



ANIMATE: ANalysis of INnovation MAnagement TEaching Tool

Freshman Academy
Fall 2016










Business Model Canvas



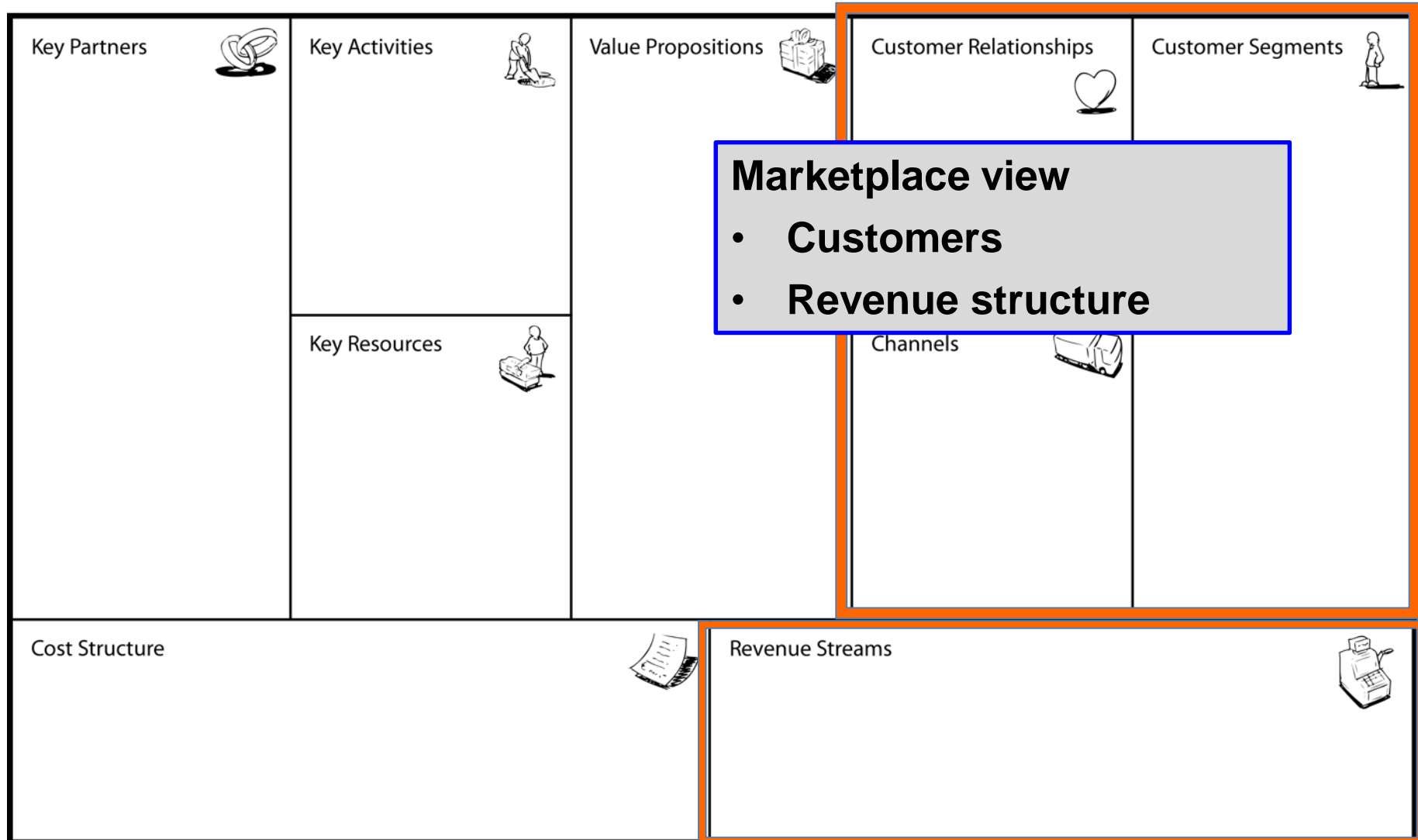
The Business Model Canvas is a strategic management and entrepreneurial tool. It allows you to describe, design, challenge, invent, and pivot your business model.

