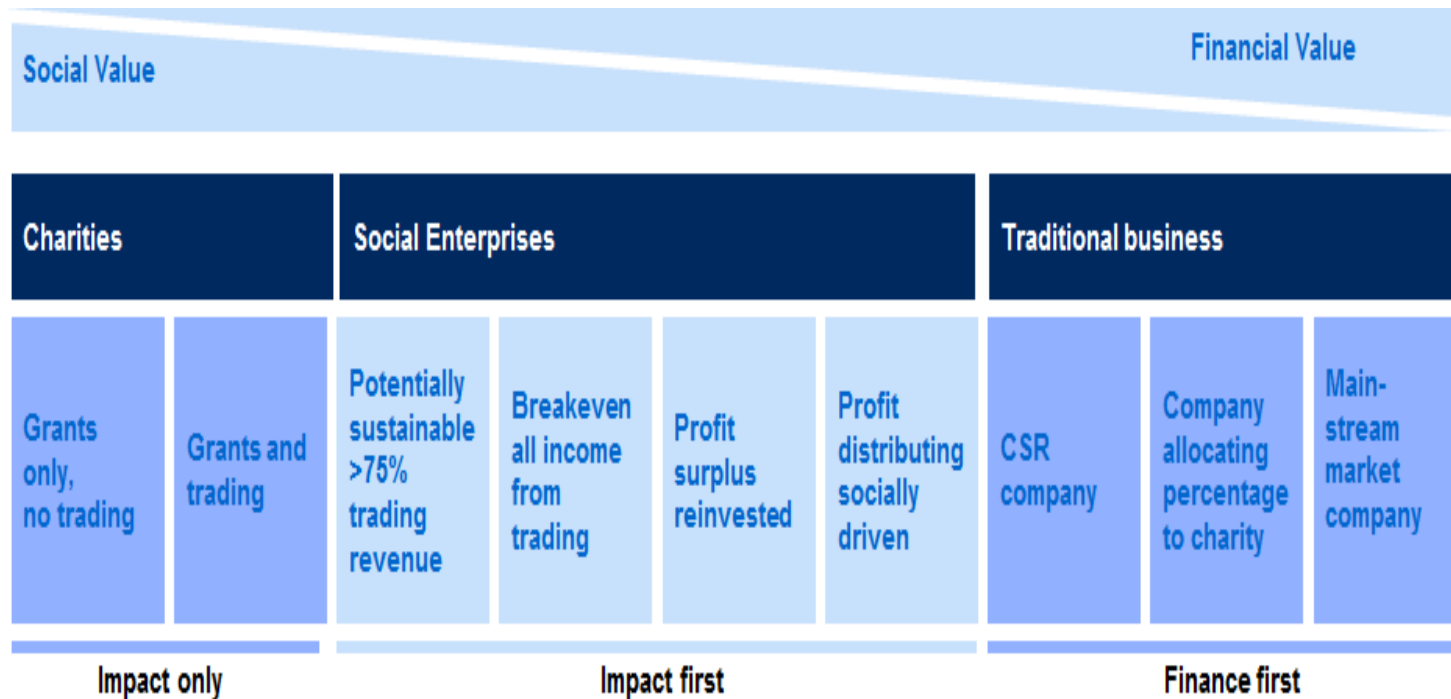


# Entrepreneurship: skills and competences:

## **Social Entrepreneurship:**

- **Social entrepreneurship** is the attempt to draw upon business techniques to find solutions to social problems. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.
- Conventional entrepreneurs typically measure performance in profit and return, but social entrepreneurs also take into account a positive return to society. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector. (source: Wikipedia)

