



Road to PMW UB

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Program Mahasiswa Wirausaha (PMW)

- * penyusunan rencana
- * pengembangan bisnis
- * pendampingan



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Jenis Usaha



- * harus berbasis pada **ilmu pengetahuan** yang dimiliki mahasiswa
- * atau bersifat **jenis usaha baru**
- * atau **bersifat komplementer** dengan usaha yang sudah ada di UMKM.

Persyaratan:

- * **Mahasiswa S1** dan D3 Universitas Brawijaya.
- * Telah menyelesaikan kuliah **2 semester** atau minimal telah menempuh 36 sks dan belum akan lulus sampai Januari 2018.



Persyaratan:

- * **Bersedia untuk :**
- * **Mengikuti seleksi**
- * **Mengikuti pelatihan motivasi wirausaha dan rencana bisnis**
- * **Melaksanakan magang (1-2 bulan) di UMKM yang ditentukan sebagai mitra dalam proposal**





Persyaratan:

- * **Bersedia untuk :**
- * Mendirikan dan atau **menjalankan usaha** yang direncanakan dalam proposal.
- * **Membuat laporan** yang terdiri atas laporan hasil magang, laporan perkembangan usaha dan laporan akhir setelah **Monitoring dan Evaluasi**



Persyaratan:

- * Bersedia untuk :
- * Monitoring dan Evaluasi dilakukan sekitar bulan **November 2017**
- * Mengikuti seluruh kegiatan yang ditetapkan oleh panitia PMW termasuk **workshop dan expo** terkait kewirausahaan
- * Lokasi usaha terletak **di Malang Raya** dan bila dikemudian hari diketahui menyalahi aturan tersebut, bersedia di batalkan (mengembalikan dana).

Persyaratan



- * @ Rp 8 jt per kelompok (Bantuan Modal Berupa Hibah)
- * min 2 orang dan maksimal 5 orang
- * Setiap mahasiswa berhak mengikuti 1 program usaha, bila diketahui mengikuti lebih dari satu program atau telah mengikuti PMW tahun sebelumnya maka akan **dibatalkan** seluruhnya.

Persyaratan



- * Proposal yang diajukan **dikirimkan** pada kemahasiswaan fakultas masing-masing dan kemudian dari fakultas ke Sekretariat Program Mahasiswa Wirausaha Gedung Rektorat lantai 3.
- * Proposal **rangkap 2**, dijilid rapi, warna sampul disesuaikan dengan **warna bendera fakultas** masing-masing.

Prioritas Seleksi

- * Pada pengalaman (Riwayat Pengalaman)
- * Usaha baru bisnis kreatif
- * Hasil Presentasi dan Wawancara

Ketentuan Proposal

- * Proposal PMW (**maksimum 10 halaman**, tidak termasuk lampiran), harus memuat:
- * Sampul Proposal, Warna Sesuai Warna Bendera Fakultas.
- * **Lembar Pengesahan Proposal**
- * **Ringkasan Proposal**
- * Daftar Isi Proposal
- * Daftar Tabel
- * Daftar Gambar
- * Daftar Lampiran