Business Model Canvas

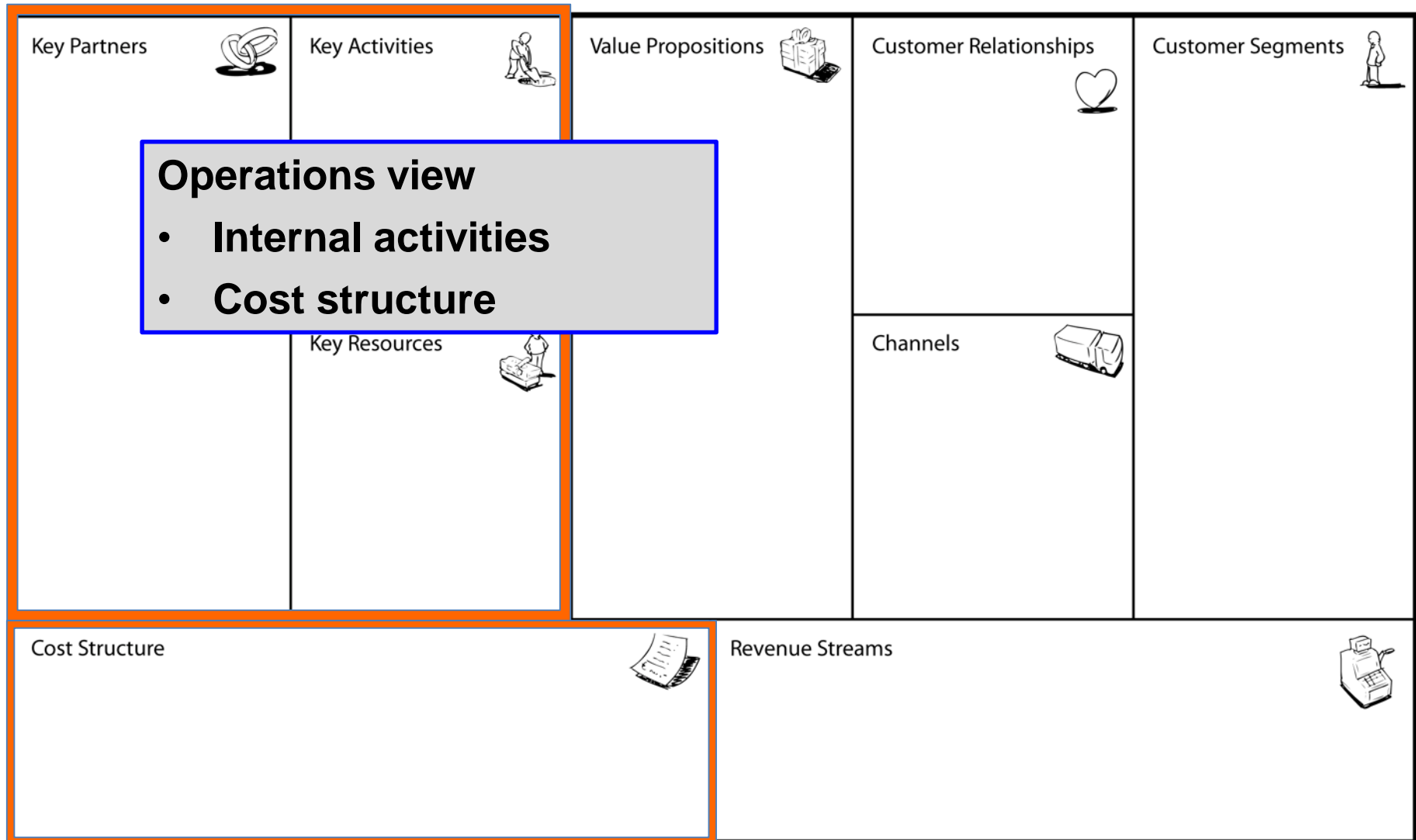


Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

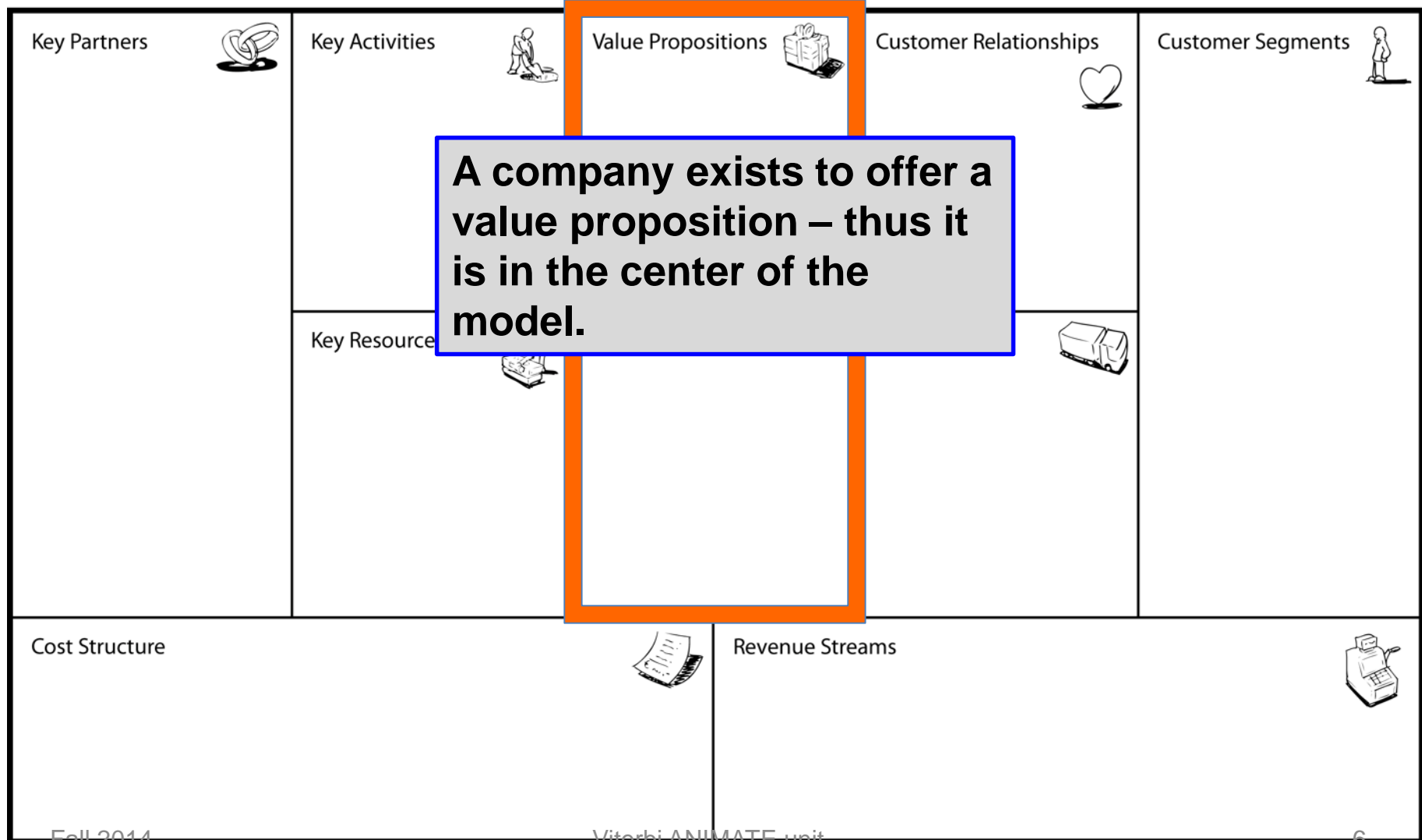
