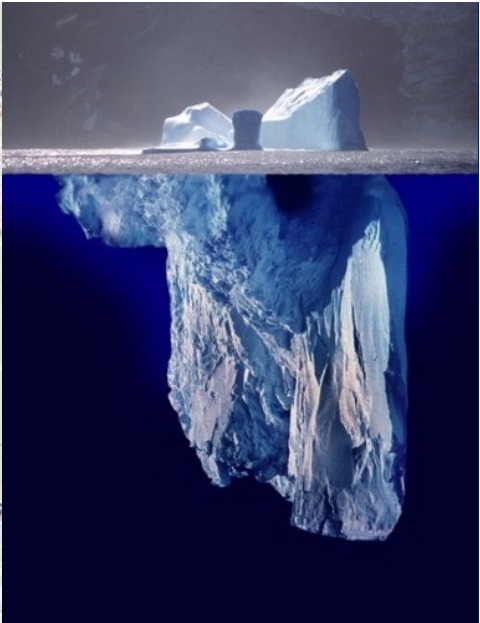
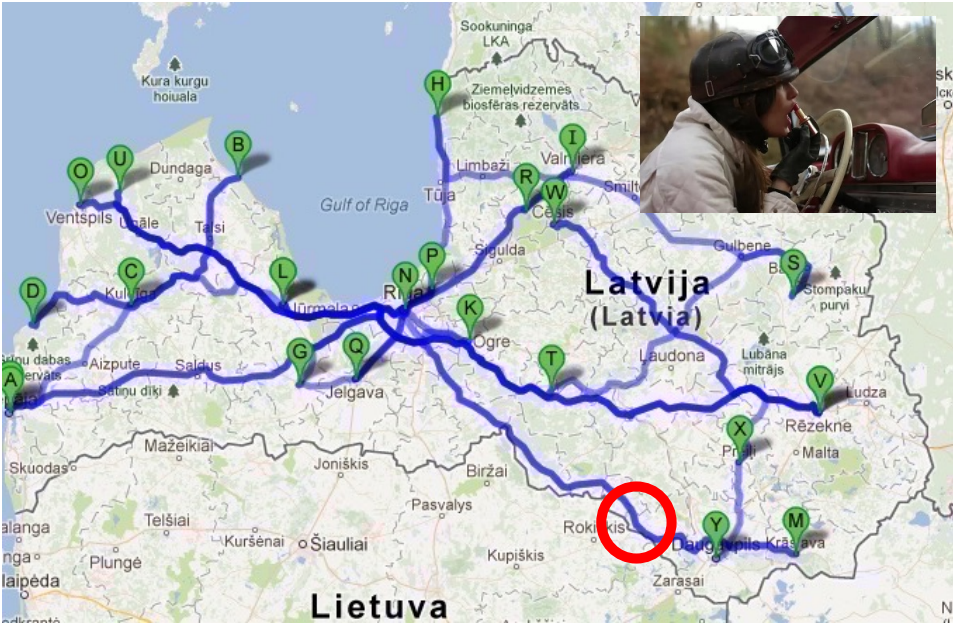




**Sveiki, Lietuvos draugai!**



**Portfolio: 14 years = 1729<sup>th</sup> event** **MISSION**



**Cepelinai!!!**

## Less usual conditions



Medinės lyginimo lentos  
**“Gludināmais koks”**



## Circular economy



## Agenda



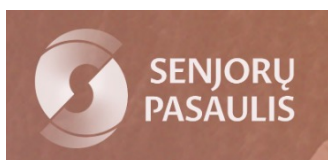
- # Greetings and introduction ✓
- # VIRTUAL LEARNING MODEL
- # Inspiring stories
- # Hidden needs

**Senjorų pasaulis –**  
tai virtuali mokymų ir bendravimo erdvė norintiems tobulėti ir prasmingai leisti laiką

**Senioru pasaule –**  
ir virtuāla treniņu un komunikācijas telpa tiem, kas vēlas pilnveidoties un saturīgi pavadīt laiku

Prisijungęs prie klubo per Zoom  
konferenciju platformā galēsi:

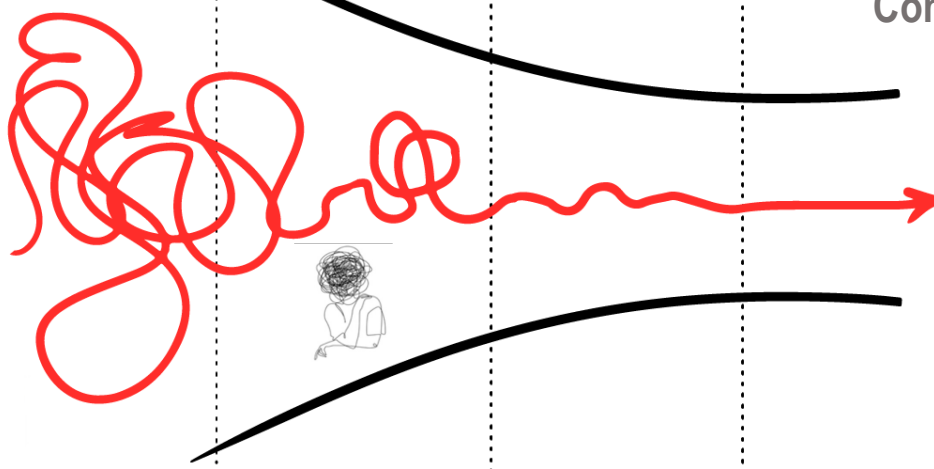
- ✓ Klausytis paskaitų
- ✓ Dalyvauti mokymuose
- ✓ Užsiimti rankdarbiais
- ✓ Diskutuoti su bendraminčiais
- ✓ Vaikščioti ir mankštintis



How Your **virtual platform** is doing?

