



iBlue Experience as a Consultant



## Biggest Challenge

To find an available business man, due to seasonality



People who love what they do!



A Captain-Entrepreneur



From
General to
Specific



A knowledgeable business man



No written plan

## Conclusions



Loyal staff



**Outsourcing Services** 



Big and reliable network





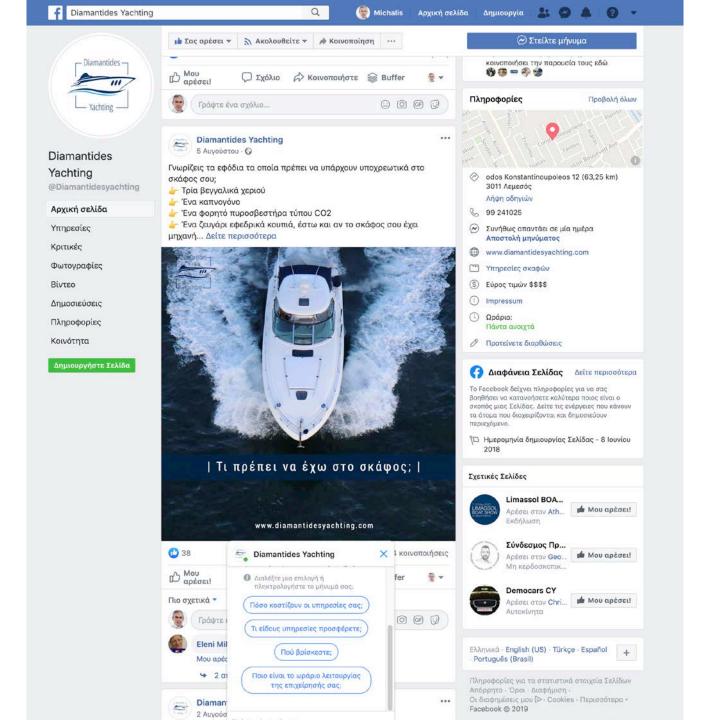




## Welcome to our site

Welcome to Diamantides Yachting one of the leading yacht and boat service provider in Cyprus. We are pleased to present our new website and are dedicated to provide you with excellent and professional vessel management services.





PROBLEM List your top 1-3 problems.	SOLUTION  Outline a possible solution for each problem.	UNIQUE VALUE PROPOSITION  Single, clear, compelling message that states why you are different and worth paying attention.	UNFAIR ADVANTAGE  Something that cannot easily be bought or copied.	CUSTOMER SEGMENTS  List your target customers and users.
<b>EXISTING ALTERNATIVES</b> List how these problems are solved today.	KEY METRICS List the key numbers that tell you how your business is doing.	HIGH-LEVEL CONCEPT  List your X for Y analogy e.g. YouTube = Flickr for videos.	CHANNELS List your path to customers (inbound or outbound).	EARLY ADOPTERS List the characteristics of your ideal customers.
COST STRUCTURE List your fixed and variable costs.		REVENUE STI List your sources of reve		

Key partners	Key Activities	Value Prop	ositions	Customer Relationships	Customer Segments
	Key resources			Channels	
Cost Structure			Revenue S	treams	
Societal Costs			Societal Be	enefits	
Environmental Cost	S		Environme	ental Benefits	

## Page 1

Term	"As is" description	Impact on society and environment
Resources		
Processes		
Values		





Opportunities for expansion!