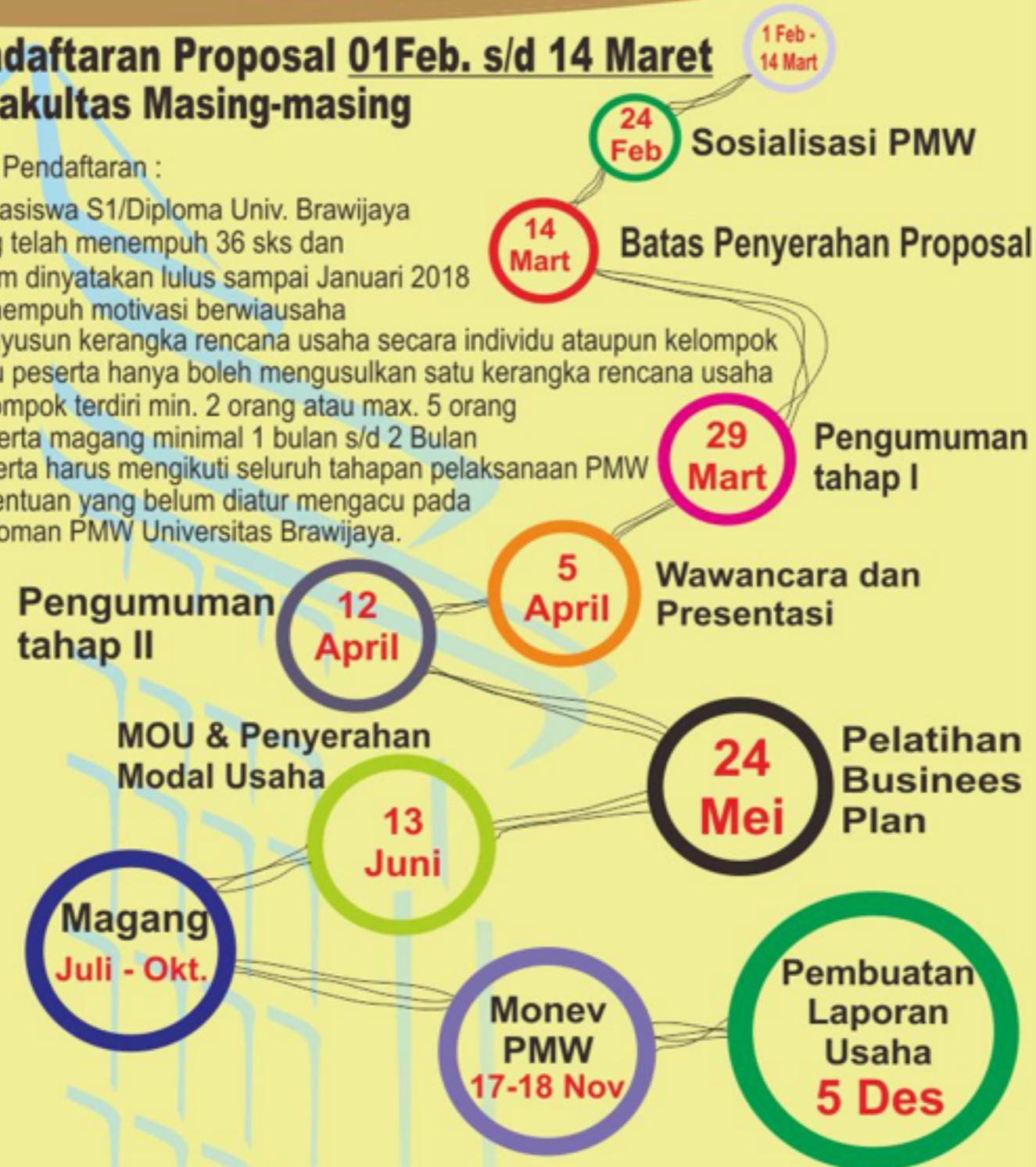
PROGRAM MAHASISWA WIRAUSAHA 2017



Pendaftaran Proposal 01Feb. s/d 14 Maret di Fakultas Masing-masing

Syarat Pendaftaran :

1. Mahasiswa S1/Diploma Univ. Brawijaya yang telah menempuh 36 sks dan belum dinyatakan lulus sampai Januari 2018
2. Menempuh motivasi berwirausaha
3. Menyusun kerangka rencana usaha secara individu ataupun kelompok
4. Satu peserta hanya boleh mengusulkan satu kerangka rencana usaha
5. Kelompok terdiri min. 2 orang atau max. 5 orang
6. Peserta magang minimal 1 bulan s/d 2 Bulan
7. Peserta harus mengikuti seluruh tahapan pelaksanaan PMW
8. Ketentuan yang belum diatur mengacu pada pedoman PMW Universitas Brawijaya.



Buruan Daftar

Informasi :

Kemahasiswaan Rektorat Lt3. Bag. Penalaran
www.kemahasiswaan.ub.ac.id

cek pedoman

- * <http://kemahasiswaan.ub.ac.id/id/indonesian-pedoman-pmw-2017/>



**TRENDS
2017**

Bagaimana

- * punya bisnis transportasi tanpa harus punya kendaraan sendiri?



Bagaimana

- * punya bisnis penyewaan video tanpa harus menyediakan cd?

NETFLIX



Bagaimana

- * bikin film layar lebar tanpa ada aktor yang berakting



what if?



Key Partners

Key Activities

Value Proposition

Customer Relationships

Customer Segments

How?

What?

Who?

Key Resources

Channels

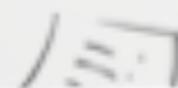
Why?

