

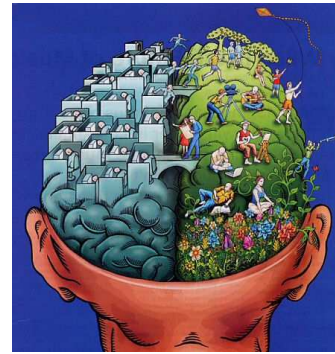
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for Innovation and Entrepreneurship
in Emerging Sustainable Economic Sectors**

**Ízelítő a módszertanból /
A taste of the methodology**

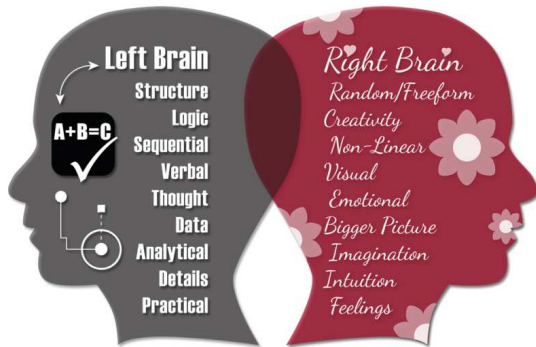
**Papp-Váry Árpád Dr.
BKF Marketing Intézet**



Left Brain vs. Right Brain



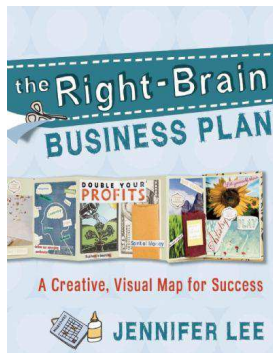
Left Brain vs. Right Brain



Right Brain Approaches



Right Brain Business Plan - Visionboarding



Right Brain Business Plan - Visionboarding



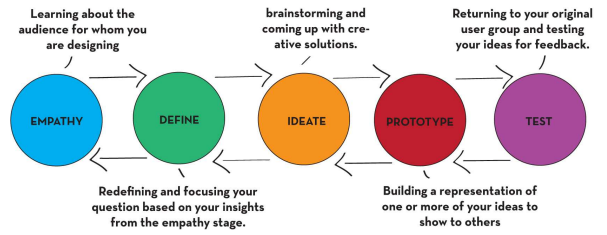
Design Thinking



Tim Brown, *Design Thinking*, Harvard Business Review, June 2008



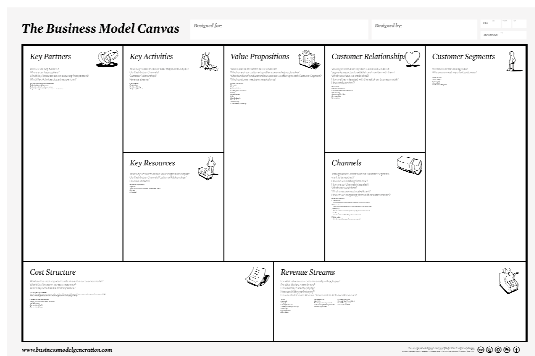
Design Thinking



Business Model Canvas



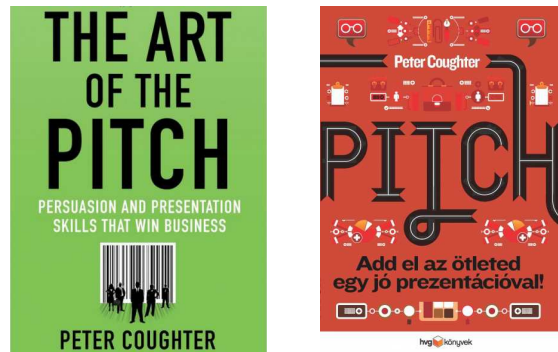
Business Model Canvas



Business Model Canvas



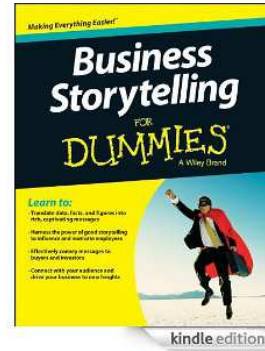
Pitch



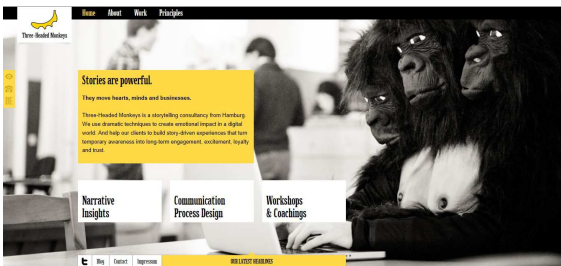
Storytelling



Storytelling



Storytelling



Storytelling

WHAT?
HOW?
WHY?

WHAT and HOW

WHAT?

What do you offer?

FOR?

Who will be your customer?

COMPETING WITH?

Who are your competitors?

DIFFERENT BY? (HOW)?

How do you do it?

WHY?

THEME

What is it all about?

Left and right brain needs ...

CHARACTERS

Who plays important roles in your story?

WORLD TODAY

What's going on around you?

Trends, news, atmosphere ...

ATTRIBUTES / VALUES

Name the few that really shape who you are

HISTORY

What has happened already?

WHY?

USER STORIES
How do they use your product and service?

MAGIC FACTS
Astonishing facts about your product or service

CONFLICT
What or who are you fighting against?

RITUALS
What are your habits?

INTERNAL STORIES
Why are you all aboard? How come you ended up here?

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CONNECTING THOUGHT

BELIEF

MISSION

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Storytelling

Bestselling author of Tribes and Purple Cow
SETH GODIN
ALL MARKETERS ARE LIARS
Tell Stories
WITH A NEW PREFACE
The Underground Classic That Explains How Marketing Really Works—and Why Authenticity is the Best Marketing of All

SETH GODIN
MINDEN MARKETINGES HAZUDIK
sztorizik
Egy jó történettel minden eladható

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Storytelling

TRUTH WELL TOLD

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Further Readings

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1st event at the BKF Budapest Campus (17. 09. 2013)

„A good idea is not enough” – How to build a startup?

Gábor Bonyhádi – András Perényi *startupper*s

<http://www.youtube.com/embed/Pav6TKTbqGg?wmode=opaque>



2nd event at the BKF Budapest Campus (01. 10. 2013)

„Adventures of a guerilla event organizer”

Kriszta Janata, *Marketingcommando.hu*



3rd event at the BKF Budapest Campus (15. 10. 2013)

„Fashion marketing, fashion PR”

Katalin Csillag – Adrienne Körtvély – Nóra Ravasz

<http://www.youtube.com/watch?v=YNv0wEH4LXo>



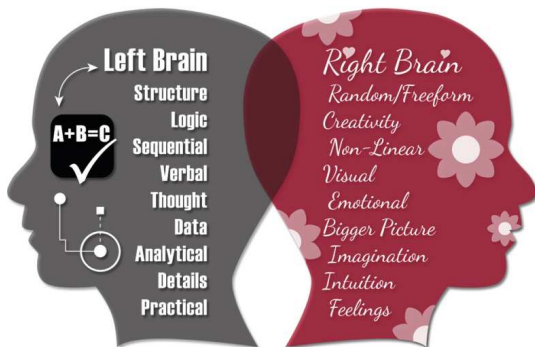
4th event at the BKF Budapest Campus (19. 11. 2013)

„How to get money for your idea?”

Lénárd Horgos – Iván Gyurácz Németh, *M27-Absolvo*



Left Brain vs. Right Brain



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Thank you! / Köszönöm!