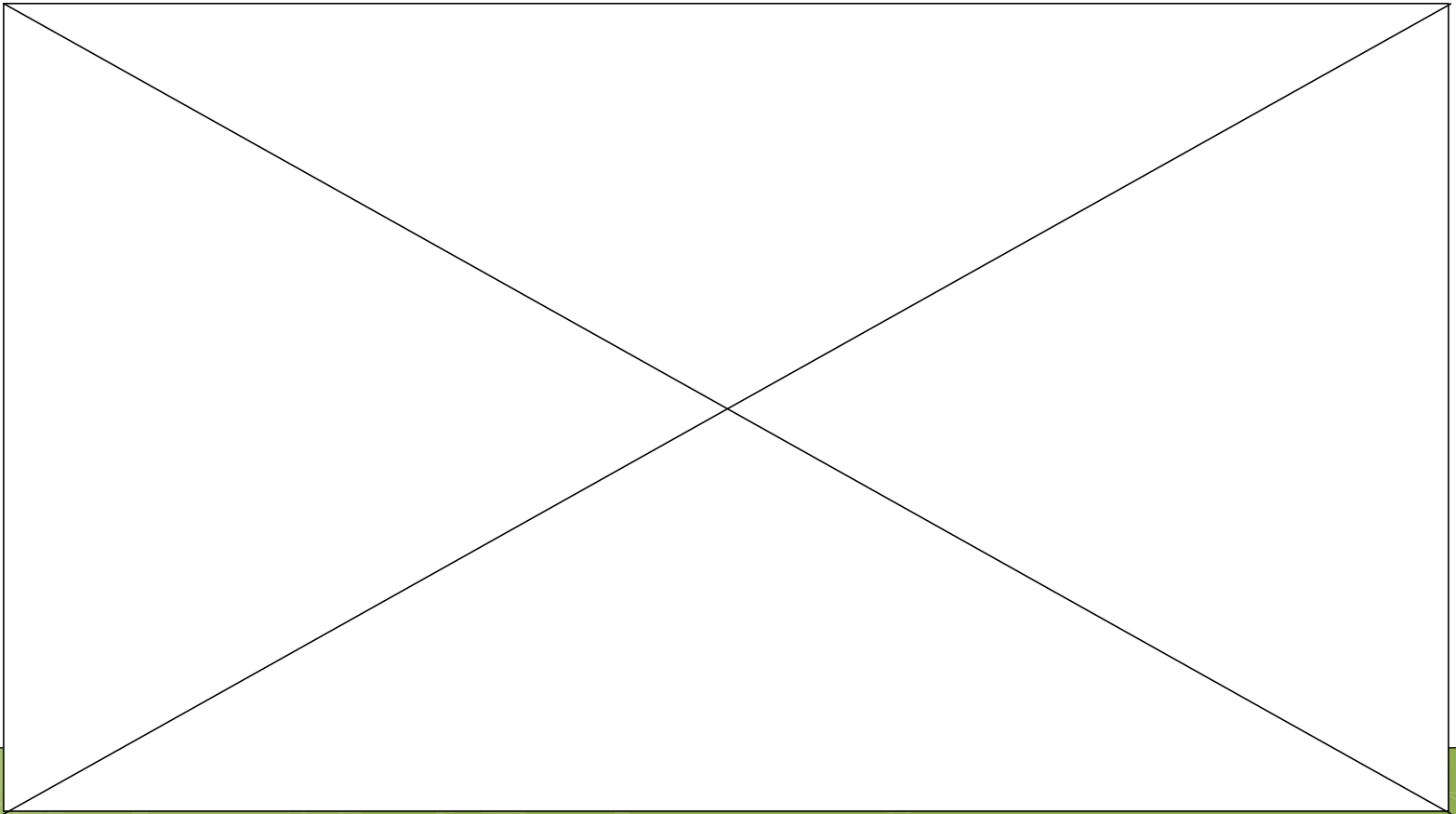
# Entrepreneurship: skills and competences:



Source: <http://social-enterprise.nl/wat-is-het/>

# Entrepreneurship: skills and competences: Examples

*Question: which skills/competences are necessary for an UA entrepreneur?*

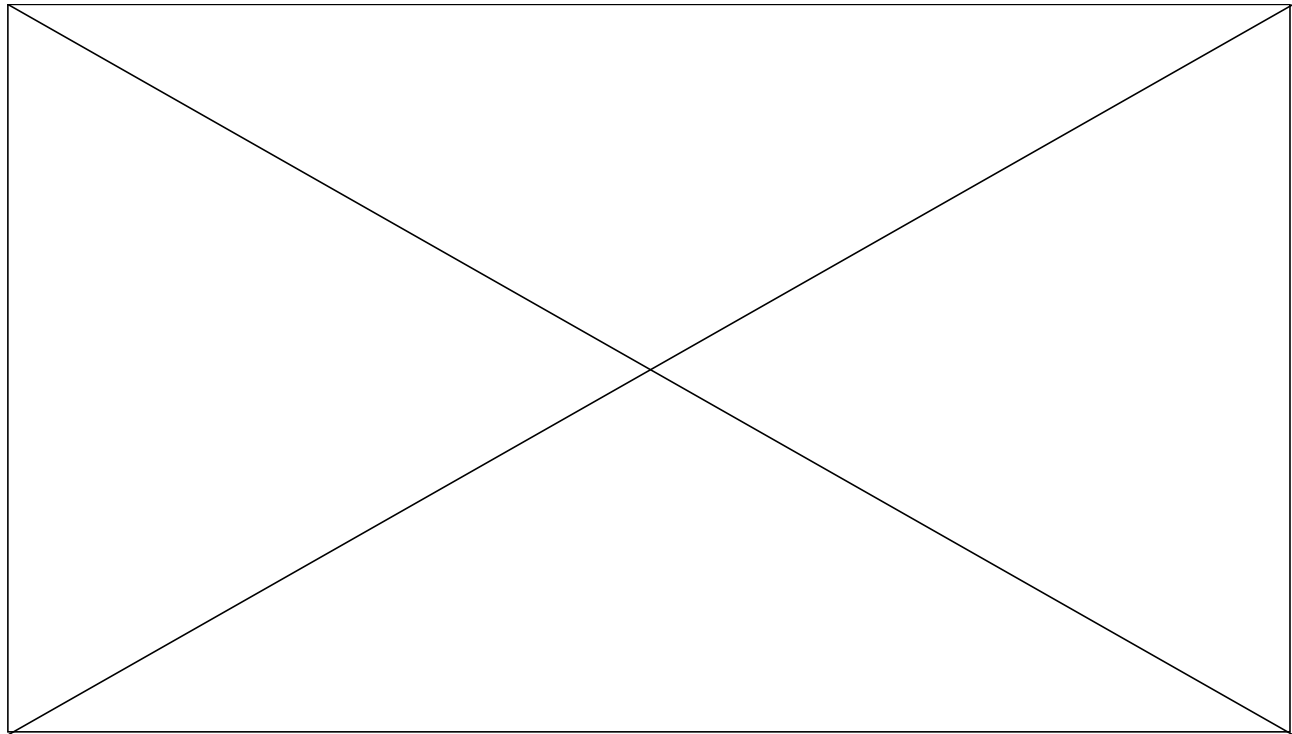




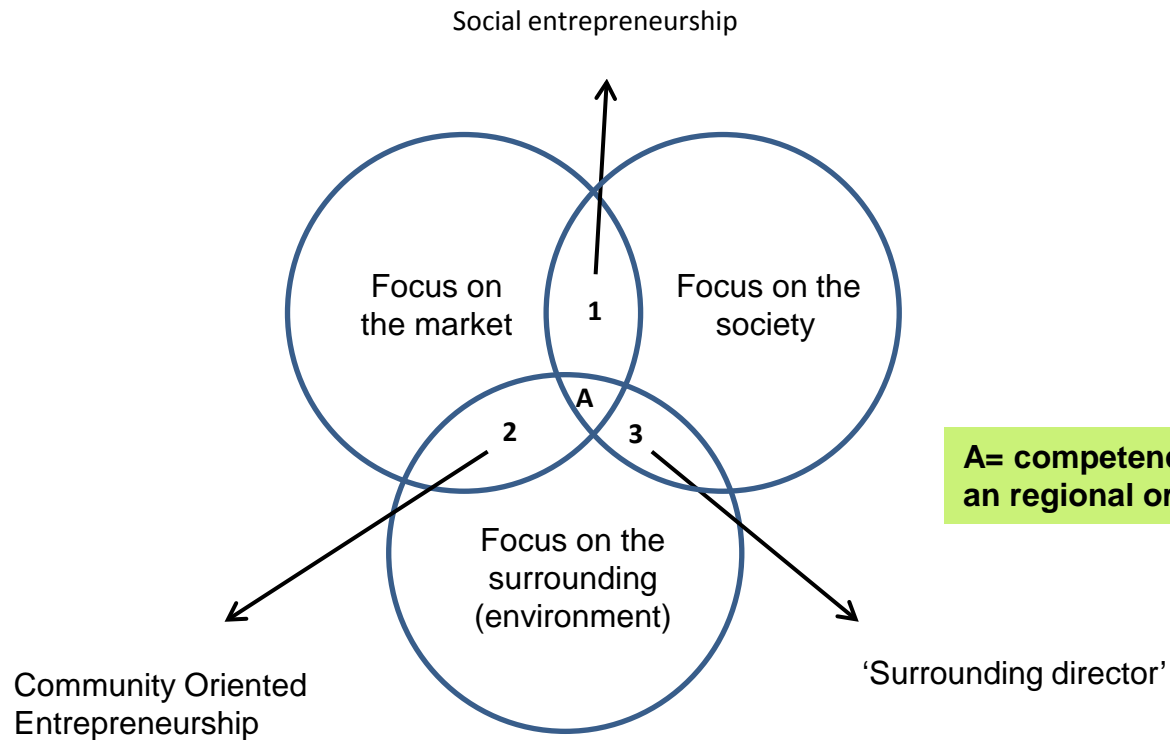
# Entrepreneurship: skills and competences: Examples