Cost Structure

Revenue Streams

Social & Environmental Costs

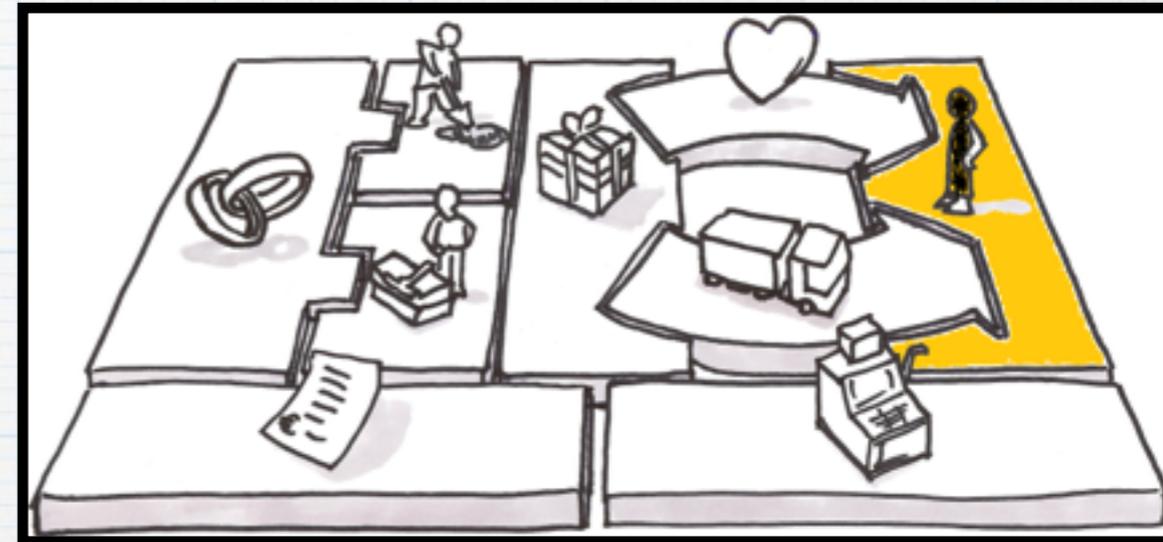
Social & Environmental Benefits



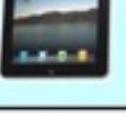
Customer segment -1

Customer groups represent separate segments if:

- * Their needs require and justify a distinct offer
- * They are reached through different distribution channels
- They require different types of relationships
- They have substantially different profitabilities
- They are willing to pay for different aspects of the offer



Customer segment -2

Apple Device	Name	Mobility	Input	Media Player	Apps	Phone	Camera	Video Capture
	iPod shuffle	Wearable	Buttons	Media Player	-	-	-	-
	iPod nano	Wearable	Touch	Media Player	Lite	-	-	-
	iPod touch	Pocket-able	Touch	Media Player	iOS	-	Crappy	Good
	iPhone	Pocket-able	Touch	Media Player	iOS	Phone	Good	Good
	iPad	Bag-able	Touch	Media Player	iOS	-	-	-
	MacBook	Portable	Keyboard, Mouse	Media Player	MacOS	-	-	-

* Mass market

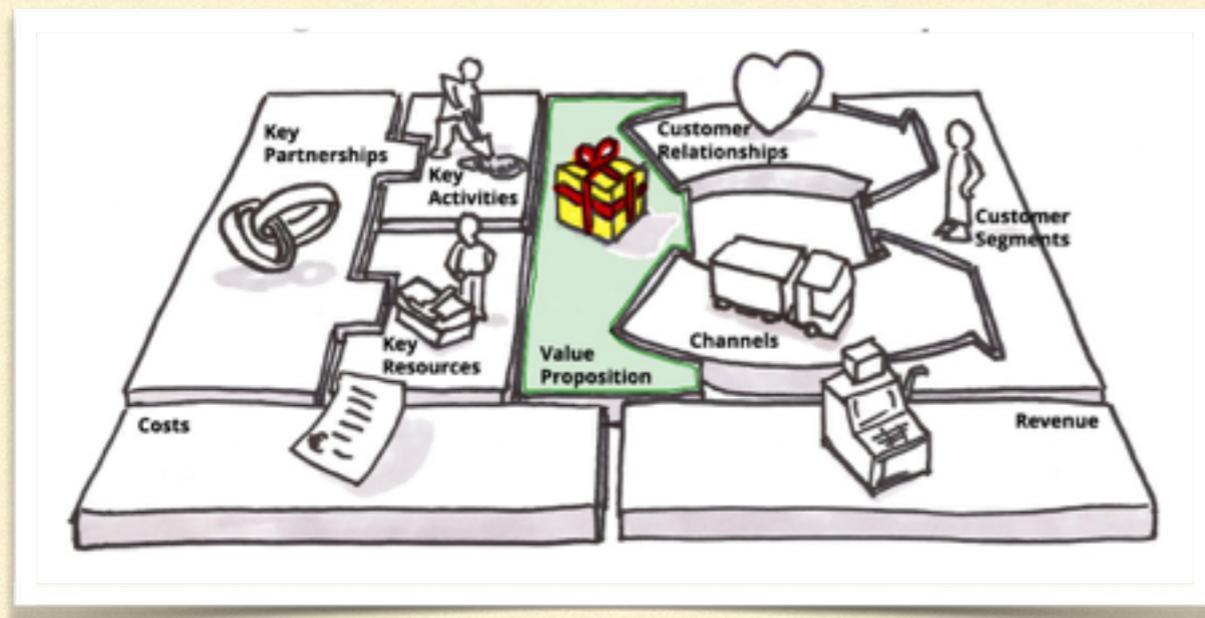
* Niche market

* Segmented

* Diversified

* Multi-sided Platforms
(Or Multi-sided markets)

VALUE PROPOSITIONS - I



- Values may be quantitative (ex. price, speed of service) or qualitative (ex. design, customer experience)

- Value propositions describe the bundle of products and services that create value for a specific customer segment
- Value proposition creates value for a customer segment through a distinct mix elements catering to that segment's needs

VALUE PROPOSITIONS -2



- Newness
 - Performance
 - Customisation
 - “Getting the job done”
 - Design
 - Brand/Status
 - Price
 - Cost Reduction
 - Risk Reduction
 - Accessibility
 - Convenience/ Usability
-