Customers?  
Content?  
Marketing?  
Revenue?  
Competition?

WTF...





O kur tu nori eiti?

# In 2 years we will be **one of the leading** in [...]

# In 2 years we will be **the first to/ who** [...]

# After 2 years, we will be **the only ones** in **Baltics** who **advise** [..]

# In 2 years we will be **recognized in** **Europe** as the **best** [..]



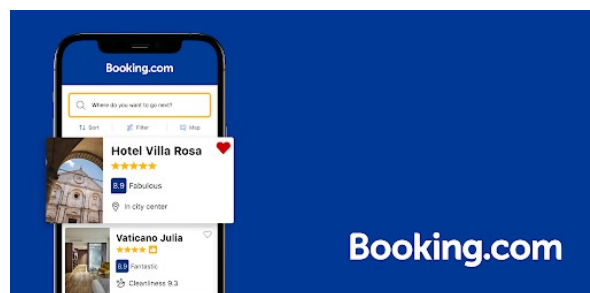
**Močiučių restoranas**  
(Palanga)





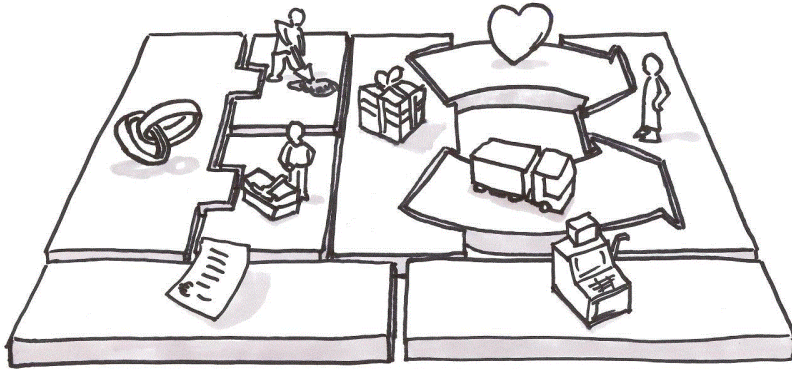
**Didžiausias taksi parkas  
pasaulyje**

**Pasaulė didžioji  
viešbučių grandinė**



# “BUSINESS CANVAS” MODELIO

*Business Model Canvas*



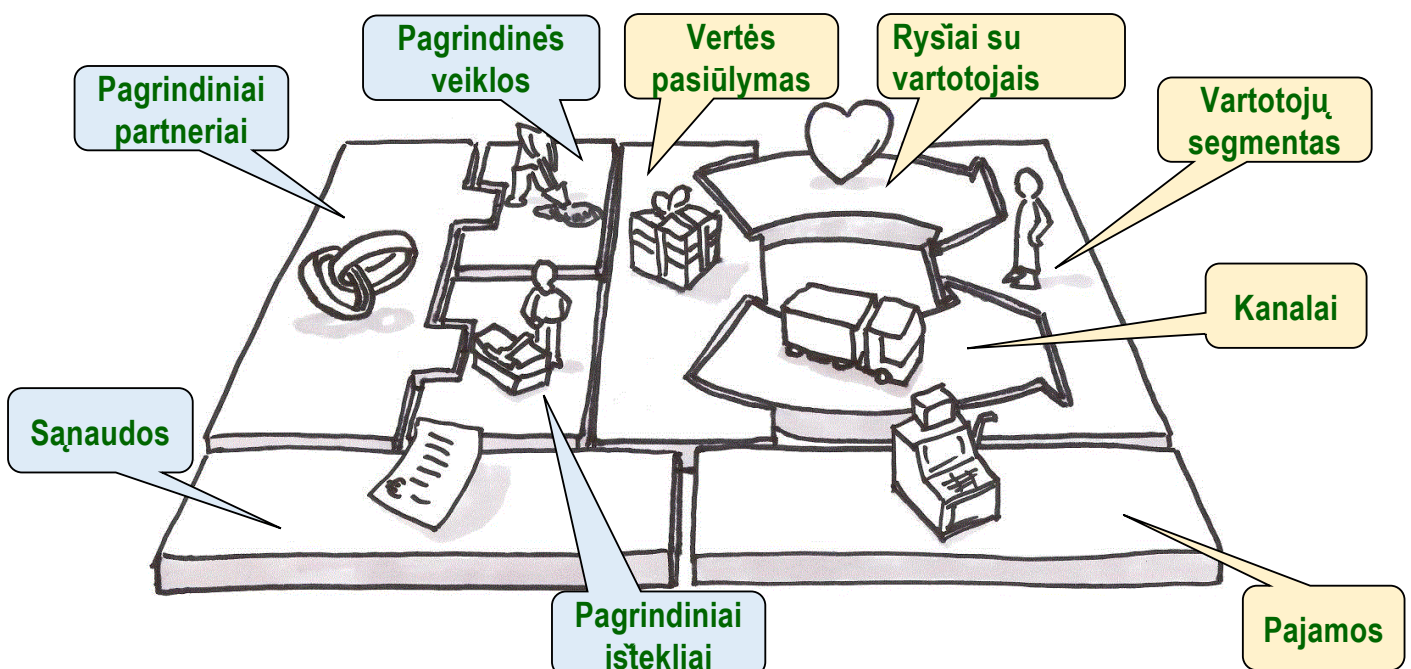
## Pagrindinės charakteristikos:

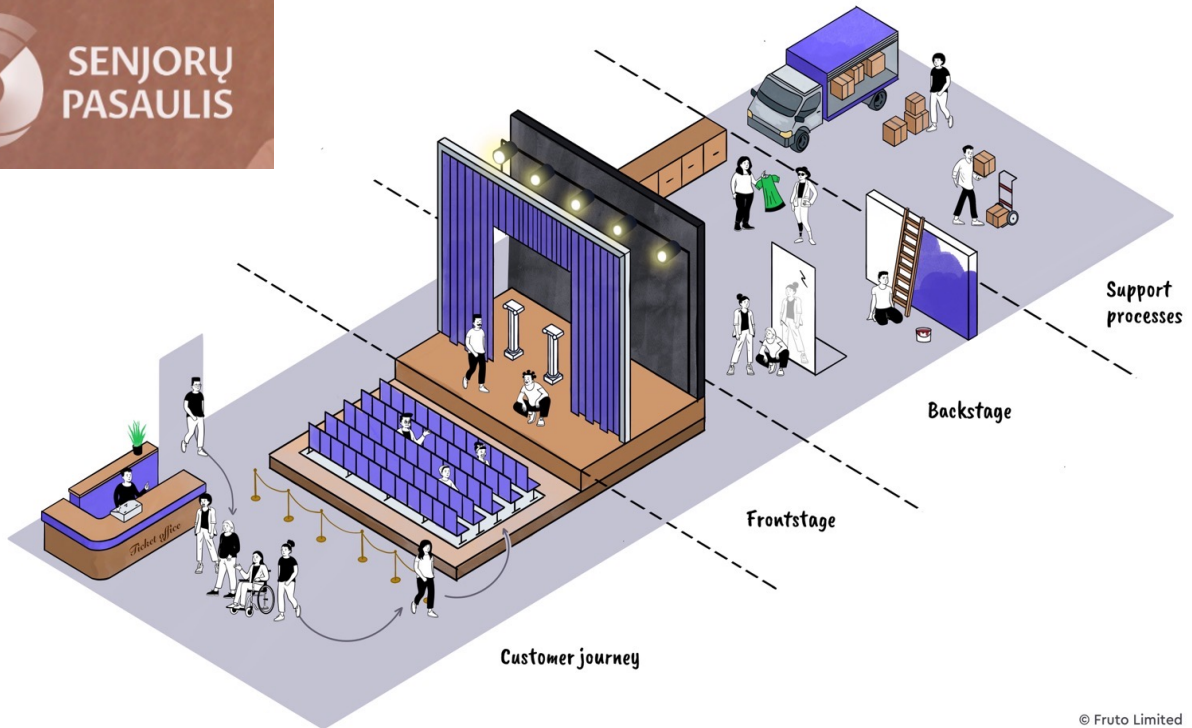
- A4
- 9
- ?
- 1-2-3

Avots: Alexander Osterwalder, Yves Pigneur *Business Model Generation*, 2010

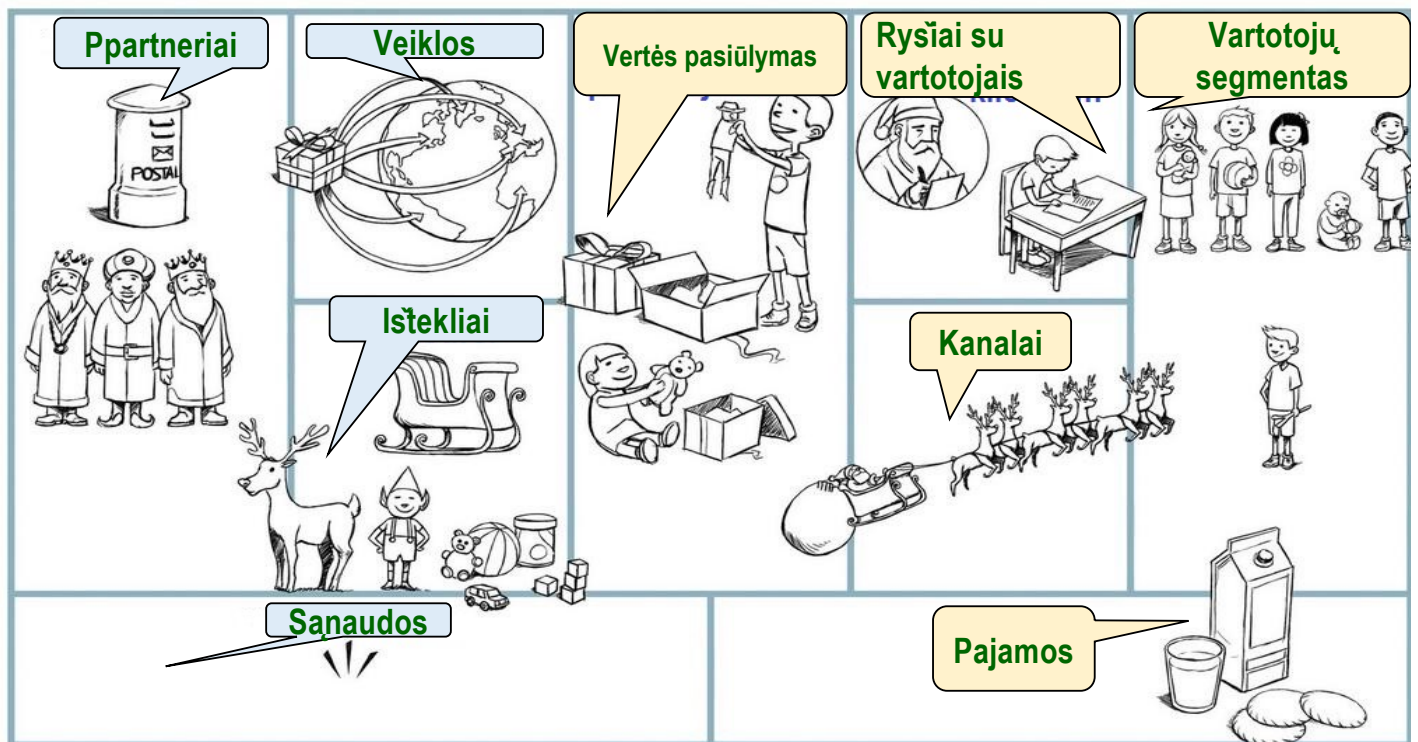
# “BUSINESS CANVAS” MODELIO

*Business Model Canvas*





© Fruto Limited





# What to do with it and why is it needed?



- in our community
- with partners
- with external experts
- among entrepreneurs



20-osios Lietuvos jaunųjų mokslininkų konferencijos „Mokslas – Lietuvos ateitis“ teminė konferencija  
Proceedings of the 20th Conference for Junior Researchers „Science – Future of Lithuania“

## VERSLAS XXI AMŽIUIJE / BUSINESS IN XXI CENTURY

2017 m. vasario 9 d. Vilnius  
9 February, Vilnius, Lithuania

eISSN 2029-7149  
eISBN 978-609-476-020-4  
doi: 10.3846/vvf.2017.003  
Article Number: vvf.2017.003

Šiuolaikinio verslo aktualijos  
Contemporary Business Issues

<https://doi.org/10.3846/vvf.2017.003>