*Question: which skills/competences are necessary for an UA entrepreneur?*

1. Execution of idea
2. Hate
3. Shout out existence
4. Paranoid
5. Social and business impact



# Entrepreneurship: skills and competences



**A= competences needed to work in  
an regional oriented foodsystem**

## Entrepreneurship: skills and competences

- Competences need to work in an regional oriented foodsystem?
- What did you find?

# Entrepreneurship: skills and competences

Competences need to work in an regional oriented foodsystem?

1. System oriented: thinking parts and in total (understand patterns and relationships between system elements)
2. To co-operate with other sectors (health, life science, energy, welfare etc.)
3. Future proof (coop with uncertainness)
4. Cooping with own norms and values (what is my motivation?)
5. Action driven
6. Co-operate with other people
7. Managing strategically (midterm and long-term view)
8. Able to create (shared) value

Source: food strategy, CAH Vilentum 2015)

# Canvas business model

- Learning objective:
  - Can apply the Canvas business model in urban Agricultural

# Corporate social responsibility

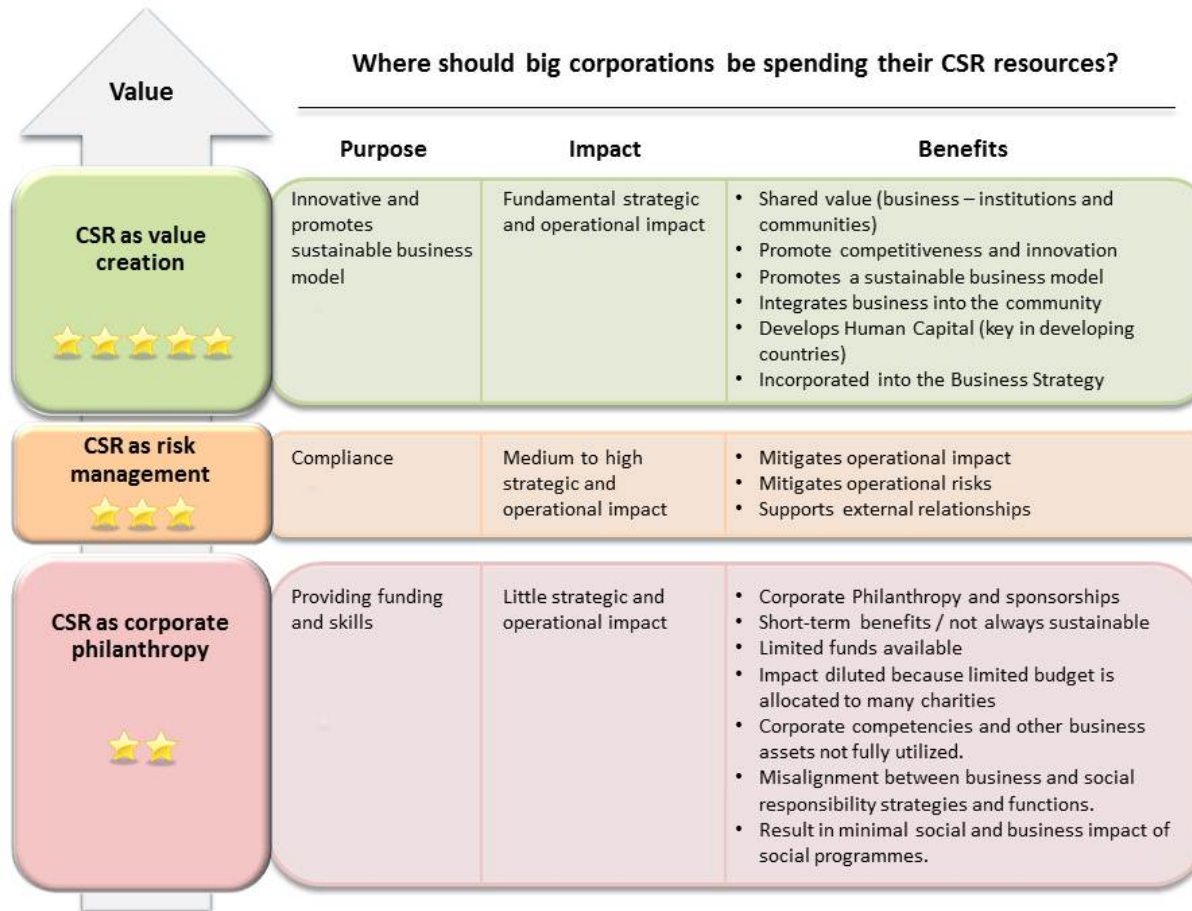
- **Corporate social responsibility:**

*Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms*

- **People, Planet, Profit**

Source: Wikipedia

# Corporate social responsibility



# Canvas business model

## Sustainable business

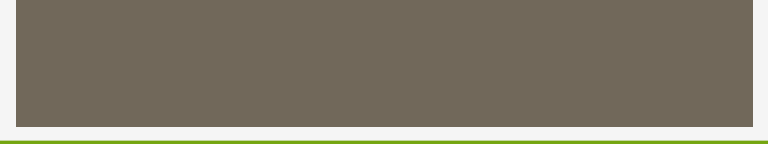
- Michael Porter (businessprof Harvard University, 2011):  
*'there is more than only profit'*
  - **Licence to sell** ('wasserbomben '90)
  - **License to produce** (way of production is accepted by society; animal welfare, environment protection etc.)
  - **Licence tot operate** ('value creating for environment and community')



