

**Elevator pitch**  
**Poslovni model**  
**Poslovni načrt**

**Matej Rus**

MAO, Ljubljana, marec 2019

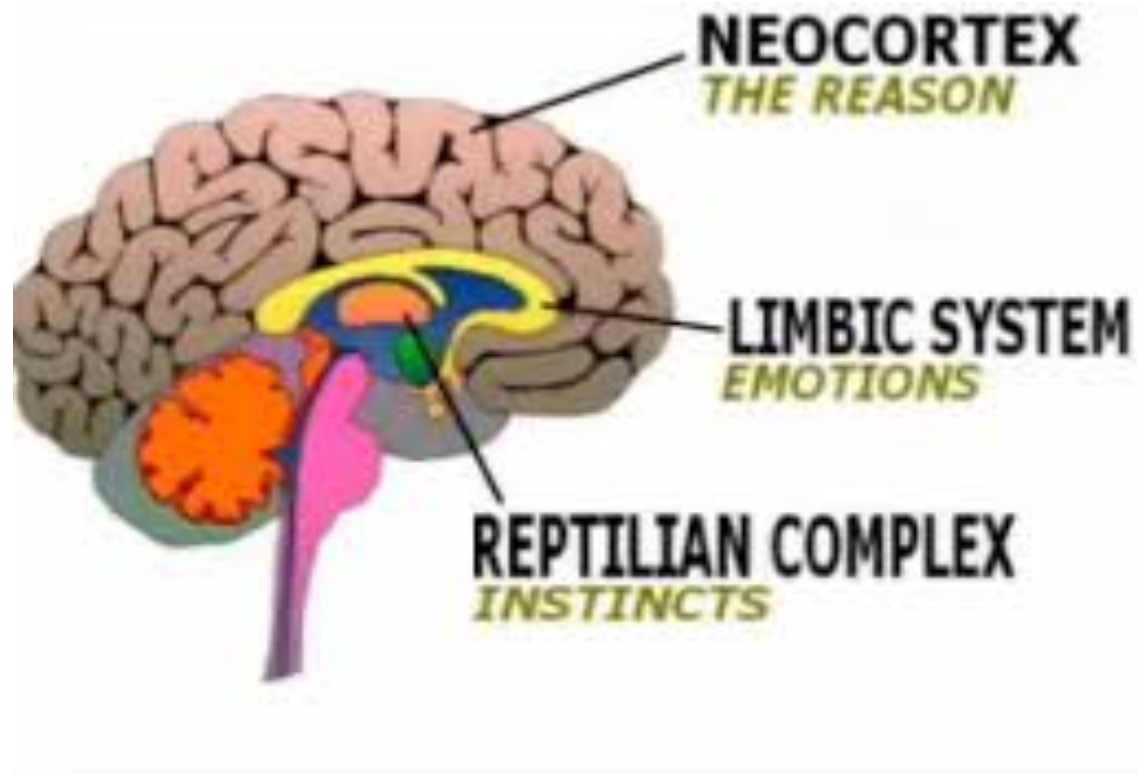
# **Elementi za uspeh podjetja**

**9/10 idej propade**

# Nekaj o meni



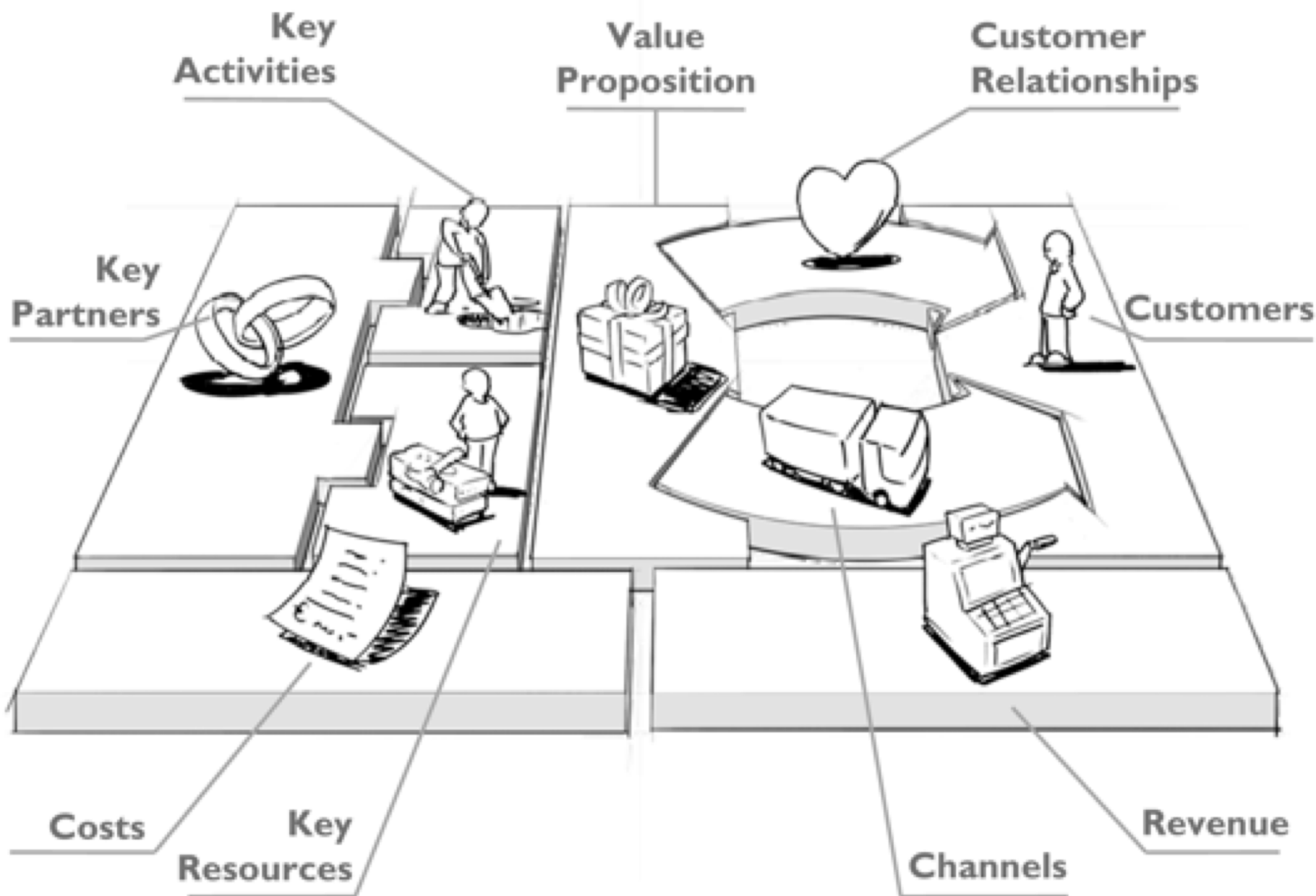
# **Elevator Pitch**



PROBLEM  
REŠITEV  
EKIPA  
PONUDBA

# Poslovni model





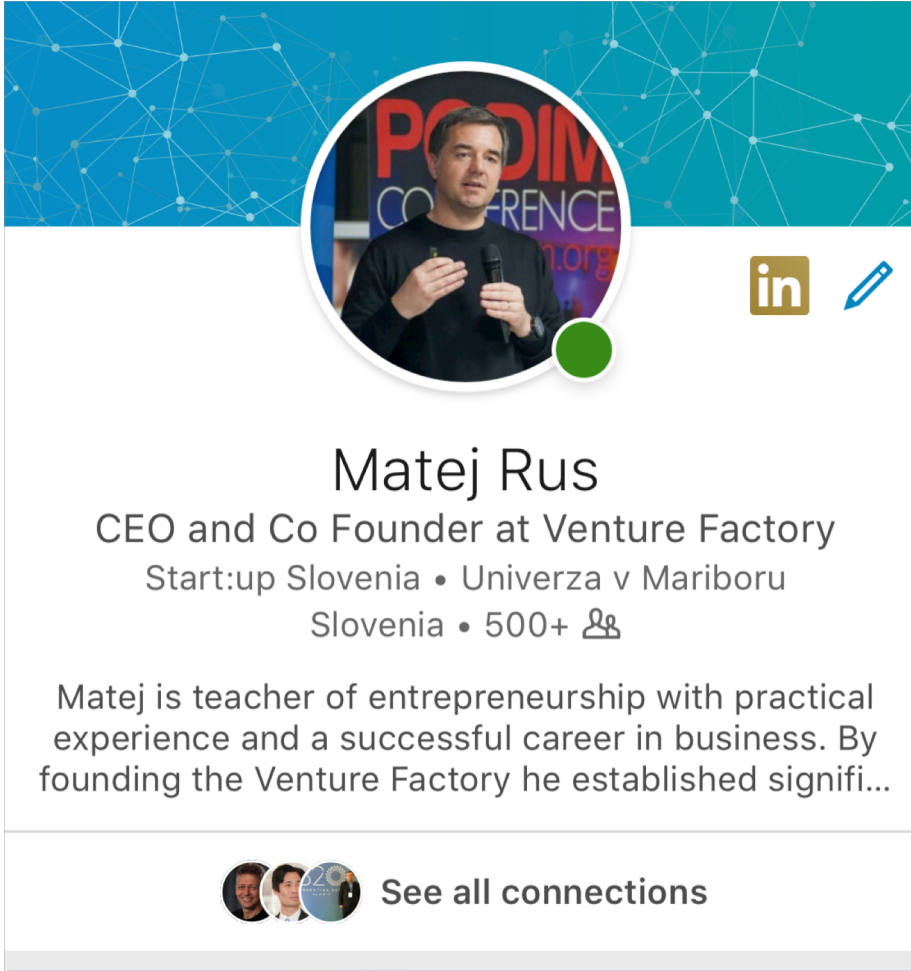
drawings by JAM

# Poslovni načrt


	1. stopnja	2. stopnja	3. stopnja
<b>1. Povzetek</b>			
<b>2. Panoga, podjetje in njegovi izdelki oziroma storitve</b>			
2.1 Panoga dejavnosti			
2.2 Podjetje in posel			
2.3 Izdelki oziroma storitve			
<b>3. Raziskava in analiza trga</b>			
3.1 Odjemalci (kupci)			
3.2 Obseg trga in trženje			
3.3 Konkurenca			
3.4 Sprotno ocenjevanje trga			
<b>4. Načrt trženja</b>			
4.1 Marketinška strategija vstopa in rasti			
4.2 Določanje prodajnih cen			
4.3 Prodajne poti			
4.4 Tržno komuniciranje			
<b>5. Človeški viri in organizacija</b>			