### „BUSINESS CANVAS“ MODELIO PRITAIKYMAS TRANSPORTO ĮMONĖJE

Monika DONCULAITĖ<sup>1</sup>, Virgilija VASILIENĖ-VASILIAUSKIENĖ<sup>2</sup>

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El. paštas: <sup>1</sup>monika.donculaitė@gmail.com; <sup>2</sup>virgilija.vasilienė-vasiliauskiene@vgtu.lt*

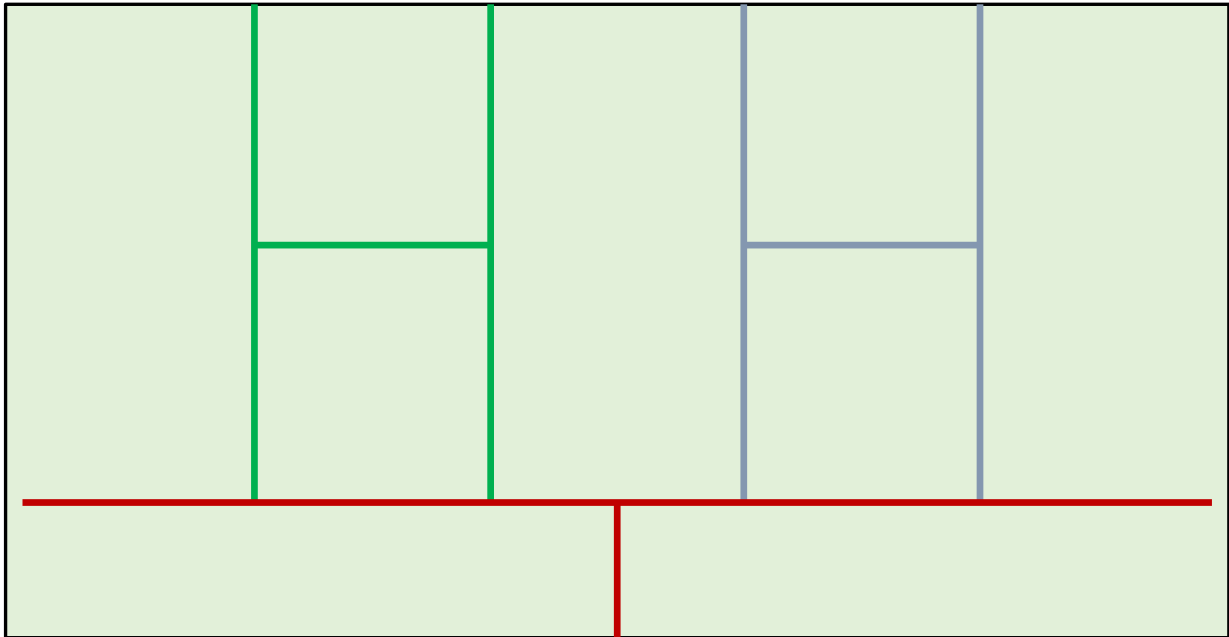
**Santrauka.** Straipsnyje nagrinėjama verslo modelio samprata ir analizuojamas „Business Canvas“ modelis bei galimybės jį pritaikyti transporto įmonės veiklos gerinimui. Straipsnyje pateikiama transporto įmonės veiklos analizė „Business Canvas“ modelio elementų pagrindu bei įmonės konkurencinės aplinkos analizė. Analizių rezultatų pagrindu sudarytas transporto įmonės „Business Canvas“ modelis. Modelio pritaikymas leido identifikuoti transporto įmonės vertę vartotojams ir tuo pačiu parodė realias įmonės veiklos problemas. Identifikuotų problemų sprendimui pasiūlytos konkrečios priemonės, kurios leis įmonei pagerinti veiklos konkurencingumą.

