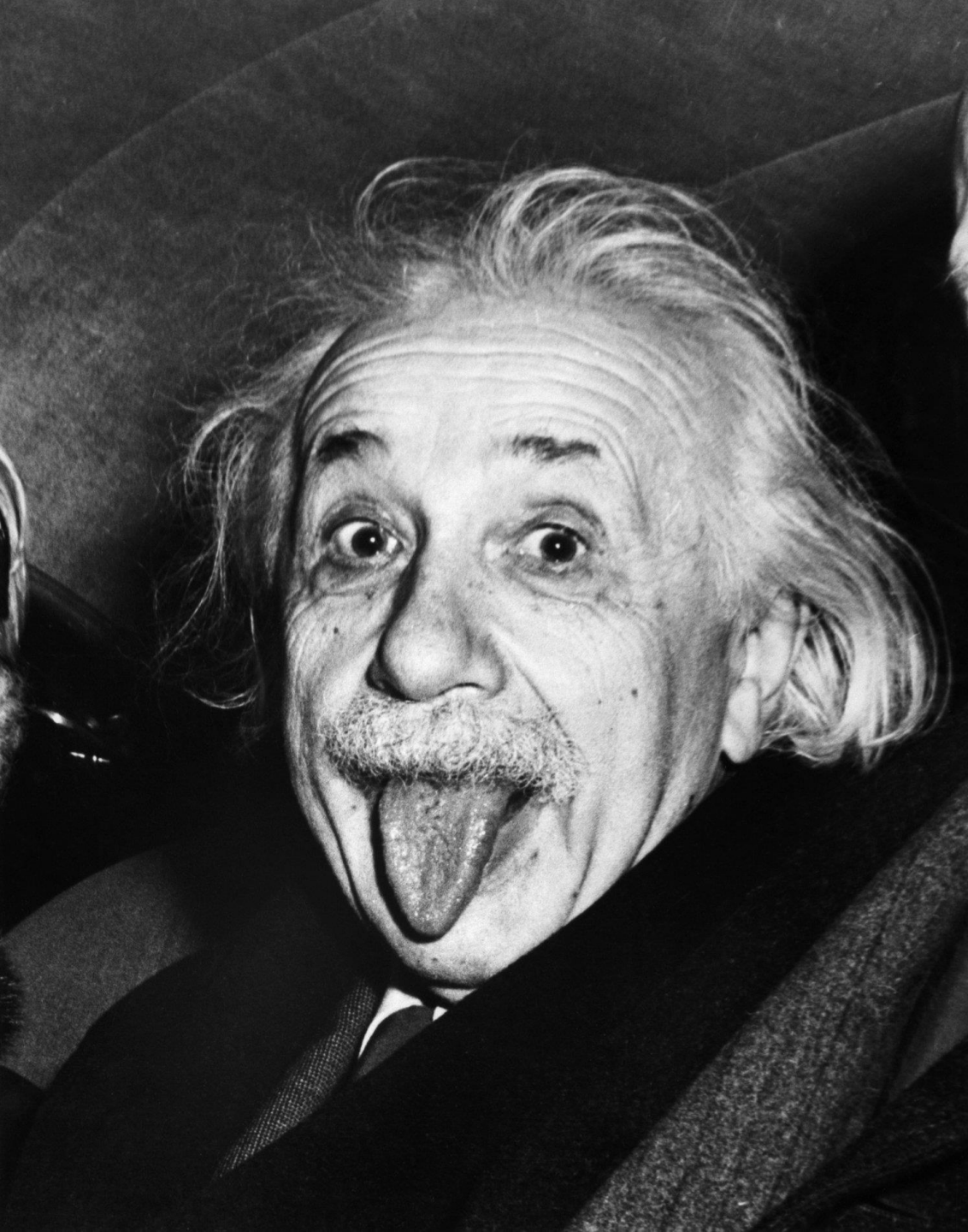


EIT Digital Summer School

Urban Mobility

14. July – 27. July



GOAL



To get practical
experience of product
development and
designing a businesses

Program

- 2 weeks project work by teams of 5-6 students
- Project covering concept design, simple prototype, business modelling and planning
- Pitch on concept design AND business model at the end of 1st week
- Final pitch on business plan in front of a jury at the end of 2nd week
- Written report submitted within 2 weeks after the Summer School
- Grading on the final pitch (50%) and on the written report (50%)

