



## **Business Model Proposal**

### **SEEDS: Spreading Education and Economic Development to Societies**

**SUBJECT:** Providing grassroots business and investment education to the members of emerging market economies.

#### **I. Action-Forcing Event**

Emerging markets are in need of innovative and knowledgeable minds to empower small to medium sized business owners with the tools necessary to pursue prosperity.

#### **II. Analysis:**

Among the viable emerging markets in which we can work, Botswana provides unique opportunity for young professionals, locals and US companies. Botswana's government is working to diversify economic growth away from diamonds by encouraging tourism, export manufacturing, and financial services. Our participants, in accordance with Botswana's specific economic needs, will use innovative and unique educational methods to spur local industry, thereby bettering the financial situations of all those involved.

As for similar business methodologies, the Peace Corps represents similar elements of grassroots economic development. Profit is expected not only for local business owners, but also for the US companies providing the necessary funds and manpower.

#### **III. Business Model:**

*Objective:* Provide owners and employees of cottage industries and small and medium-sized businesses with business and investment education to maximize their profits and gain maximum returns from their holdings.

*Features and partners:* Partnership with consulting firms with an international presence, who would send a small portion of their employees on year-long stints into emerging market economies to serve as the educators. This plan will maximize the gains from their investments of individuals in emerging markets, and a portion of the additional profits may be applied to sustaining the program, leading to future financial stability.

*Why it will work:* This plan will appeal to the consulting firms in question because it will: (i) endow the firm with valuable market data for the emerging markets (ii) provide the employees of the firm with potentially useful lingual and cultural skills (iii) serve as a great PR tool for the firm, and establish the firm as being socially responsible, both in the corporate and global sense.

*Competitive Advantages:* Business education is always a hot topic all over the world, and people are well aware of its many benefits. Recruiting students would therefore not be a significant issue. Convincing consulting firms of the feasibility of the program is likely to be successful for the aforementioned reasons.

*Possible Weakness:* Our success is based on our resource pool, and would vary proportionally. Therefore, while gradual to start off, profits would rise as recruitment does. Further, a proper regulatory system would be needed to effect sustainability.

#### **IV. Projection:**

Initial costs would include the potential losses associated with firms donating a portion of their workforce to the cause. Costs of setting up the infrastructure in the emerging market economy would also come into play. Thus, while the program may be expected to make a loss initially, once it is established and the first batch of graduates start applying their learning, new or improved profits would eradicate those prior losses. Also, the consulting firms would gain a highly marketable and hence profitable asset in terms of hands-on data on the emerging market economy, and the better PR means more business, and greater profits. Hence, an initial negative cash flow would be transformed into a significantly positive cash flow, with the potential of a consistently positive cash flow in the long run.

#### **V. Group Niche:**

The group's role would be to act as a liaison between the consulting firms and the citizens of the emerging market economy. The first item on the agenda would be to convince the firms of the feasibility and profitability of this venture, and the next step would be to implement the infrastructure and get the ball rolling in the emerging market. Finally, the progress would be checked and moderated, and the plan renewed annually.

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