“Right side” of canvas



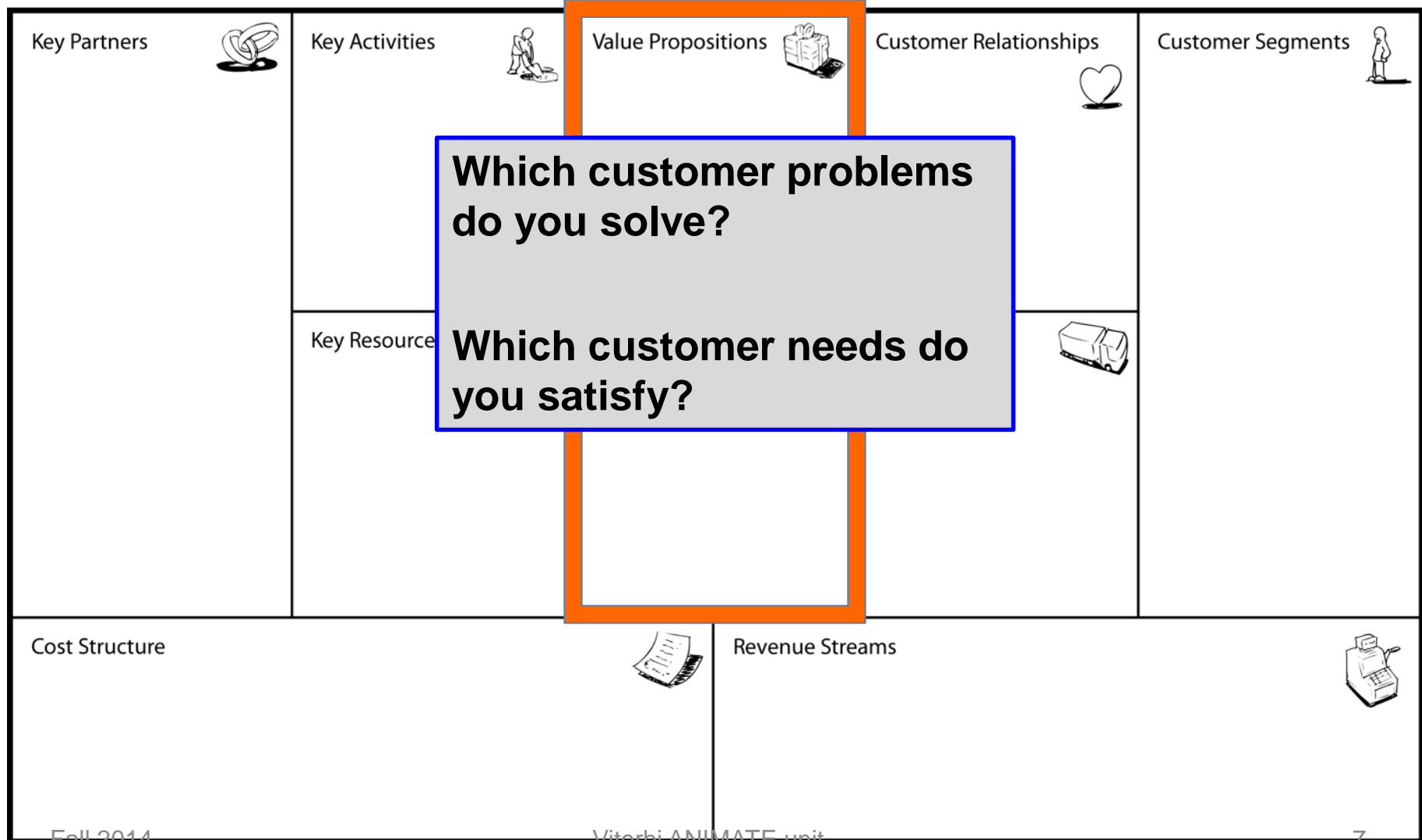
