

CONSOLIDATED BMC FOR SME & NGO

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Skills gap on LEAN, Green and Digital management in SME Increasing formal CPD requirements also within SME Understanding both individual and organisation specific training needs Aligning training offers with organisational growth Matching Training Needs to Future Skills Requirements Challenges in Transitioning to Smart and Sustainable Systems :	Tools for identifying Skills Gap in Digital & Green Management Skills on an individual and organisational level Solution to Matching Training Needs to Future Skills Needs. Solution to Accessing LEAN and Green training material Solution to Challenges in Transitioning to Smart and Sustainable Systems	Empowering SMEs to thrive in a sustainable future by providing accessible, integrated LEAN, Green and Digitalisation management training and self-assessment tools for transforming skills gaps into competitive advantages.	The NGO partners of the consortium (GAIA & IWSI) have a strong integration with over 500 technology-focused SMEs and industry leaders which gives us a unique insight into real-world industry needs and challenges. IBK has for over 25 years a well-recognised player in the world of Excellence (CAF, EFQM IPMA) and as a co-author of EFE is still strongly linked to the main actors. The HEI partners bring in academic background knowledge that position the developed solution at a higher level of recognition than purely commercial developed ones.	SMEs Vocational Education and Training (VET) Institutions Industry Associations and Clusters Individual Learners <u>Early Adopters:</u> 1. Progressive SMEs 2. Forward-thinking VET Institutions
	KEY METRICS Number of Users Accessing Training Modules Training Program Completion Rate User Satisfaction Scores Reported Organisational Performance Improvements		CHANNELS Website and Online Platform Social Media Presence (LinkedIn, ResearchGate, XING, etc.) Webinars and Online Workshops Industry Conferences and Trade Shows	

	Customer Retention Rate Platform Usage Metrics Number of Partner Institutions Offering the Program Expansion into New Regions or Sectors		Direct Outreach (Emails, Calls, and Visits) Partner Networks and Referrals Collaborations with Industry Associations and Clusters VET Institution Partnerships Industry Publications and Journals	
COST STRUCTURE I. Fixed Costs (post-project): <i>(Relatively Constant Regardless of Project Final Outcome)</i> Salaries/Personnel Costs Office and Administrative Costs Platform Licenses, Maintenance and Required Updates Basic Marketing and Branding Materials II. Variable Costs: <i>(Fluctuate based on Activities)</i> Customer Support and Training Delivery Platform Hosting and Bandwidth Travel and Accommodation to training or event venues New Training Material Development Content Localization and Customisation Training Material (Handouts) Costs Dissemination and Marketing Costs Subcontracting/Consulting Fees for external trainers used		REVENUE STREAMS I. Direct Revenue: <i>(Post-Project)</i> Custom Training Packages for SMEs Consulting & Coaching Services Subscription Fees Revenue from Conferences and Workshops organised Sponsorships and Advertising (NGOs only) Grants and Public Funding (NGOs only) 2. Potential Indirect/Future Revenue Fees from licensed materials used by 3rd parties (Industry Associations, Clusters, VET providers...)		