

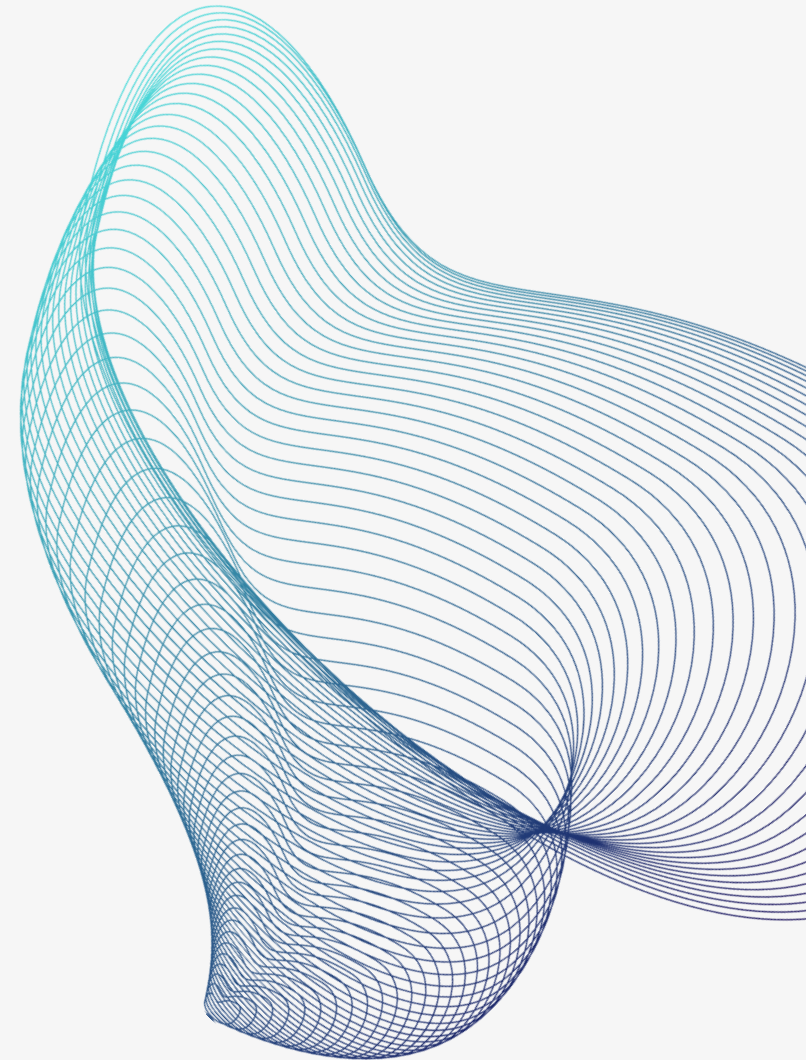


Training Courses
For Business Development



Created by
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The Idea Accelerator: Your Screening Checklist for Business Opportunities





Training Courses
For Business Development

*"Luck Is What Happens
When Preparation Meets Opportunity".*
Roman philosopher Seneca.



Ideation and Opportunity

- Educating on opportunity identification.
- Importance of opportunity identification in entrepreneurship.





The Business Ideas

- Description of the business concepts.
- Our example: Upcycling and selling premium second-hand clothing.
- Importance of sustainability in today's market.
- Specific brands targeted:





Personal Fit



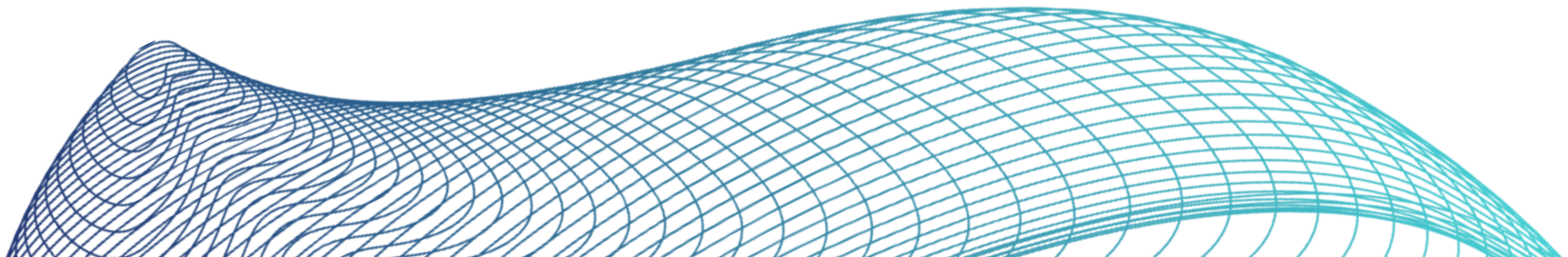
Hubert Joo

Founder

- Importance of aligning business ideas with personal skills, passions, risks, tolerance, and objectives.
- Highlighting entrepreneurial traits.
- Addressing potential challenges.

Upscale Second Hand Clothes

- Risk tolerance, passion for fashion, and e-commerce knowledge.
- Lack of experience in fashion and design.





Customer and Product Issues

- How the service solves a customer problem.
- The business's innovation and differentiation.
- The unique, cost-effective value proposition.