Assessment



- As the I&E summer school course is a regular course, it is graded
- Your projects are graded on two aspects (50% of the score each):
 - The **business proposal** as presented (**pitch**) in front of a business panel
 - **AND a written report (mandatory), submitted WITHIN TWO WEEKS after the summer school**

Onepager & pitch presentation

Help business panel and prepare onepager:

- Name of project group – team
- Members of the team with photo's
- Title of the business idea / proposal
- Summary of the proposal (250 words)

Pitch presentation:

- 7 minutes + 3 Q/A, 7 – 14 slides
- “sell idea to VC” i.e. specify how much money you need

Specific pitch evaluation criteria

- **A) Overall proposed solution ____ / 20 %**
 - Understanding of user's need and market
 - Degree of innovation in the proposed solution
 - Coherence problem/solution and feasibility
- **B) Business model and plan ____ / 20 %**
 - The feasibility and quality of the business model covering main 'boxes' of the BMG canvas
 - The market potential of the proposed venture
 - The go-to-market / market access approach
 - The financial and/or social return of the proposed venture
 - Strategy for gaining funding
 - Contingency planning and risk assessment
- **C) Presentation; quality of Q-A ____ / 10 %**
 - Delivers the pitch with passion, heart and enthusiasm. Grabs your attention with a hook/interesting opener
 - The quality of the team members' responses to questions from the judges

Specific written report evaluation criteria

- **A) Business model and plan ____ / 20 %**
 - Explains the need/niche that their product/service will fill
 - Explains the benefit/competitive advantage of the product or service
- **B) Business development process ____ / 20 %**
 - Explains the entire process how the group came up with the proposed solution and the business plan; both contents wise and with respect to the process.
 - Learning experience: what did you learn? Contents and process wise?
 - What did you miss with respect to your own competences?
- **C) Quality of report ____/ 10 %**
 - Quality of report