**Reikšminiai žodžiai:** Verslo modelis, „Business Canvas“ modelis, konkurencingumas, transporto įmonė.

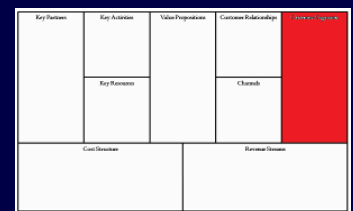
#### Įvadas

Šiuolaikinės verslo įmonės, norėdamos rasti geriausius būdus kurti savo vykdomos veiklos konkurencinį pranašumą, taiko įvairius veiklos analizės ir vystymo modelius, įais siekdamos nustatyti savo veiklos kokybę bei padidinti veiklos konkurencingumą. Tam skirtų daugybės verslo modelių pasirinkimo kontekste susiduriama su problema, jog ne visi verslo modeliai yra naudingi ir leidžia pasiekti norimų tikslų. „Business Canvas“ modelis naudingas tuo, kad tai yra vaizdinė priemonė skirta analizuoti įmonės veiklą bei nustatyti įmonės kuriamą vertę vartotojui ir to pagrindu identifikuoti problemines įmonės valdymo vietas bei išsprendus jas – kurti konkurencinį pranašumą. „Business Canvas“ modelio taikymas leidžia analizuoti verslo veiklą ir matyti veiklos sąveikos elementus ir taip identifikuoti veiklos kuriamą arba stabdomą konkurencinį pranašumą rinkoje. Šios informacijos pagrindu įmonės supranta sėkmingos veiklos principus ir užtikrinta, kad valdymas įmonėje būtų efektyvus kuriant vertę vartotojui. Šis verslo

## 1-2 - padaryta!



### #1: KAS YRA MANO KLIENTAS?



The customer is the one **who PAYS**  
What **DOESN'T PAY**, becomes...

### "KNOW YOUR CUSTOMER!"

- # What is **IMPORTANT**? (values)
- # What are they **AFRAID** of? (risks)
- # What are the **PRIORITIES**? What **DRAMA** they have?
- # HOW are **DECISIONS** made? (facts? logic? emotions?)
- # What **AUTHORITIES** do they listen to?

For beginners:  
The first?  
The ideal?



## #2: VERTĒS PASIŪLYMAS

What will be the **BENEFIT**?

WHAT does he **PRIMARILY** pay for? For what - **WITH JOY**?

**NB!** PAŽINK SAVO KLIENTA!



# Opportunity to create **POSITIVE** change  
(Quality of life for seniors)

# **Availability**/ Speed/ Convenience

# **SECURITY** as a value

# Customer **STATUS**/ image

# **PERSONALIZED** approach

# **FUNCTIONALITY**

# **NOVELTY**

# **PRICE**

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Intelektuālā  
attīstības  
centrs

PIESAKIET SAVU BĒRNU UZMANĪBAS UN KONCENTRĒŠANĀS  
SPĒJU TREIŅIEM

## VERTĒS PASIŪLYMAS

What will be the  
**BENEFIT**?

WHAT does he  
**PRIMARILY** pay for?

**NB!** PAŽINK SAVO  
KLIENTA!

## Problēmas, ar kurām vēršas vecāki:

- 🔔 Īss uzmanības noturēšanas ilgums
- 👁️ Viegli novēršama uzmanība
- 🏆 Neatlaidības trūkums
- ⚡ Hiperaktivitāte
- 🗺️ Dezorganizācija
- 👉 Vīlcināšanās un neizlēmība
- ✅ Slikta spriestspēja un kļūdaina uztvere
- 😊 Emociju trūkums
- 💡 Grūtības mācīties no pieredzes
- 🧠 Grūtības koncentrēties uz uzdevumu
- 👨👩👧👦 Grūtības nodrošināt disciplīnas paškontroli
- ✍️ Slikti raksturojami raksturojumi

Problems  
faced by  
parents

## Piedāvātie problēmu risinājumi:

- 🔔 Uzmanības un koncentrēšanās spēju uzlabošana
- 👁️ Fokussēšanās uz uzdevumu
- 🏆 Apzināta impulsu kontrole
- ⚡ Organizācijas un plānošanas iemaņu attīstīšana
- 🗺️ Pašdisciplīnas iemaņu apgūšana
- 👉 Neatlikšana un paātrināta domāšana
- ✅ Spriestspējas uzlabošana
- 😊 Spēja just un izpaust emocijas
- 💡 Mācīšanās no kļūdām
- 🧠 Atmiņas uzlabošana
- 📢 Pašpārliecinātības iegūšana
- 👨👩👧👦 Sociālo prasmju uzlabošana
- ✍️ Rokraksta uzlabošana

Proposed  
solutions to  
problems

And how do we  
share our success?

Mūsu centrā šobrīd vidēji ik mēnesi tiek novadītas aptuveni  
**500 dažādas nodarbības.**

Bērni un jaunieši ir ļoti dažādi. Gan tādi, kuriem ir grūtības vai traucējumi, gan arī  
ļoti apdāvināti jaunieši no vadošajām valsts ģimnāzijām.