“Left side” of canvas



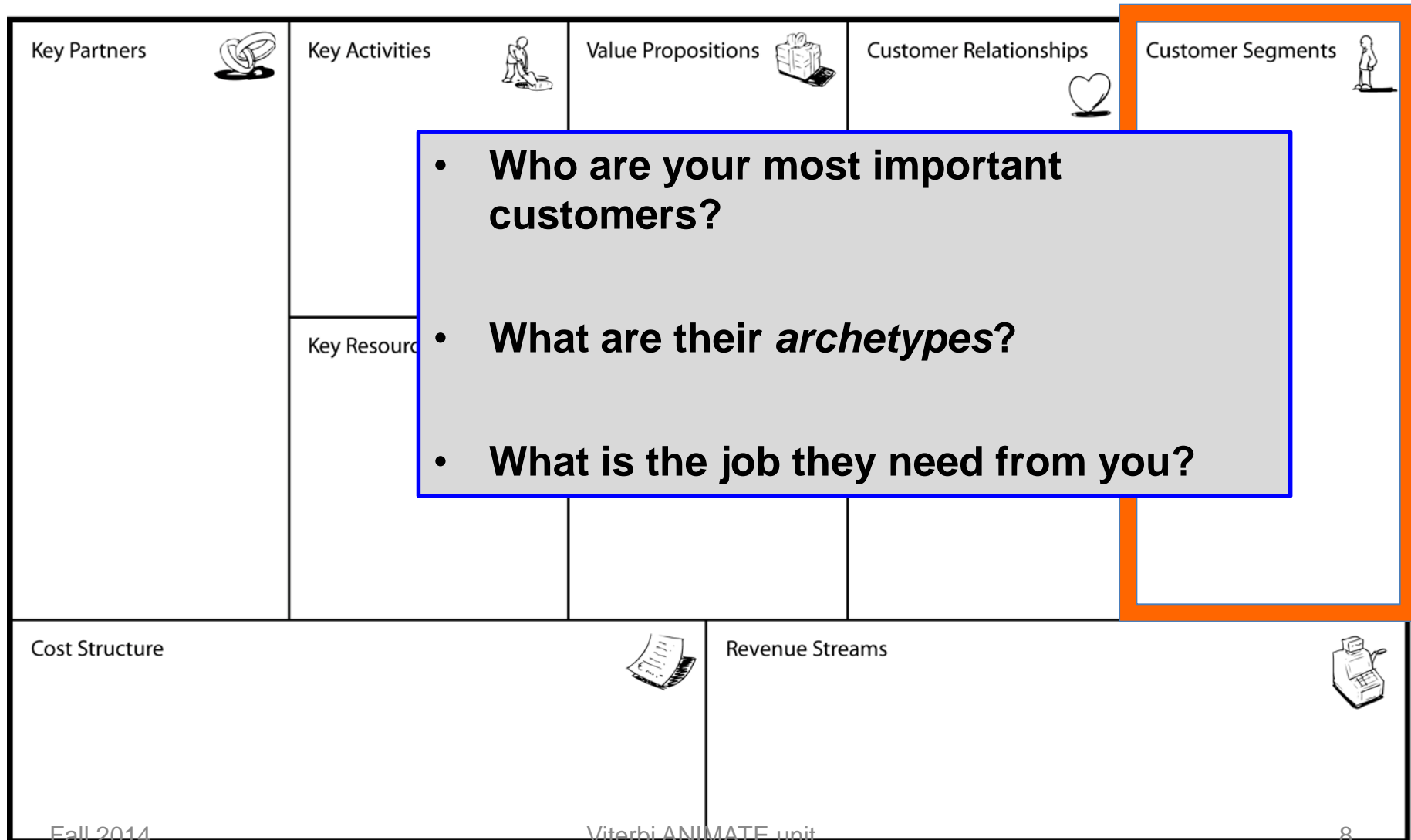
Value propositions