NIKE



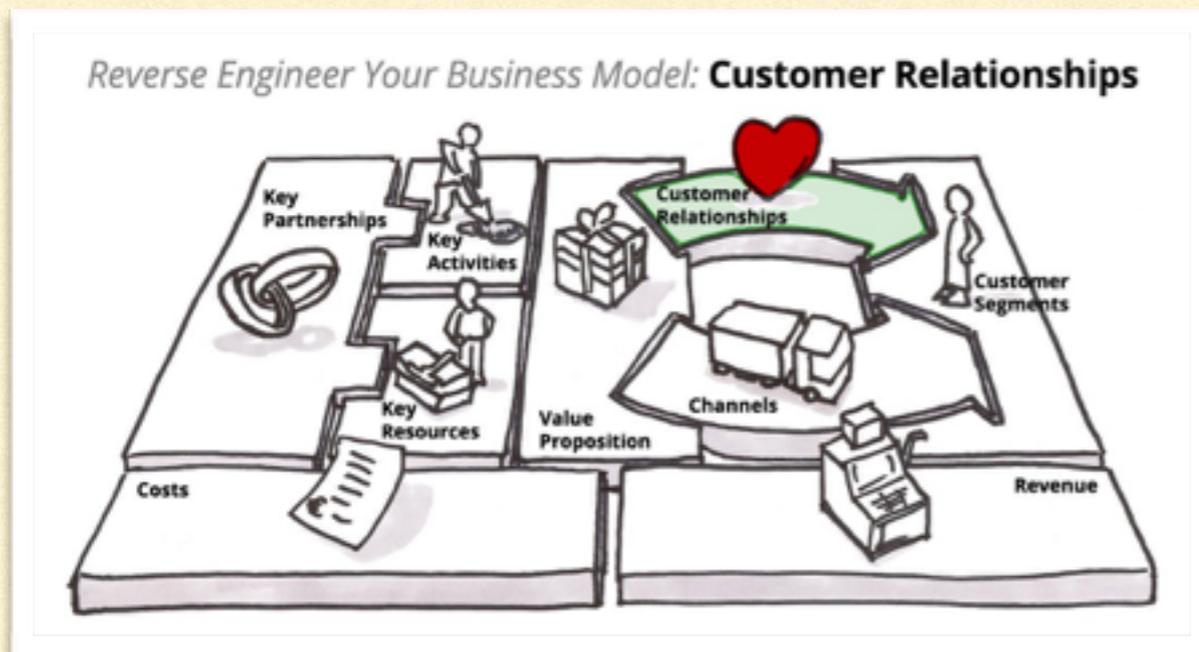
CHANNELS - I

Channels serve several functions, including:

- Raising awareness among customers about a company's products and services
- Helping customers evaluate a company's value proposition
- Allowing customers to purchase specific products and services
- Delivering a value proposition to customers
- Providing post-purchase customer support