Our center currently has an average of approx **500 different classes per month**

Children and young people are very different. Both those who have difficulties or  
disorders, as well as **very gifted young people from the leading state  
gymnasiums.**



8/40 blocks

- Standard program
- 25 min/block
- 4.0 blocks/week (goal is 5)
- Focus theme

8 Days

■ 8 Single-day blocks  
■ 0 Multi-day blocks

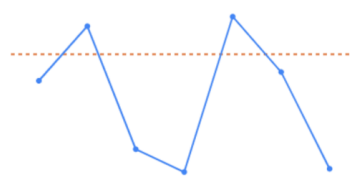
Created 10 days ago  
Latest training 3 days ago

ST-25

Index

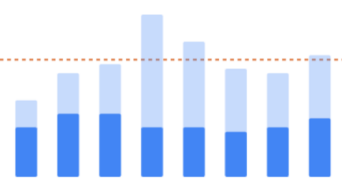
92 → 98

+7% of Start Index



Average Block Time

26 min



Grid

4.9 → 6.4

+31% of baseline



Hidden Digits

5.0 → 6.0

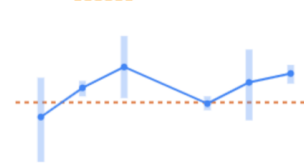
+21% of baseline



Digits

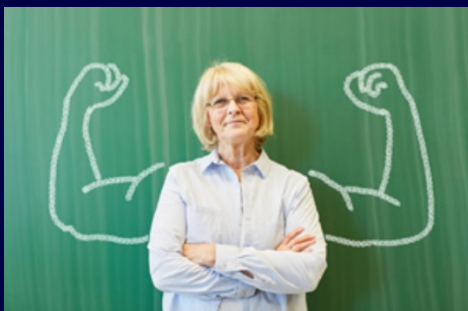
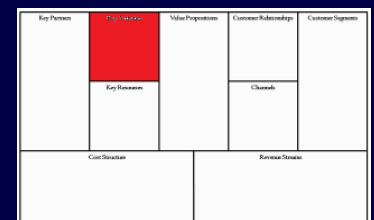
4.9 → 6.6

+35% of baseline



## #3: PAGRINDINĖS VEIKLOS

In which activities is it difficult to »COPY" me?  
If replaced by another, then "it is no longer that"  
Let's think about it: **how can I not be "copied"?**



**COMMUNICATION** (contact and attitude)  
**PRODUCTION** (excellent service as a product)  
**NOVELTY** (successfully implemented innovations)  
**PROBLEM SOLVING** (all dramas are solved)  
**PLATFORM** (CONNECTING the right people at the right place and time)

# #4: KANALAI

How will I REACH my customer?

#1 TO INFORM

#2 TRY ME BEFORE YOU BUY ME

#3 TO DELIVER

#4 TO GET FEEDBACK

#5 TO SHARE



OWN channels

Partners' channels

**Dr. Christina Yan Zhang** · 1st  
Metaverse Pioneer(2006)-PhD in Digital Twin & Metaverse| UN ITU ...  
4d · Edited ·

🔥 As CEO of [The Metaverse Institute](#), I am excited to be in Riga, capital of Latvia from October 16-19 to speak at the Europe's Leading [5G Techritory](#) conference alongside leaders from UN, governments, big tech, telecom, investment, universities etc.

Topic Covered:

- ✅ 5G, 6G, OpenRAN, digital connectivity and accessibility
- ✅ Metaverse, CitiVerse, AI, Quantum computing, Cybersecurity, IOT
- ✅ Future of Railway, autonomous trains, Drone

📌 Interesting facts about Riga and Latvia:

- ✅ Riga has a long history, dating back to its founding in 1201.
- ✅ Riga is home to the world's largest collection of Art Nouveau buildings, a UNESCO World Heritage Site.
- ✅ Latvia is a country located in NorthEurope, on the Baltic Sea coast.
- ✅ Latvia has a population of over 1.9 million people.
- ✅ Latvia is known for beautiful nature of lakes, rivers, and forests.
- ✅ Latvia has 1 million folk songs, more than any countries.

I will be speaking on

1. The UN ITU Shaping A European Vision for Openness, Safety and Respect" with:

- 🌟 [Per Fröjdh](#) VP Ericsson
- 🌟 [Dr. Rolf Werner](#) Head of Europe, Nokia
- 🌟 [Walter Greenleaf, PhD](#) Stanford Virtual Human Interaction Lab
- 🌟 [Pilar Orero](#) Professor, Universitat Autònoma de Barcelona (UAB)
- 🌟 [Cristina Martínez](#) Deputy Head of Unit European Commission
- 🌟 [Gatis Ozols](#) Latvia Deputy State Secretary Digital Transformation

2. The UN ITU European Metaverse Vision- Can Europe Lead in The Metaverse with:

- 🌟 [Dr. Leonidas Anthopoulos](#), Professor, University of Thessaly
- 🌟 [Marios Nicolaou](#), Business Development Director, pi net
- 🌟 [Vita Brakovska](#) Head of the Board, NGO Knowledge and Innovation Society

I look forward to meeting and learning from other 120 VIP speakers:

- 🌟 [Evika Silina](#) Prime Minister of the Republic of Latvia
- 🌟 [Karen Ellemann](#) Secretary General, Nordic Council of Ministers
- 🌟 [Sajid Ahmed](#) Director, Telecommunication Standard Bureau, UN ITU

WHAT I did?

TOPICS

INTERESTING FACTS ABOUT ..