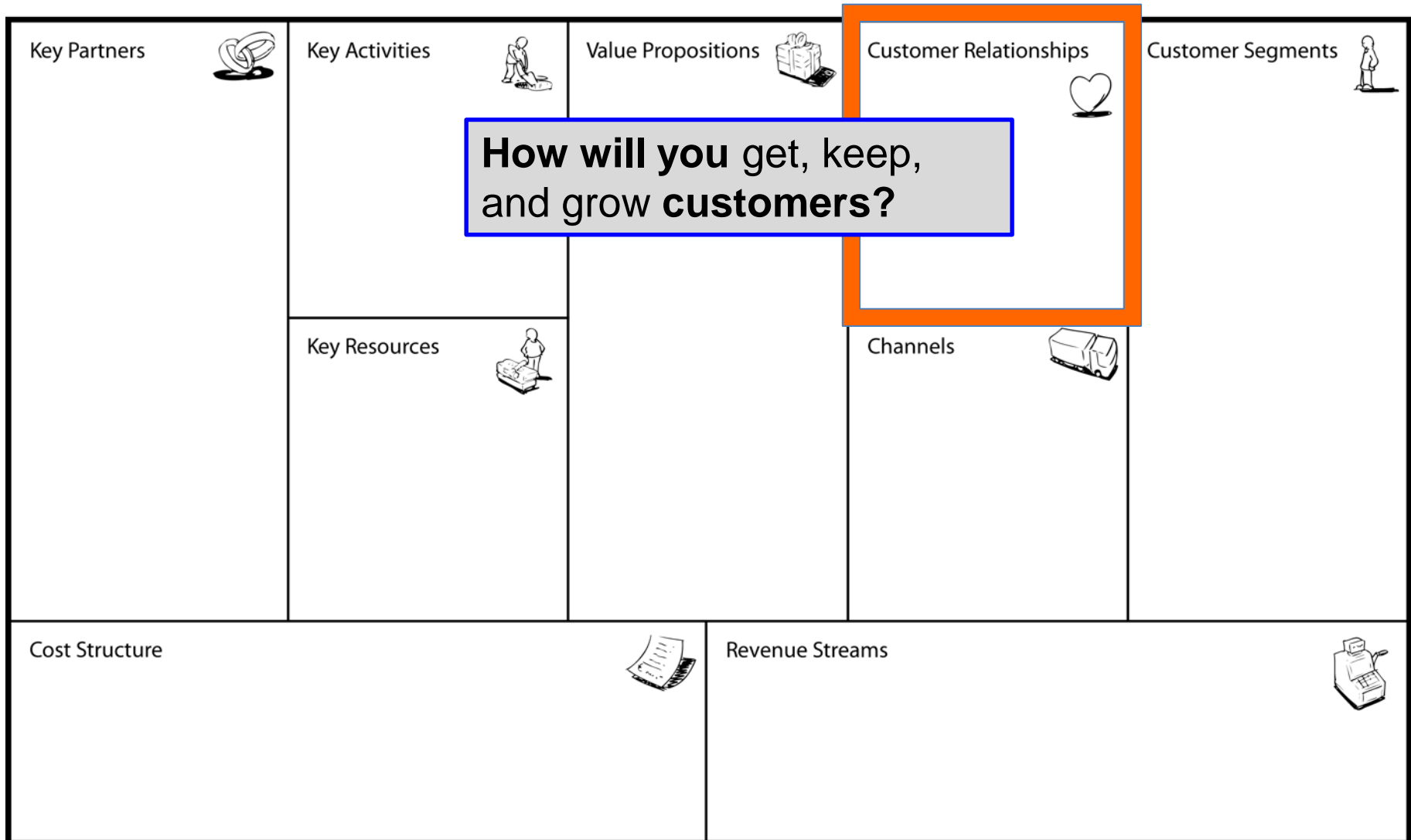
Value propositions



Customer segments