2% OF THE POPULATION

GOING FOR
YOUR DREAMS

EMBRACING THE UNKNOWN

98% OF THE
POPULATION

CONFIDENCE

BEING LIKE EVERYONE ELSE

EXCITEMENT

INSECURE

SURVIVING

LIKING CHANGE

EXPLORING
NEW THINGS

YOUR COMFORT ZONE

LIVING WITHOUT
LIMITS

FEAR

JUST GETTING BY

A DULL LIFE

PLAY IT SAFE

ABUNDANCE

CHOOSING
HAPPINESS

PROCRASTINATION REGRET

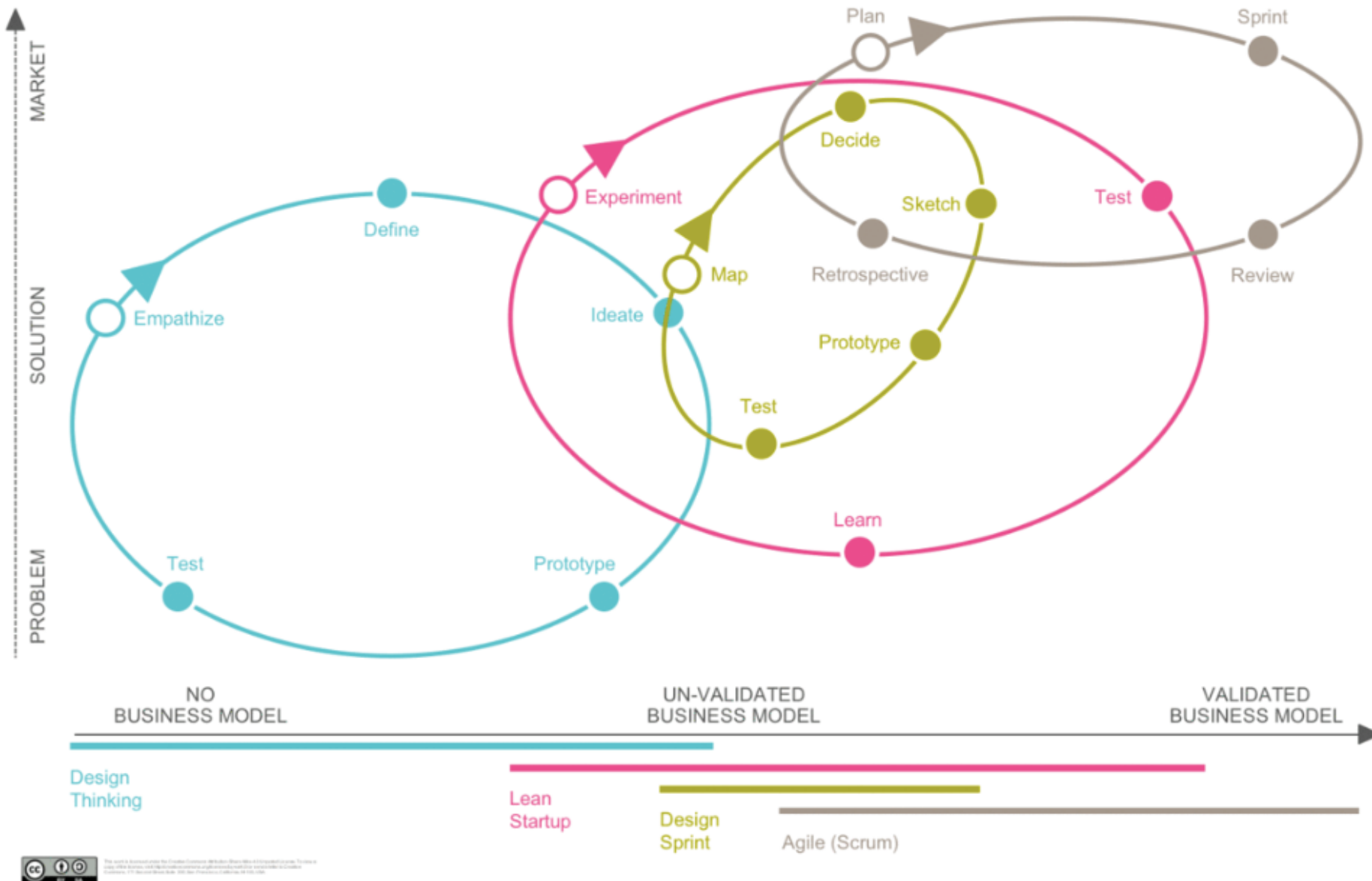
SETTLING FOR LESS

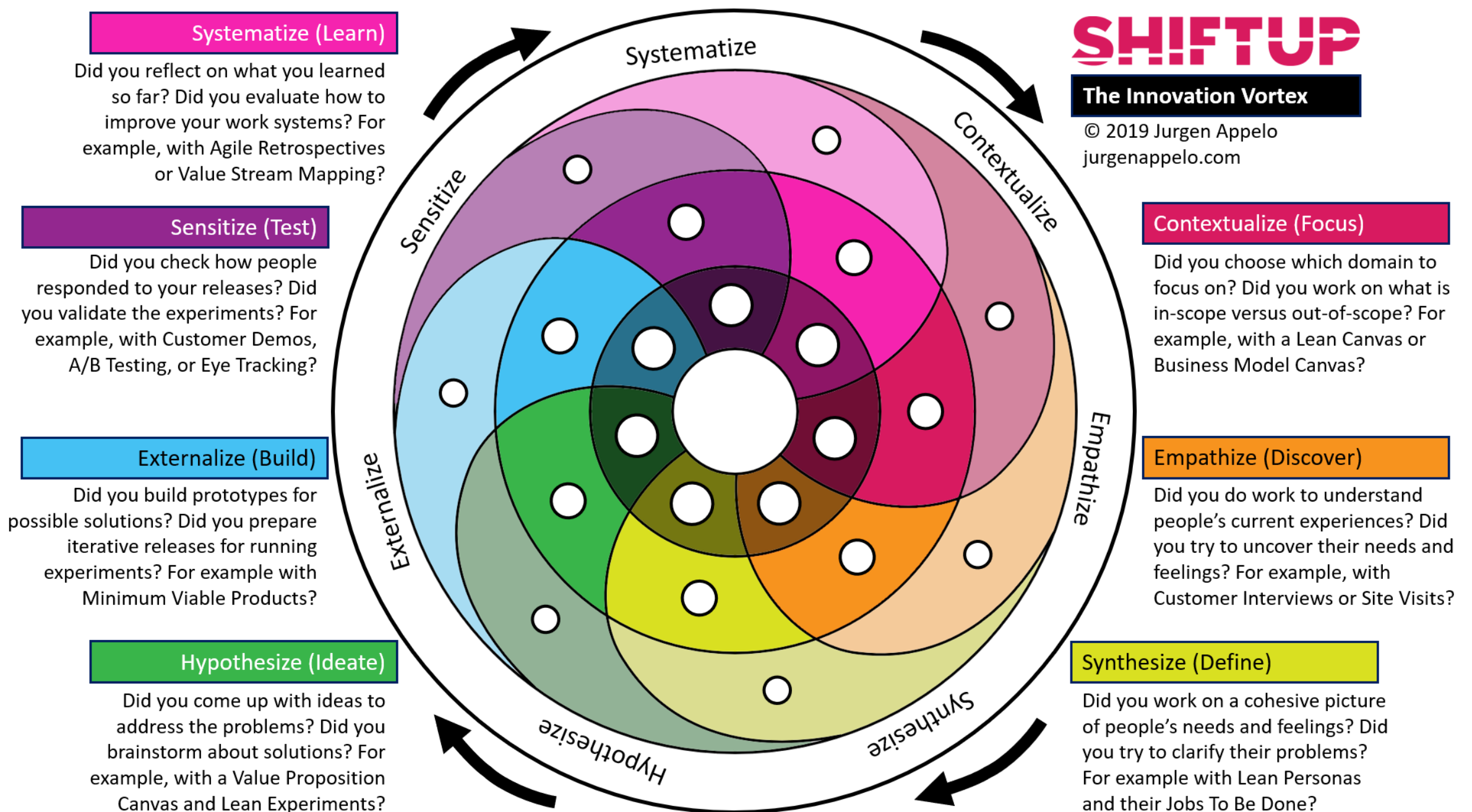
ACT IN SPITE
OF FEAR

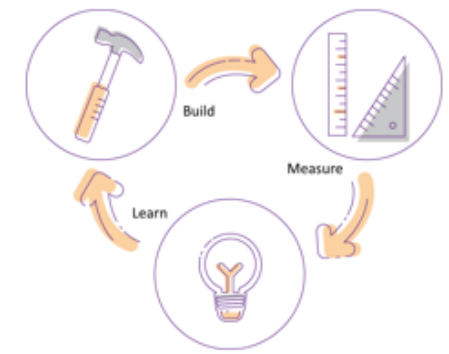
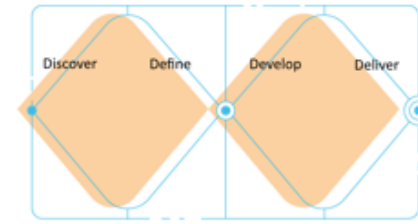
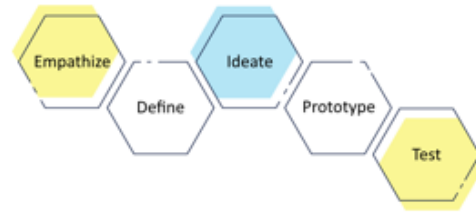
FULFILLMENT