Upscale Second Hand Clothes

- Providing access to sustainable, affordable fashion.
- Upscaling and curating unique fashion items.
- Making premium brands more accessible.





Market Dynamics

- Size and growth of the market.
- Competitive landscape and ability to gain market share.
- Identifying untapped niches and reachable customers.

Upscale Second Hand Clothes

- The global secondhand apparel market is projected to reach \$64 billion by 2024.
- Robust compounding growth at 20% to 2030 of sustainable and demand for affordable fashion.





Profitability and Scalability

- Profit model, breakeven analysis, and potential for recurring profitable sales.
- Market sensitivity to product pricing.
- Business's ability to expand rapidly with manageable risk.

Upscale Second Hand Clothes



Average sales are anticipated to be 100 pieces per month, at an average profit margin of \$20 per item. This equates to \$2,000 in profit per month, or \$24,000 annually.



Operating expenses such as website maintenance, marketing, and possible employee wages are estimated at \$500 per month, or \$6,000 annually.



After expenses, the estimated annual net profit is \$18,000.



With an initial investment of around \$10,000, breakeven could be achieved in just over half a year if these sales levels can be maintained.

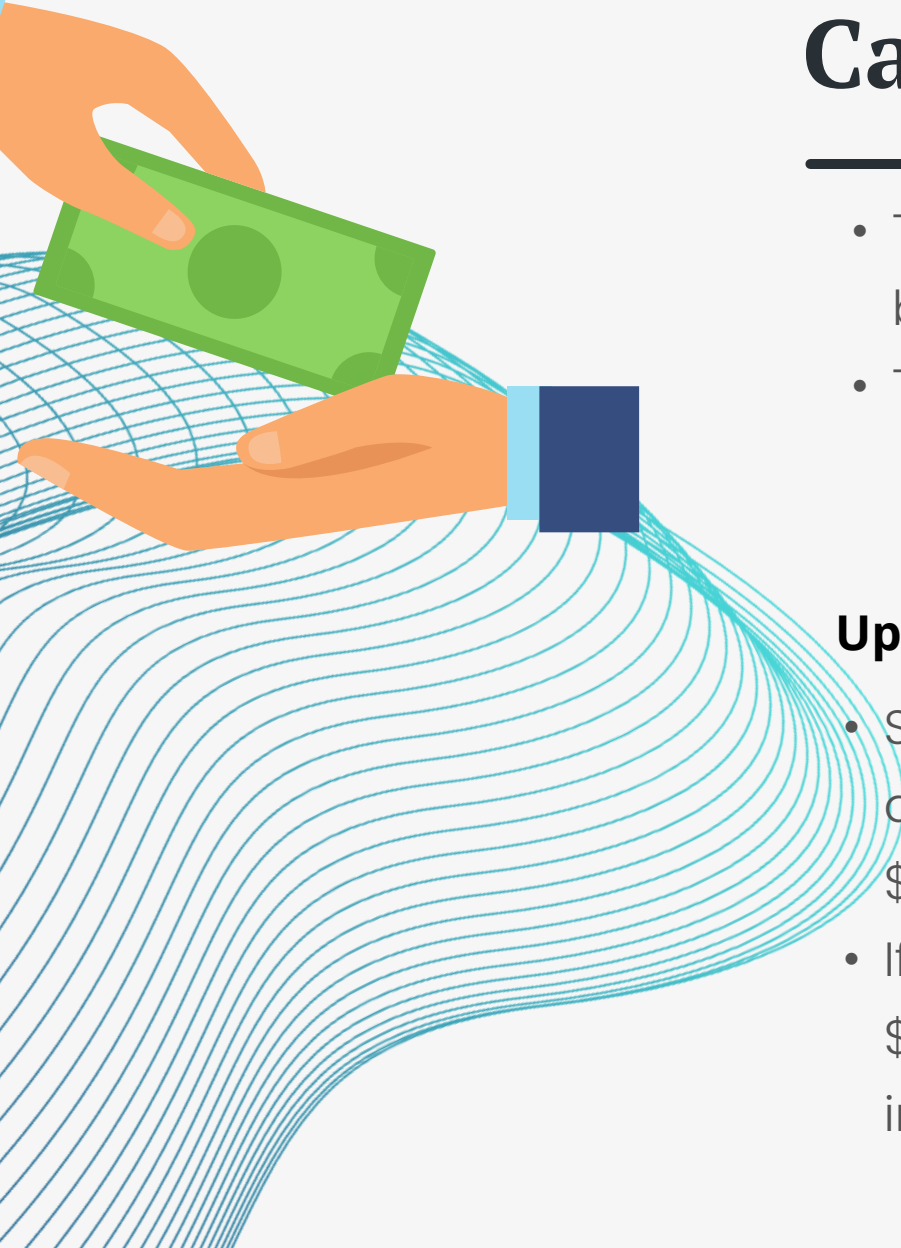


Capital Issues

- The initial investment needed to start the business.
- The potential return on investment.

Upscale Second Hand Clothes

- Starting the e-commerce business requires an initial investment estimated between \$5,000 to \$10,000.
- If the business achieves the estimated \$18,000 net profit in its first year, the return on investment would be approximately 180%.





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REVIEW

Workshop 1



OPPORTUNITY SCREENING

CHECKLIST

FILE



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