

CONSOLIDATED BMC FOR HEI

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
SMEs face significant challenges in initiating and implementing the digital transformation. Lack of awareness and understanding of the steps required for digital transformation limits progress. Insufficient knowledge of the prerequisites for successful digitalization (e.g., infrastructure, skills, process readiness). Traditional training methods are not well suited to the fast and flexible demands of modern SME environments.	Self-assessment tool Hybrid training program with LEAN & Green training modules Supporting ecosystem to drive adoption and sustainability of the solution. <i>(consultants, policy makers, sneakers)</i>	ExCurS solution helps SMEs to overcome barriers to digital transformation by providing clear, actionable insights and skills development tailored to the specific context. The combination of a self-assessment tool and hybrid training enables SMEs to align their strategic goals with their operational capabilities.	Trans-sector Expertise in LEAN & Green Management, aligned with EU Green Deal. Excellence based Self-Assessment Tool, bridging organisational and personal development needs. Proven Hybrid Learning Approach Cross-Sector Applicability, making the solution highly adaptable and scalable. Validated through international field testing	SMEs across various industries Managers and staff seeking skills in digitalization and sustainability Vocational education trainers and consultants Policy makers interested in SME growth and the EU Green Deal
	KEY METRICS Training Participation: Total participants enrolled in the training program. Number of SMEs that create and follow a digital transformation roadmap after an initial assessment.		CHANNELS Dedicated online portal for all ExCurS modules. Webinars, conferences, and industry events Partnerships with SME networks and industry associations Social media campaigns	

	Percentage of SMEs that have started using the self-assessment systematically after the piloting Measured improvements in process monitoring and production efficiency after training		targeting business owners and entrepreneurs. Newsletters and targeted email campaigns to raise awareness and engagement.	
COST STRUCTURE IT infrastructure and licenses Updating, enhancement and maintenance of the platform and self-assessment tool Further content development, updates and localisation efforts for hybrid training modules. Personnel costs (experts, trainers, project managers) Facilitator and trainer fees for blended learning delivery. Marketing and outreach campaign expenses including materials and online ads.			REVENUE STREAMS Initial funding through EU grants and other stakeholders. Fees for tailored training programs and workshops. Consulting services for advanced process redesign and digitalization. Subscription-based access model for SMEs to use the platform and receive personalized reports. Revenue from licensing the platform to training institutions or business consultants.	