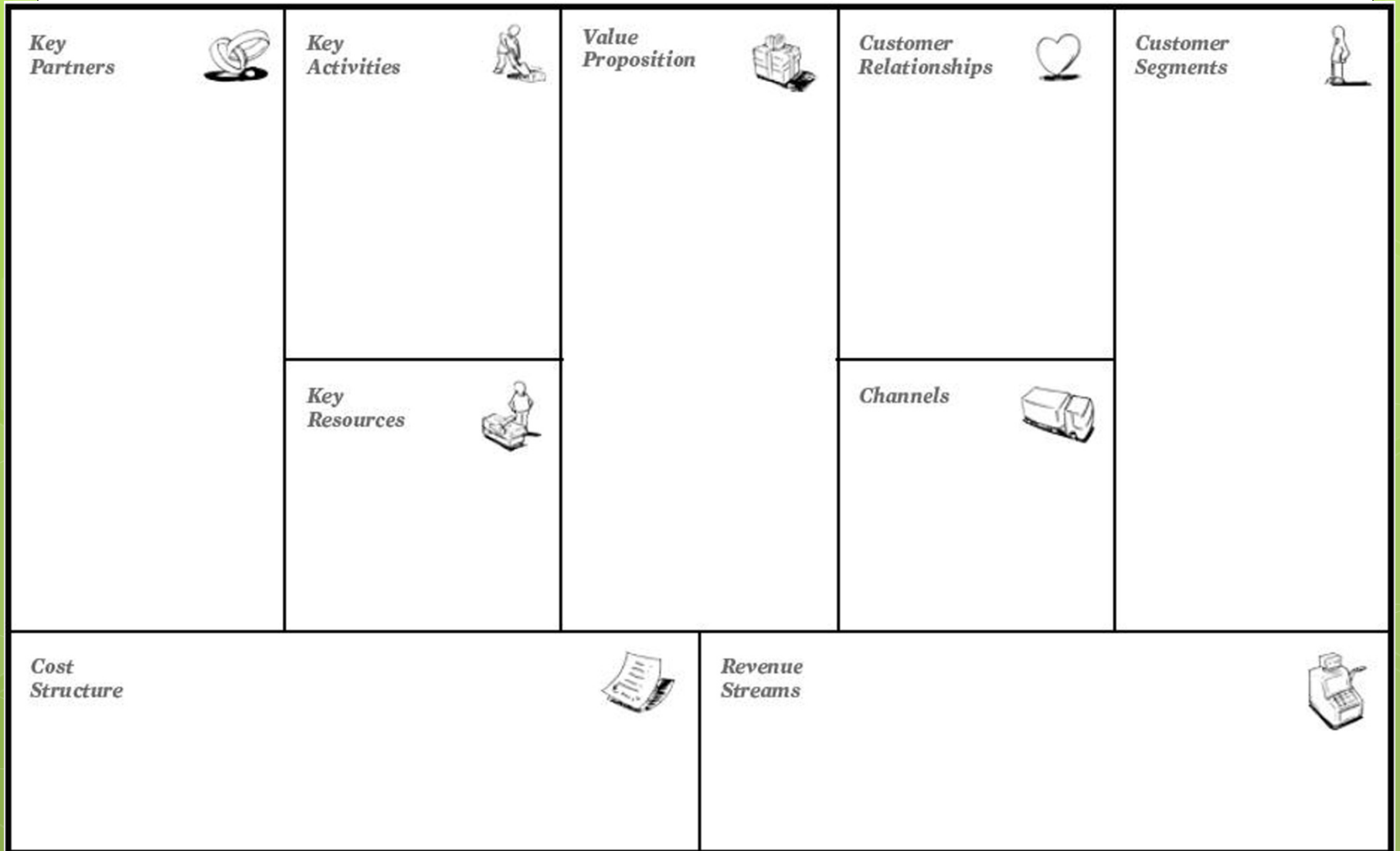
# Canvas business model

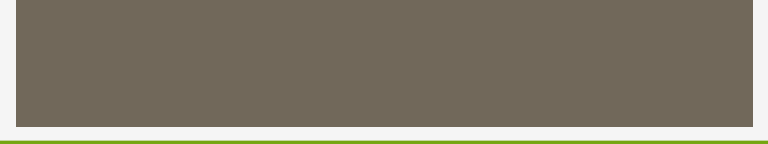
Definition of sustainable businessmodel by  
Alex Osterwalder:

*'a businessmodel describes the rationale of how an organisation creates, delivers, and capture value in economic, social and cultural or other contexts. The process of business model construction is part of business strategy'*