MY INVOLVEMENT

MY PARTNERS



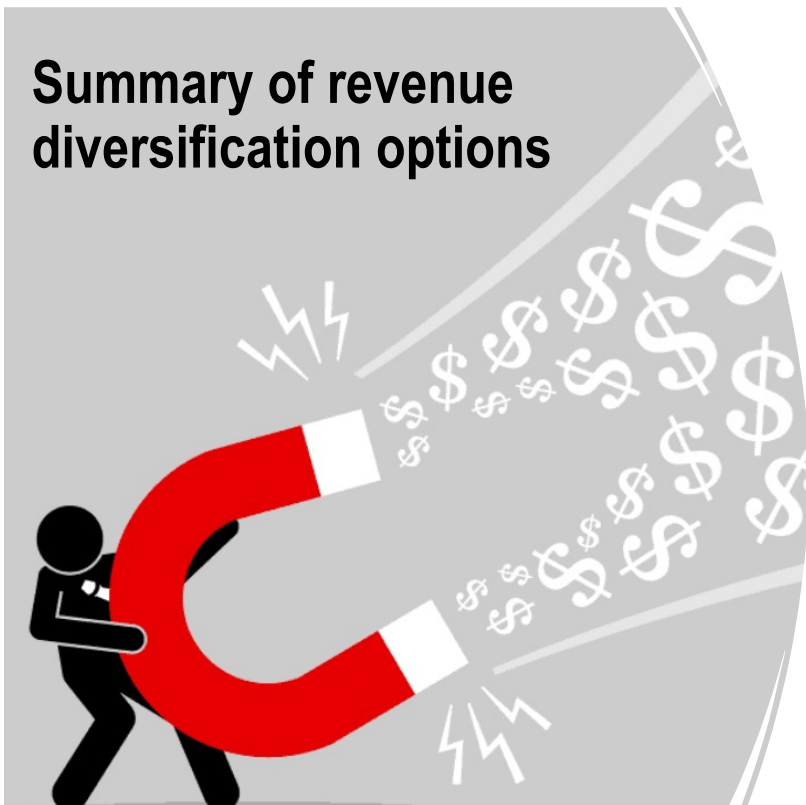
# #5: PAJAMOS

HOW MUCH, HOW and WHEN we get revenues?

Key Partners	Key Activities	Value Propositions	Customer Relationships	Channels
	Key Resources			
Cost Structure		Revenue Streams		

## Revenue DIVERSIFICATION opportunities!

### Summary of revenue diversification options



1. SELLING the product
  2. Sell Your COMPETENCES!
  3. Rent Your COMPETENCES!
  4. SUBSCRIPTION fee
  5. Leasing/ Rent ASSETS
  6. PLATFORM that connects
  7. FRANCHISING
  8. COMMISSION fee (brokerage)
  9. EARNINGS for "my name is BRAND"
- 
1. Crowdsourcing
  2. Independent support
  3. Corporate partner
  4. Cooperative



The social enterprise offers **a personalized greeting** [what??]  
from the seniors **at corporate events**



## #7: PAGRINDINIAI ISTEKLIAI



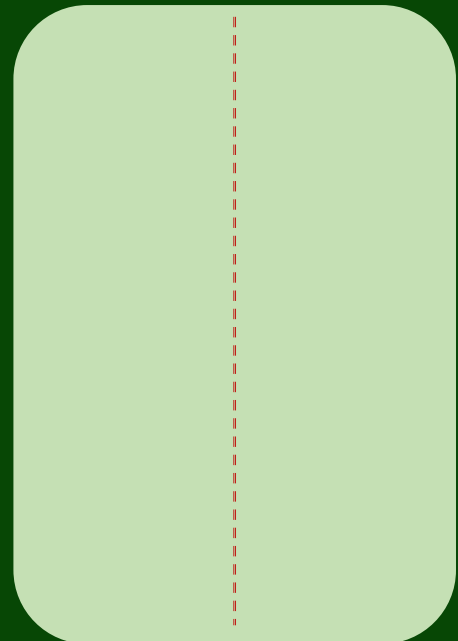
Which resources are needed to deliver a value proposition?  
Without which resources cannot all this happen?

**We have already/ still in need:**

- # HR (competences)
- # Infrastructure
- # Materials, Equipment
- # IPR (trademark, design, licenses, know-how, etc.)

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## BUCKET LIST





## Bootstrapping / LEAN approach

- Don't buy new, you can buy used!
- Don't buy a used one that you can rent!
- Don't rent what you can borrow!
- Don't borrow what you can get in barter!
- Do not take in barter what you can beg for!
- Don't ask for what you can get for free!
- Do not take for free what you will be paid for!
- Don't charge if you can bid - who will pay more?!