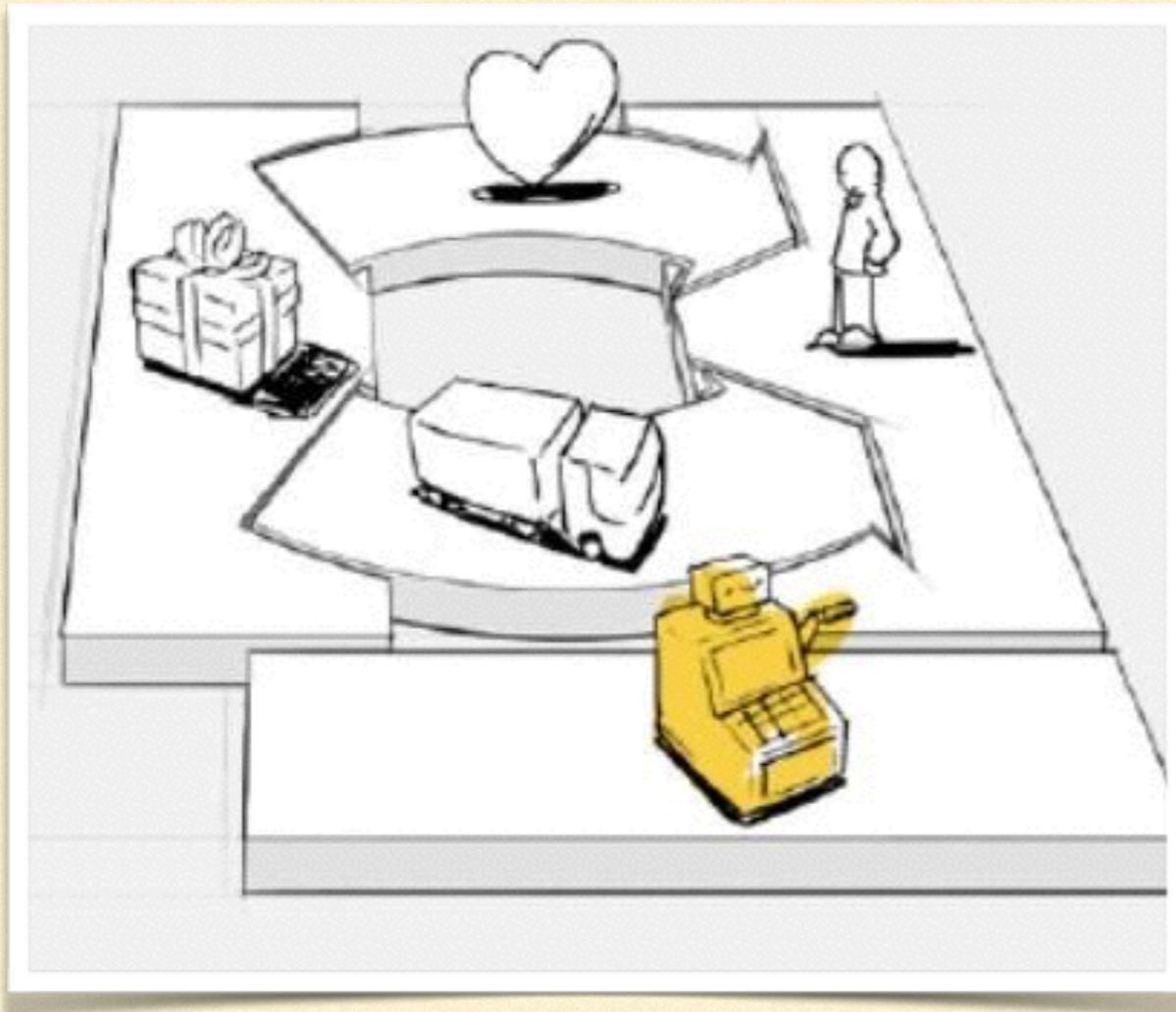
CUSTOMER RELATIONSHIP - I



Relationships can range from personal to automated. Customer relationships may be driven by the following motivations:

- Customer acquisition
- Customer retention
- Boosting sales (upselling)

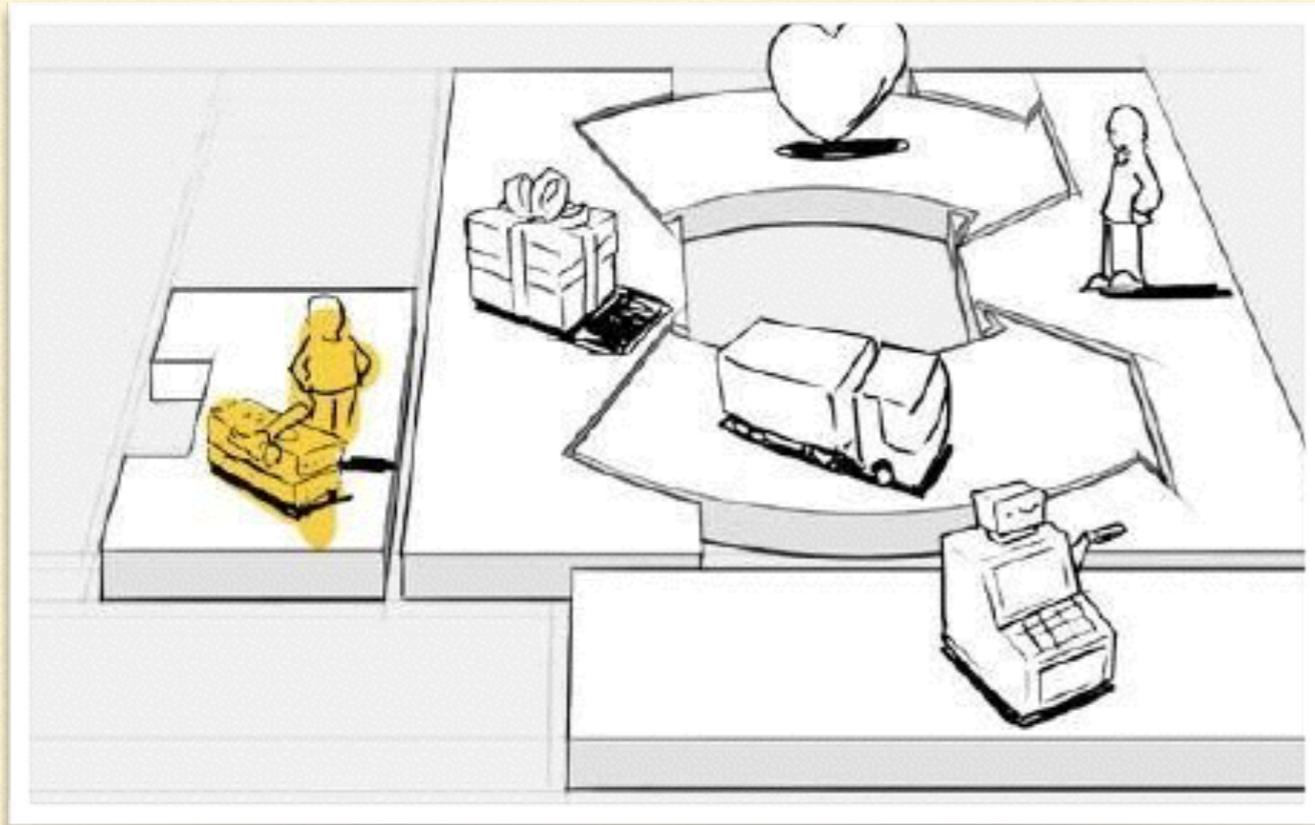
REVENUE STREAMS - I



A business model can involve two different types of revenue streams:

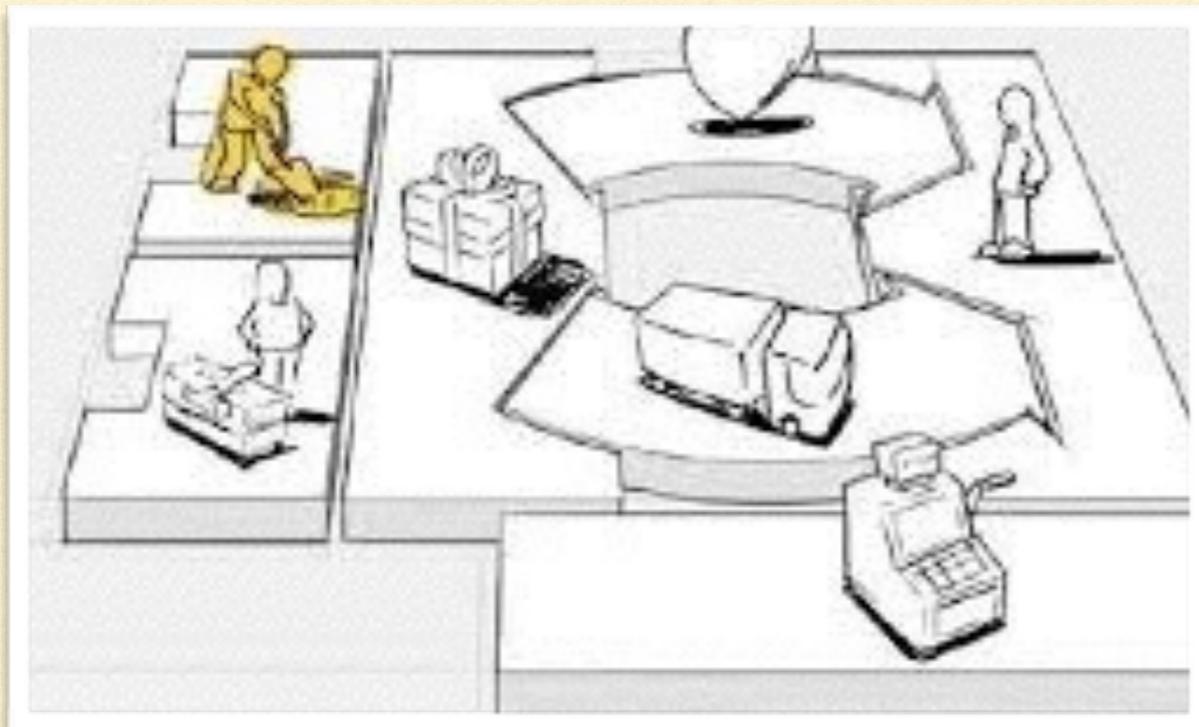
- Transaction revenues resulting from one-time customer payments
 - Recurring revenues resulting from ongoing payments to either deliver a value proposition to customers or provide post-purchase customer support
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KEY RESOURCES - I



- Key resources can be physical, financial, intellectual, or human.
- Key resources can be owned or leased by the company or acquired from key partners