GETTING THE MOST OUT OF LIFE

- Iterative approaches and overlaps -

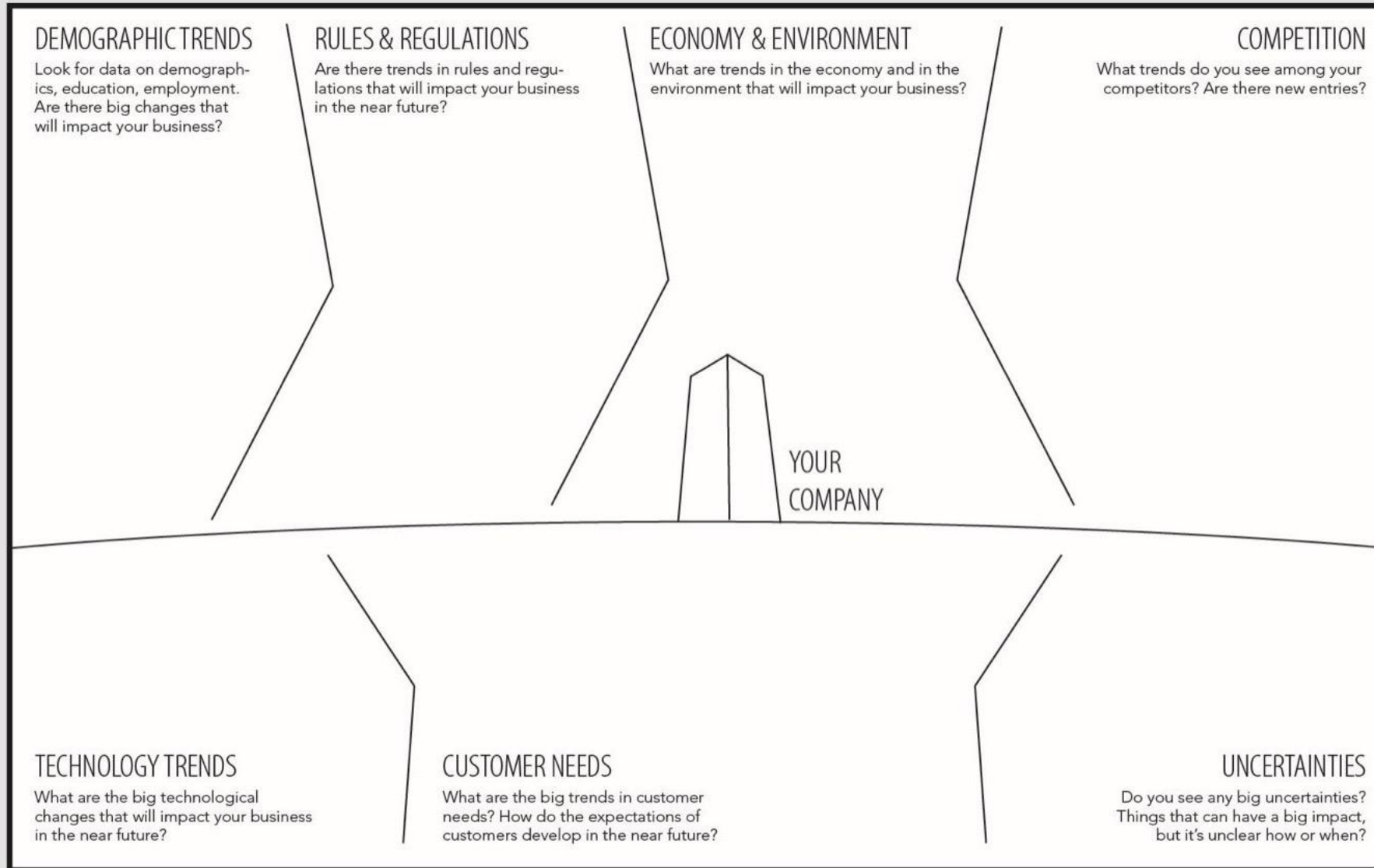






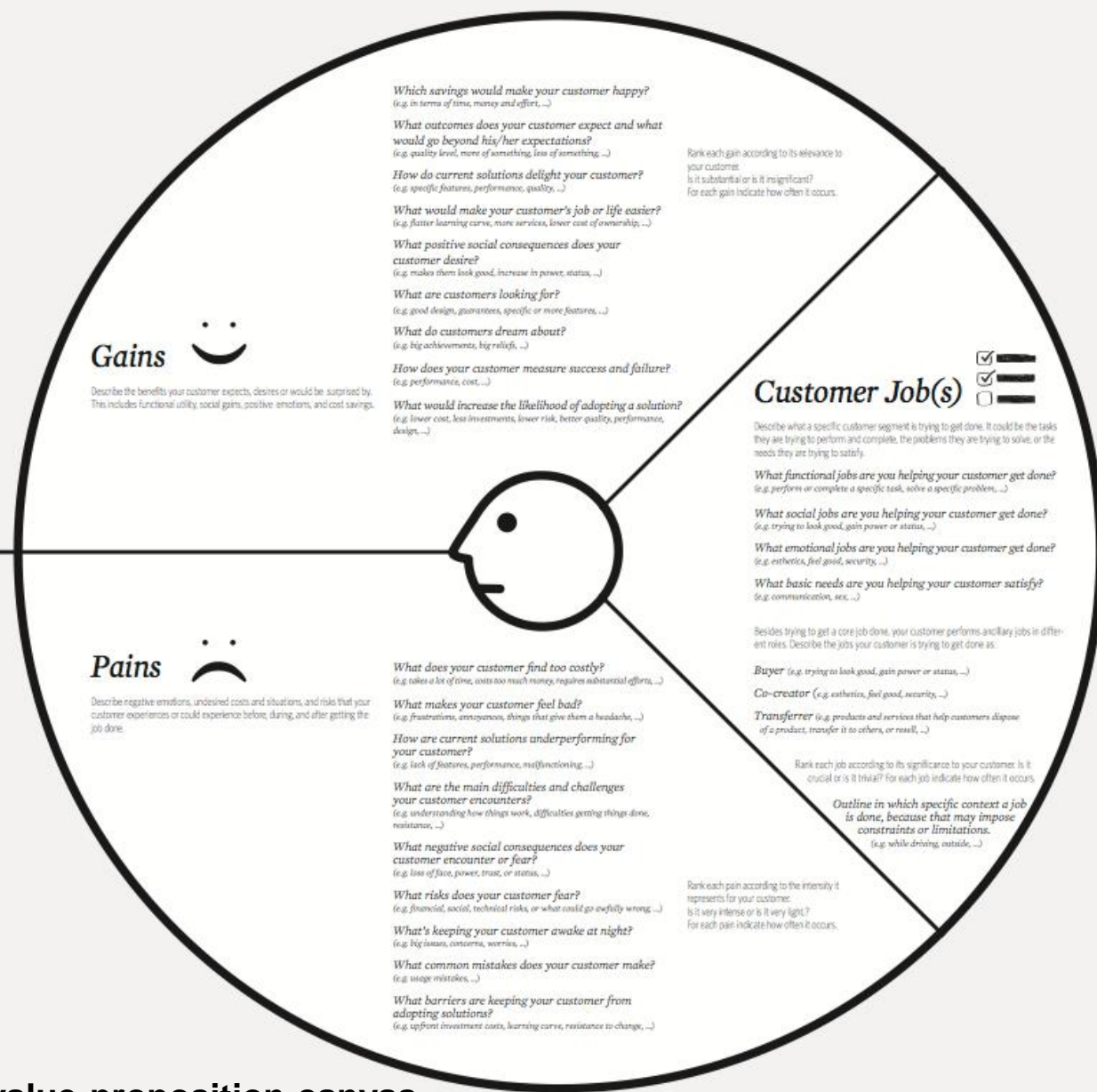
• Contextualize	-	-	-
• Empathize	Empathize	Discover	-
• Synthesize	Define	Define	-
• Hypothesize	Ideate	-	-
• Externalize	Prototype	Develop	Build
• Sensitize	Test	Deliver	Measure
• Systematize	-	-	Learn