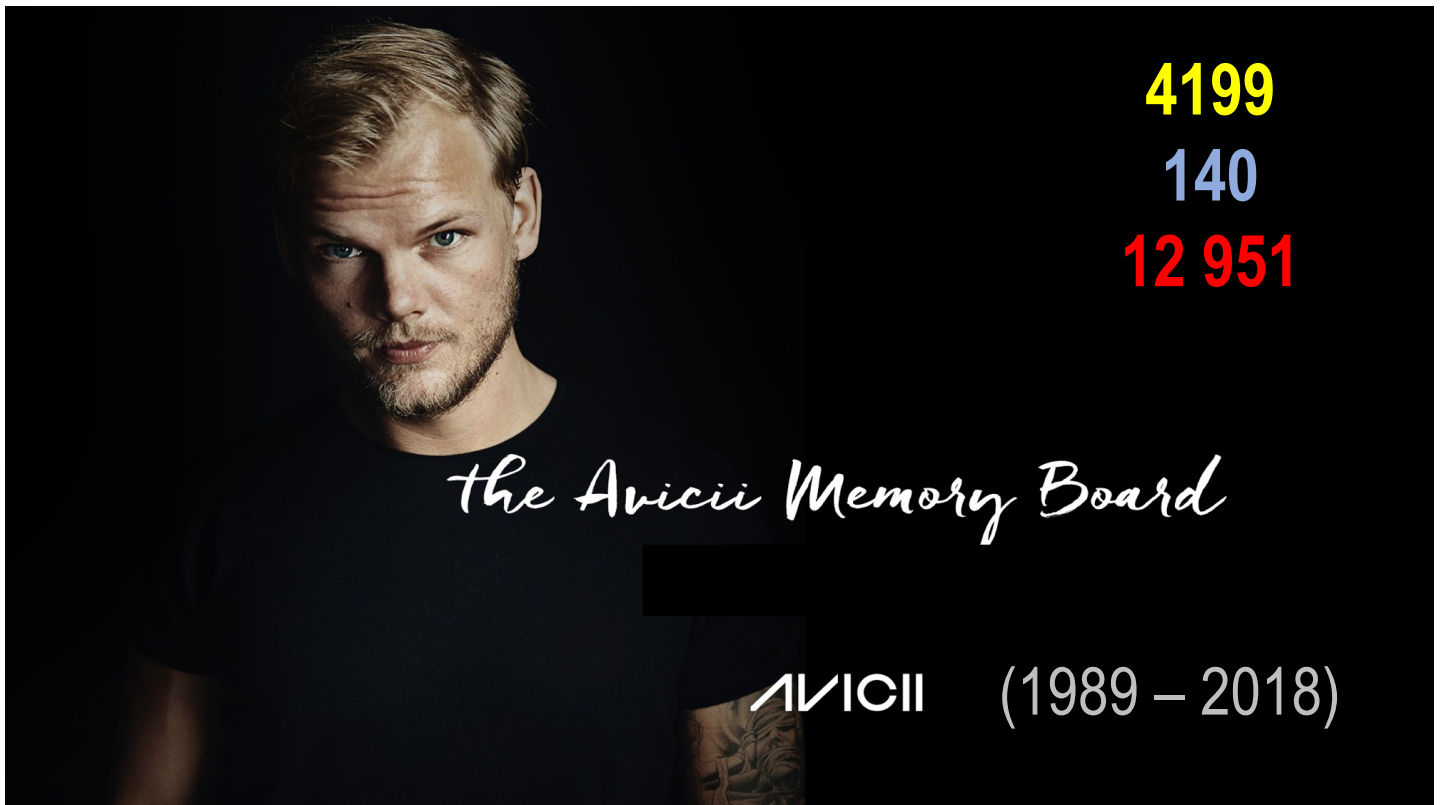
## #8: RYŠIAI SU VARTOTOJAIŠ

Key Partners	Key Suppliers	Value Propositions	Channels	Customer Segments
	Key Resources		Costs	
Cost Structure		Revenue Streams		

- Building a COMMUNITY
- Co-creation
- New initiatives



Iveta Vabule (Madona)  
Linda Kravcova (Liepāja)



## #9: PAGRINDINIAI PARTNERIAI

WHICH allies are needed and for WHICH purpose?

	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

- ... **reach faster & convince** your customer
- ... strengthen your **attractiveness** in the eyes of customer
- ... **optimize** resources
- ... **reduce** reputations, etc. **risks**
- ... create a more attractive, **unique offer**
- ... to establish **closer relations** with customer, etc.

## #4 using X CHANNELS.

**7# and incurs X COSTS.**

## 10# I have X PARTNERS helping me through it all



9# and child psychologists also help us to do this.



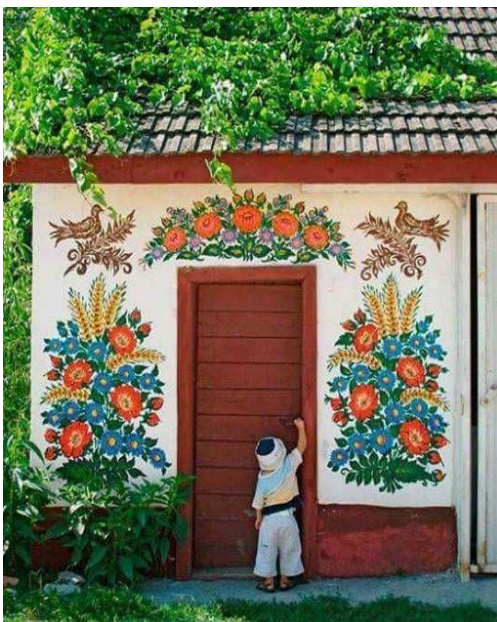
Anežka Kašpárková  
(Czech Republic)

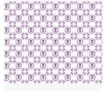




A 90-year-old resident turns her village into an art gallery

Anežka Kašpárková  
(Czech Republic)





## The Violet Motifery

Designed by [diana-hnd](#)

Inspired by Anežka (Agnes) Kašpárková from Czech Republic, this is the Violet Motifery, a repeating pattern of a floral-themed abstract motif.

**"Story" –  
IMPULSE for creative minds**

Also available on



Classic Mug

€11.16



Tall Mug

€11.16



All Over Print Tote Bag

€13.83



Graphic T-Shirt

€25.63





“ātri  
pieejamie  
augļi”  
(“low hanging  
fruits”)



No one is **IRREPLACEABLE**,  
but anyone can become one  
**UNREPEATABLE**

Ačiū!