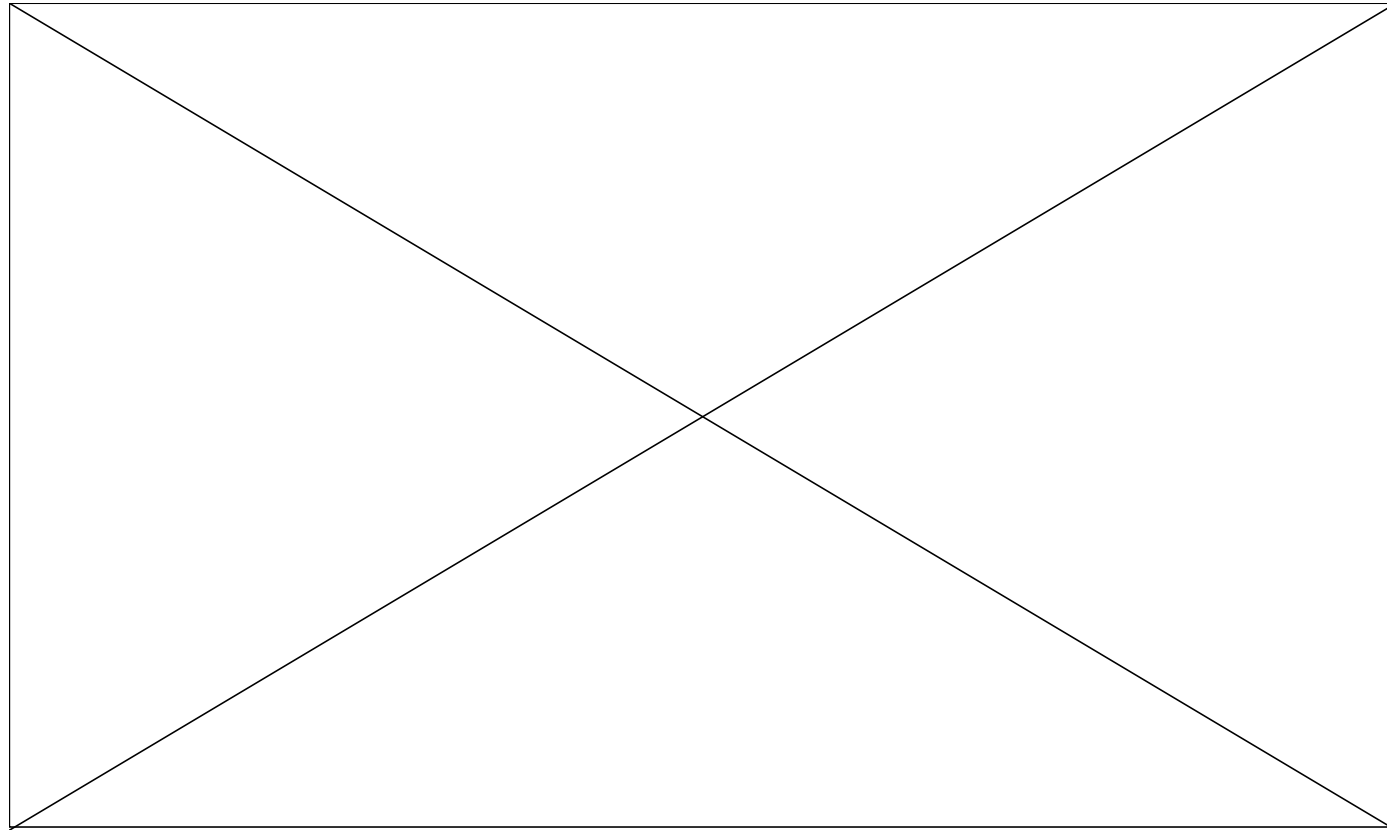


# Canvas business model



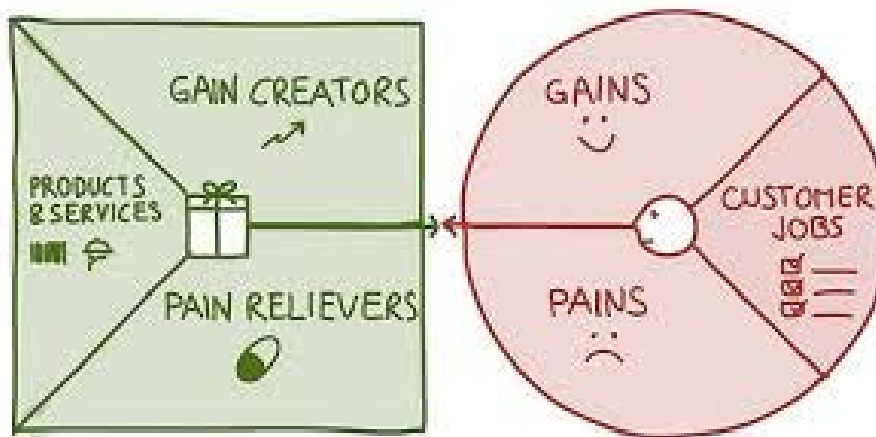


# Canvas business model



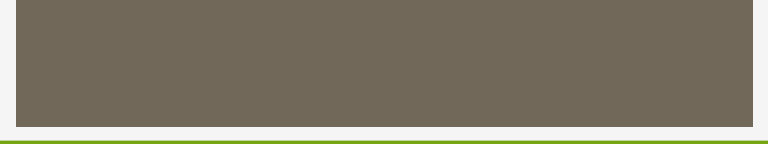
# Canvas business model

## Value Proposition Design

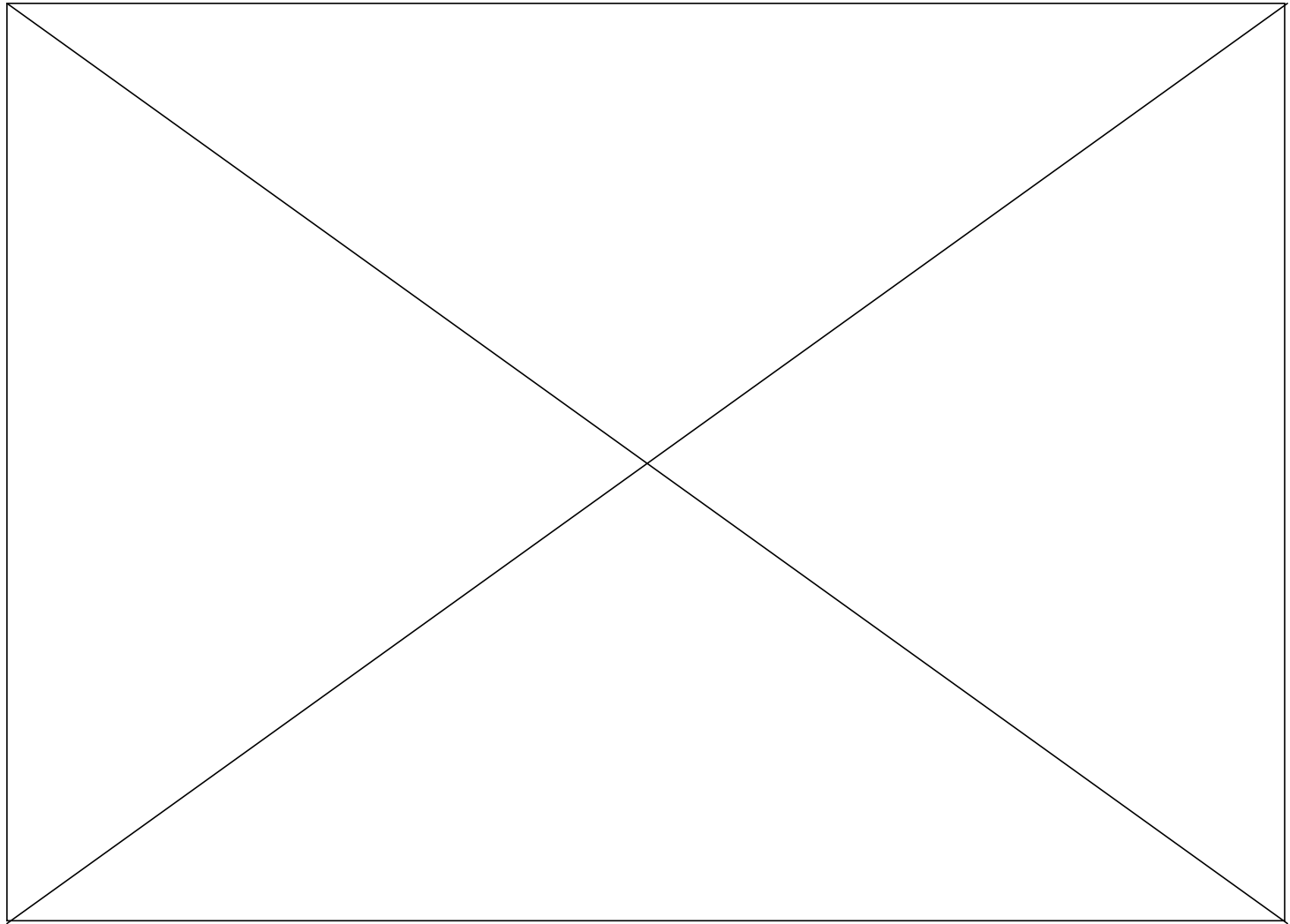


Ask!

Value proposition is important input for the Canvas business model



# Canvas business model



# Assignment: Canvas business model

- Work in a group of 4/5
- Choose a company (own farm/ assessment company/'uit je eigen stad')
- Fill in the Canvas business model (see blackboard for document)
- Send this to [w.van.der.heijden@cahvilentum.nl](mailto:w.van.der.heijden@cahvilentum.nl)
- Next lecture: presentation per group; 5-10 minutes