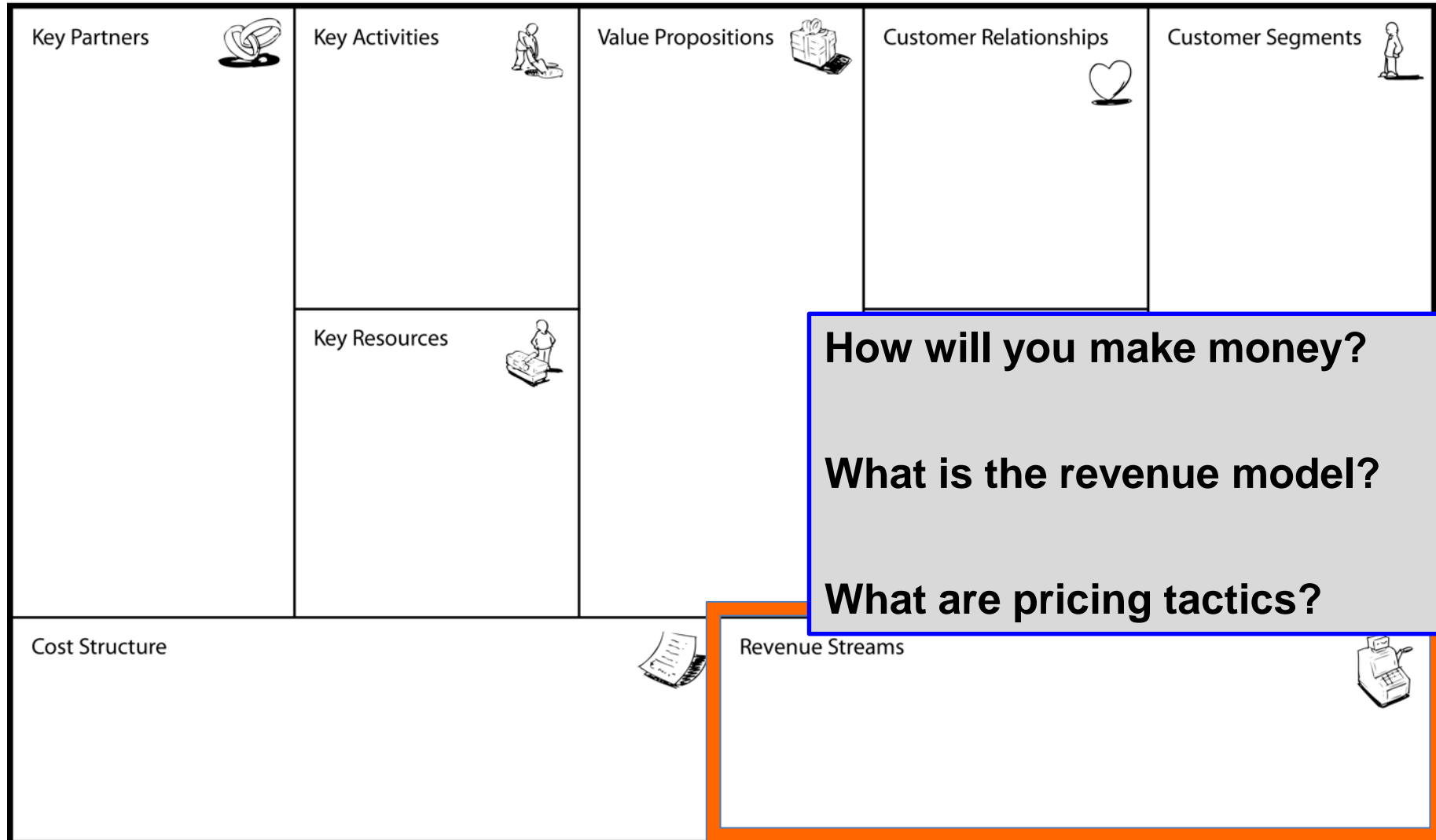
Relationships



Channels