CONTEXT MAP® CANVAS



On: Day Month Year

Iteration: No



<https://www.strategyzer.com/canvas/value-proposition-canvas>

<p>PROBLEM</p> <p><i>List your top 1-3 problems.</i></p>	<p>SOLUTION</p> <p><i>Outline a possible solution for each problem.</i></p>	<p>UNIQUE VALUE PROPOSITION</p> <p><i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p>	<p>UNFAIR ADVANTAGE</p> <p><i>Something that cannot easily be bought or copied.</i></p>	<p>CUSTOMER SEGMENTS</p> <p><i>List your target customers and users.</i></p>
<p>EXISTING ALTERNATIVES</p> <p><i>List how these problems are solved today.</i></p>	<p>KEY METRICS</p> <p><i>List the key numbers that tell you how your business is doing.</i></p>		<p>CHANNELS</p> <p><i>List your path to customers (inbound or outbound).</i></p>	
<p>COST STRUCTURE</p> <p><i>List your fixed and variable costs.</i></p>		<p>REVENUE STREAMS</p> <p><i>List your sources of revenue.</i></p>		

<https://leanstack.com/leancanvas>

Template for Designing Triple Bottom Line Business Models

key partners <u>key partners</u> : who do you work with to deliver your value proposition? do not forget to list your partners in your social impact mission – e.g., charities, community groups, and so on ecological impact mission – e.g., eco-certification agencies, closed-loop partners, reforestation initiatives	key activities <u>key activities</u> : what do you do yourself to deliver your customer value proposition?	customer value proposition <u>value proposition</u> : what jobs do you perform for your customers? what pains do you alleviate? what gains do you contribute? also list what makes your value proposition distinctive relative to others! see link for further detail	customer relationships what kind of <u>relationship</u> do you maintain with your different customers? see link for examples	customer groups which <u>customer groups</u> do you service? note that multi-sided business models may have many different customers! also distinguish between 'users' (e.g., facebook users – who would also be their key resource) and paying customers (e.g., advertisers)
	key resources what <u>resources</u> you draw on to deliver your value proposition? consider physical, human, and financial resources. specifically consider your intellectual assets: ip plus intellectual capital!	social impact mission describe here your social impact mission. how do you demonstrate good citizenship? how do you contribute to your local community? how do you improve people's lives and the general societal well-being beyond your core business mission?	customer channels how do you <u>reach</u> your customers? how do you integrate with their routines? also describe your multi-channel strategy, if any!	
ecosystem services here list the natural ecosystem services your operation uses: biomass, minerals, water, air, soil, forests, non-renewable energy. we are interested in your environmental footprint	governance how do you ensure you do not lose sight on your social and environmental missions? list the governance structures and procedures that ensure that these impact propositions are incorporated in your corporate decision making!	ecological impact mission how are you going to deliver a positive impact on your natural environment? e.g., how do you minimise your ecosystem footprint, deliver a specific ecosystem impact beyond your business mission (e.g., reforestation projects), or, for example, eliminate resource-consuming activities from your business model? how do you make your business and the natural environment more ecologically sustainable?	community relationships what relationships do you maintain with the local communities where you are present? how do you engage these communities?	community stakeholders who are the beneficiaries of your social impact mission? note that your business may have direct beneficiaries (those directly targeted) and secondary ones (those experiencing secondary benefits such as greater prosperity, lower unemployment, reduced crime rate)
			social channels what are the specific channels and activities through which you deliver on your social impact mission?	
cost structure what is the cost structure of your business? indicate both direct costs generated by your internal activities as well as costs generated through outsourcing, license agreements, and similar. also elaborate costs associated with your social and ecological impact missions			ecosystem channels what are the specific channels and mechanisms through which you deliver your impact on the natural ecosystem? these might be internal (e.g., recycling, repairing, rematerialisation) and external (e.g., participation in specific ecosystem initiatives)	ecosystem beneficiaries who are your ecosystem beneficiaries? these may be living things (inhabitants of the ecosphere) and non-living ones (ecosystem resources such as air, water, minerals)
			surplus streams and mission integration does your business generate specific surpluses to support your social and ecological impact missions? these might be financial (e.g., donations by customers, share of profit) or material (e.g., collected materials for recycling). also describe here how your business, social, and ecological missions integrate and reinforce one another!	revenue streams how does your business generate revenue? indicate both primary sources of revenue (from primary interactions within the business model) and secondary sources (e.g., monetisation of data resources and additional ip generated by the primary interactions)

