

Ideation Africa, Cyber Renaissance and Cybuntu Online focus on Ideation, Business model Canvas's, Digital Transformation, Web Design & Development (Wordpress), E-commerce & Portal Sites and overall Cyber Security.

We have over 30 years experience in SMB & Enterprise business strategy and Cyber Security

Website development and brand development

Business Management

Project Management

Business Strategy

Operational Management

- GTM Strategies
- Sales & Marketing
- Business Strategy
- Training & Coaching
- Cyber Security expertise (Trusted Security Advisor)
- Cyber Security Awareness Training
- Events & Speaker Engagements

We believe in first listening, then understanding, then advising and finally, providing.

Ideation Africa Online - My name is Wayne Donnelly, I head up a consultancy service that listens first and then collaborates.

We build BUSINESS MODEL CANVASES and IDEATE for small to medium enterprises. (SME / SMB's). We work with you to rethink, re-imagine and recreate your business.

Together, you and I will create innovative and fresh new strategies that future-proof your business in our financially hostile technologically demanding environment. I will help you build in the security you need in all your digital tools, but stimulate the creativity that is required to remain agile and resilient to change.

I will walk with you in the optimal creative manifestation of practical solutions that differentiates your business and takes you beyond the ordinary into your most evolved and prosperous potential. Join the Evolution Revolution.

Ideation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques. Ideation is also the third stage in the Design Thinking process. Although many people might have experienced a “brainstorming” session before, it is not easy to facilitate a truly fruitful ideation session without integrating it with Business Model Canvasses.

Cybuntu Online specialises in professional, affordable and quick turn around websites and online presence. Whether you are an individual with an idea, an established business or fall anywhere between, digital transformation is the most important driver of adaptability in business. Our cross-functional solutions align all the touch-points in your business through technology to optimise the customer experience. We work with you to build a tailored digital business strategy that incorporates one or several solutions which are tailored to your business objectives, strategies, industry and current trends.

We offer a number of turnkey solutions to help individuals and organisations create an online presence via either existing all inclusive packages starting at R1750 to R5750 once-off all the way through to specific tailored and customized websites (quotation based on project), online stores and e-commerce platforms. Further more, these all inclusive packages are also available on a monthly subscription basis, making them more accessible and affordable regardless of whether it is for personal use or a large enterprise.

If your existing website requires an overall or revamp or design, we are able to give it a fresh lease on life (based on WordPress sites) and offer a wide variety of add-on modules to enhance features and functionality, including adding an online store option, affiliate program and many more.

Visit www.cybuntu.online for more information.

Cyber Renaissance focuses on Cyber Security and Business consulting services, solutions and training. Regardless of a customer's Cyber security posture, maturity or sophistication, a defence in depth strategy is critical. These involve all aspects of businesses including endpoints, mobile devices & tablets, data-centers, perimeter security, governance – risk – compliance, threat intelligence and a holistic approach to risk management. Our focus is on Next-Generation Cyber Security Solutions, Services & Products and Cyber Security Awareness training from basement to boardroom.

In order to meet the increasingly complex Cyber Security challenges, organisations are required to constantly adapt and change the way they think about, and approach Cyber Security. These innovations typically combine processes, policies, procedures, operations, people, and technology in an integrated and holistic manner, requiring the active participation of the whole organization. No longer is Cyber Security seen to be only the domain of the IT professional and traditional IT security approaches.

Our goal is to positively contribute to our customers' value chain through sustainable strategic relationships. Requirements, intent and tools are nothing more than that. It is the application and the creative approach to implementing and using these that adds value and allows customers to maximize their current Cyber Security investments and evolve from a reactive posture to a proactive strategy that makes the difference.

The solutions we provide are designed and implemented according to each customer's ICT requirements in order to position technology as an enabler in achieving organizational strategic objectives. We have a transparent and integrated approach in solution provisioning across the strategic, tactical and operational competencies, while remaining technology agnostic.

Using The Canvas

A Business Model Canvas is a tool that helps create and assess business ideas.

The Canvas was created by [Strategyzer](#), and has been used by both start-ups and large companies alike.

The Business Canvas Model is free to use – all you need to do is print one out, or sketch one out on a sheet of paper/whiteboard. Ideation Africa Online offer a business service whereby we facilitate and guide individuals and customers through this process. Please inquire with one of our Sales Representatives and request a quotation for our services.

A canvas is a visual description of your idea, which creates clarity for your team, your investors and yourself.

It won't magically make your idea profitable, and it won't do the work for you. Instead, it makes you ask good questions and good questions enable great ideas.

Most importantly, it will keep you accountable. All the little comforting lies we tell ourselves are hard to ignore when they're out in the open, and that makes for a better business.

There's one question that's missing from the canvas, so it's important that we think about it now:

Why do you want to start this business?

Or

If you're already up and running Why does your business exist?

J.P. Morgan said that behind every decision are two reasons:

The good one and the real one.

Let's be frank about the real reasons. What factors are driving your decisions?

- Is it about making money?
- Is it about creating change?
- Is it about building your dream job?
- Is it about building an empire? "Yes it creates impact, but where's the profit for our parent company?"
- Is it about a decision made by your board? We call this Intent.
- Is it about doing something you're proud of?

We call this INTENT !!!

No cliché mission statement; a simple description about why you're building this business. Remember, the "WHY" is the untouchable, elements that are non-negotiable or up for discussion.

Four questions to determine your Intent

- *What is your why?*
- *How will you make decisions in the future?*
- *What does success look like?*
- *What will you never do?*

Three Lenses

Now that you have a clear articulation of your Intent, we can get into the nine boxes of the Canvas. Each box asks you a set of questions about one aspect of your idea. At first it might look like nine independent checklists, but soon they'll start working together like gears.

A helpful way of thinking about it is with IDEO's Three Lenses of Innovation.

We call them Lenses, because they're a way of examining one side of your business.

Each lens will highlight different strengths and weaknesses, and by looking at all three, we can create strong ideas that consistently make money.

They are:

Desirability, Feasibility and Viability

Desirability is about understanding your customer, what motivates them, how they engage with you and what makes or breaks a purchase decision.

We need to be desirable to our customer, or else we'll have no sales.

Feasibility is about how you make everything happen behind the scenes. This includes hiring the right people, using the right tools, working with the right partners, and focusing on the right set of core activities.

We need to run in a way that's constantly feasible, or else we'll implode.

Viability is about the Rands & Cents:

How many we earn and how many we spend.

No matter your legal structure, you'll need a surplus to survive – meaning there's money left over at the end of the day.

We need to be financially viable, or else we'll go bankrupt.










Our idea needs to sit at the heart of these three lenses. Designing a business like this is tough, and it will take a fair few goes to get it right. That's what is so good about a canvas – it's disposable, it's free and it's quick to sketch out.

That makes it easy for us to create an idea, test it, and fix any weaknesses.

Nine boxes might sound like a lot; however these are simply better ways of describing our three lenses.

- **Desirability** is explored through Customer Segments, Customer Relationships, Channels and Value Proposition.
- **Feasibility** is explored through Key Resources, Key Activities and Key Partners.
- **Viability** is explored through Cost Structure and Revenue Streams.

Grab your canvas, and let's get started on the first box: Customer Segments.

The Business Model Canvas					Designed for:	Designed by:	Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 				
	Key Resources 		Channels 					
Cost Structure 			Revenue Streams 					

© 2015 Strategyzer AG. This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

DESIGNED BY: Strategyzer AG
The masters of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com