KEY ACTIVITIES - I

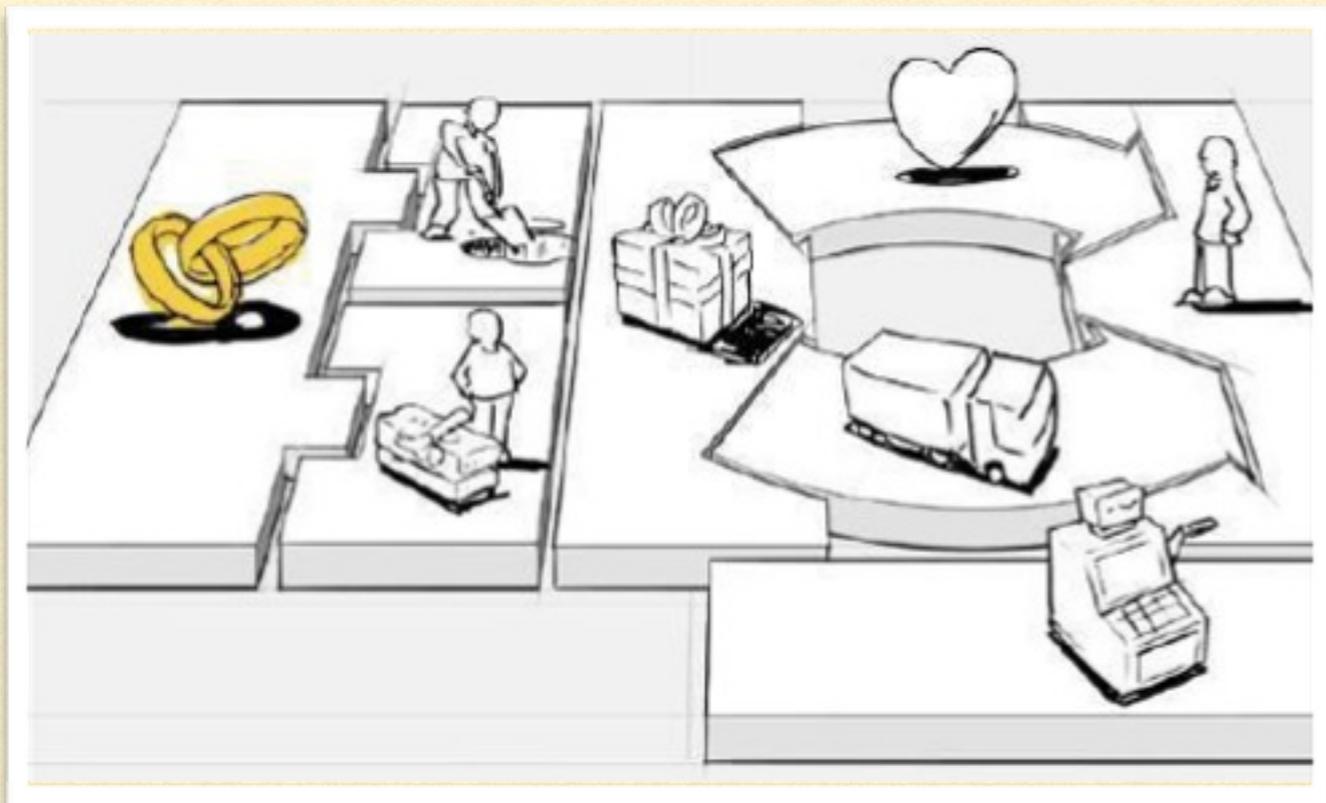


- Like Key Resources, they are required to create and offer a value proposition, reach markets, maintain customer relationships and earn revenues.
 - And like Key Resources, Key Activities differ depending on business model type
-

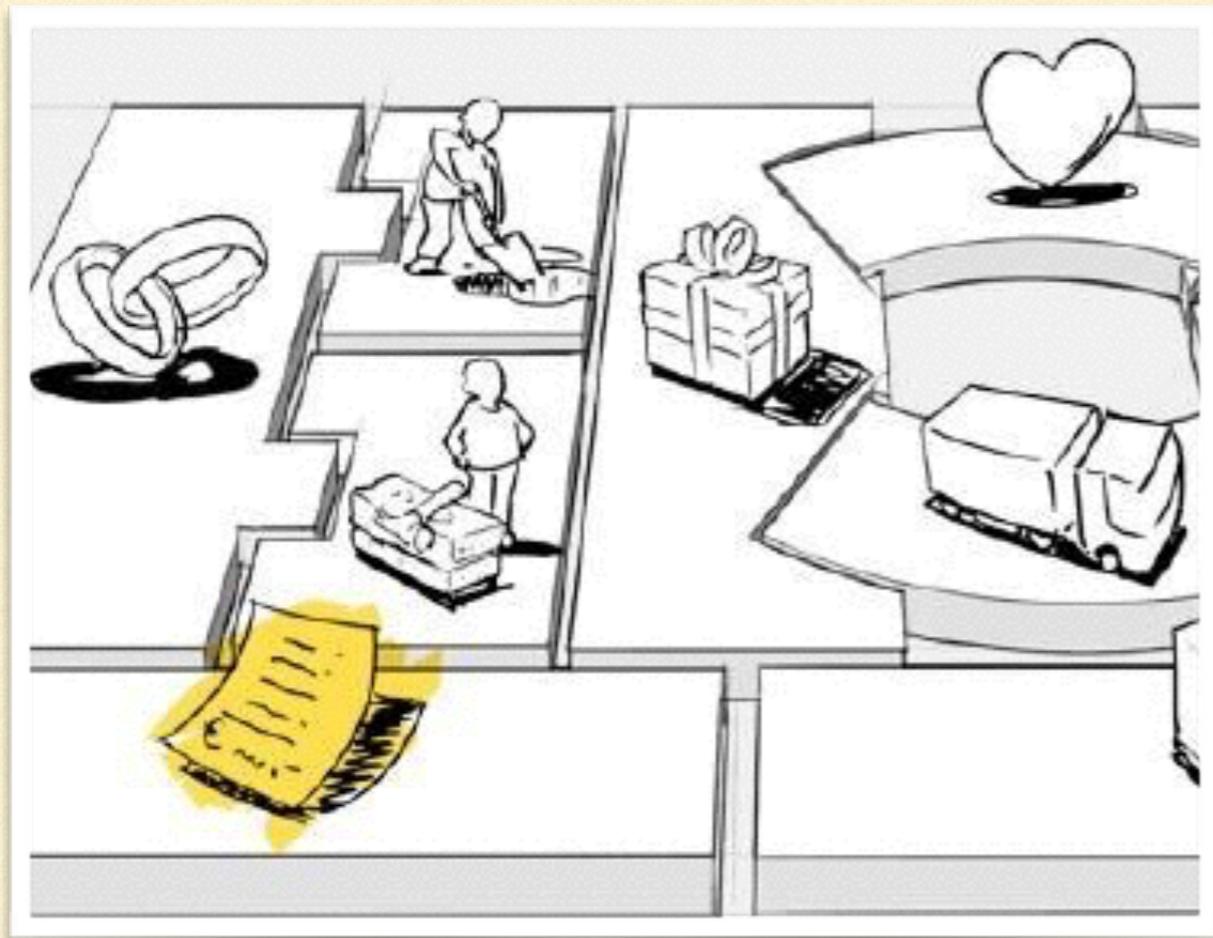
KEY PARTNERSHIPS - I

There are four different types of partnerships:

- Strategic alliances between non-competitors
- Coopetition: strategic partnerships between competitors
- Joint ventures to develop new businesses
- Buyer-supplier relationships to assure reliable supplies



COST STRUCTURE - I



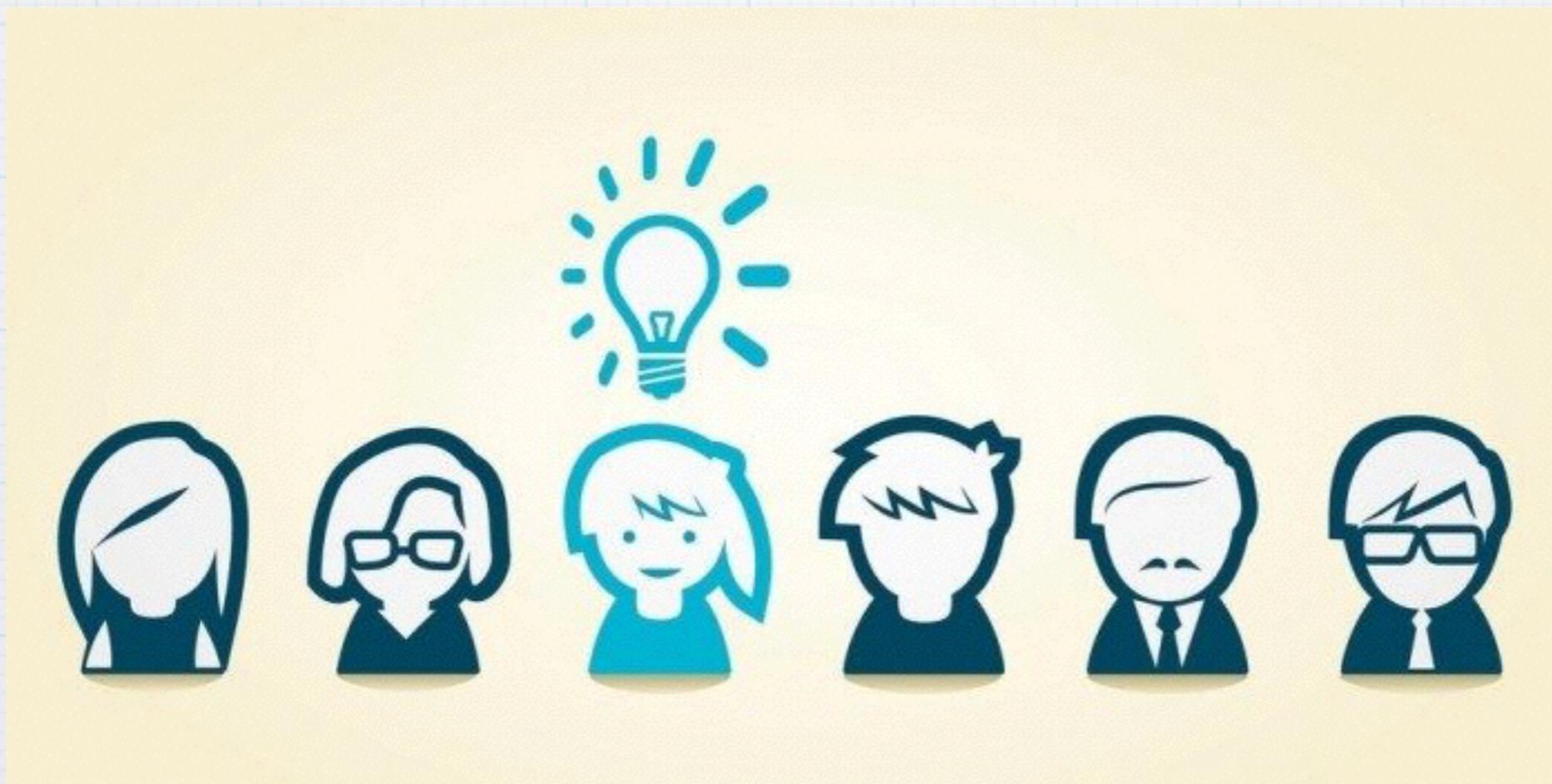
- This block describes the most important costs incurred while operating under a particular business model.
- There are two broad classes of business model cost structure: **cost-driven** and **value-structure**

**“If you cannot do great things, do small things
with great way”**

-Napoleon Hill

Good Luck.

Thanks



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