5.1 Organizacija			
5.2 Ključno vodstveno osebje			
5.3 Nagrajevanje vodstvene ekipe			
5.4 Drugi zaposleni in zunanji sodelavci			
<b>6. Razvoj izdelka ali storitve</b>			
<b>7. Poslovni proces in proizvodni viri</b>			
7.1 Poslovni proces in načrt proizvodnje			
7.2 Geografska lokacija			
7.3 Načrt angažiranja delovnih sredstev			
7.4 Načrt porabe predmetov dela			
7.5 Načrt porabe storitev			
7.6 Pravne zahteve, dovoljenja in vprašanja okolja			
<b>8. Terminski načrt</b>			
<b>9. Kritična tveganja in problemi</b>			
<b>10. Finančni načrt za naslednjih pet let</b>			
10.1 Predračun bilanc denarnih tokov			
10.2 Predračun bilanc uspeha			
10.3 Predračun bilanc stanja			
10.4 Finančni kazalci			
10.5 Ekonomika podjetja			
<b>11. Pridobitev finančnih sredstev</b>			

# Najlepša hvala.


Povežimo se na LinkedIn-u.



The image shows a LinkedIn profile card for Matej Rus. At the top, there is a blue banner with a white network diagram. Below the banner is a circular profile picture of Matej Rus speaking at a podium with a microphone. The background of the photo includes the text 'PODIME CONFERENCE' and '.org'. To the right of the profile picture is a green circle, the LinkedIn logo, and a pencil icon. Below the profile picture, the name 'Matej Rus' is displayed in a large font. Underneath the name, his title 'CEO and Co Founder at Venture Factory' is shown, followed by 'Start:up Slovenia • Univerza v Mariboru' and 'Slovenia • 500+' with a group icon. A short bio follows: 'Matej is teacher of entrepreneurship with practical experience and a successful career in business. By founding the Venture Factory he established signifi...'. At the bottom of the card, there are three small circular icons representing connections and the text 'See all connections'.

**Matej Rus**  
CEO and Co Founder at Venture Factory  
Start:up Slovenia • Univerza v Mariboru  
Slovenia • 500+ 

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