Revenue streams

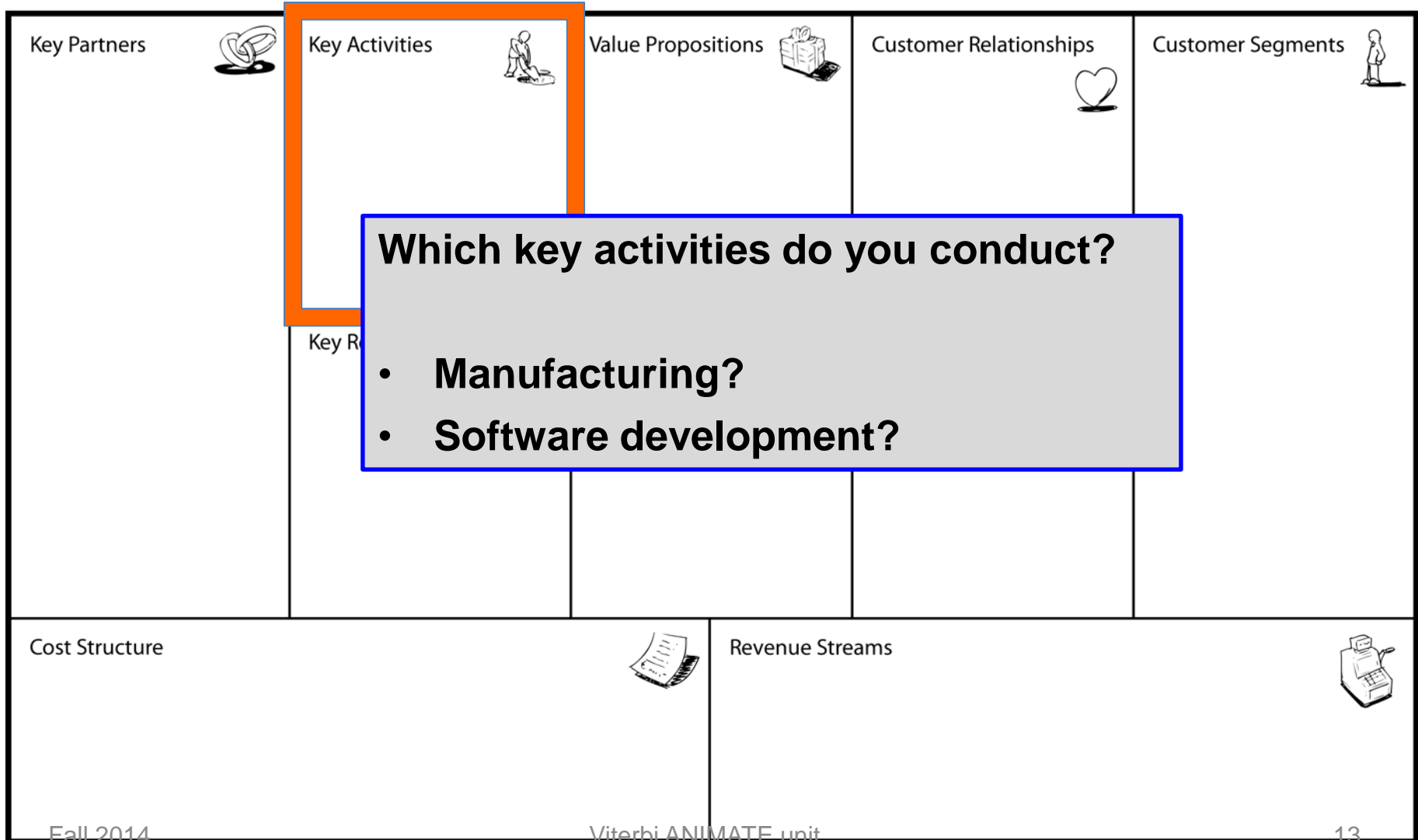


Partners

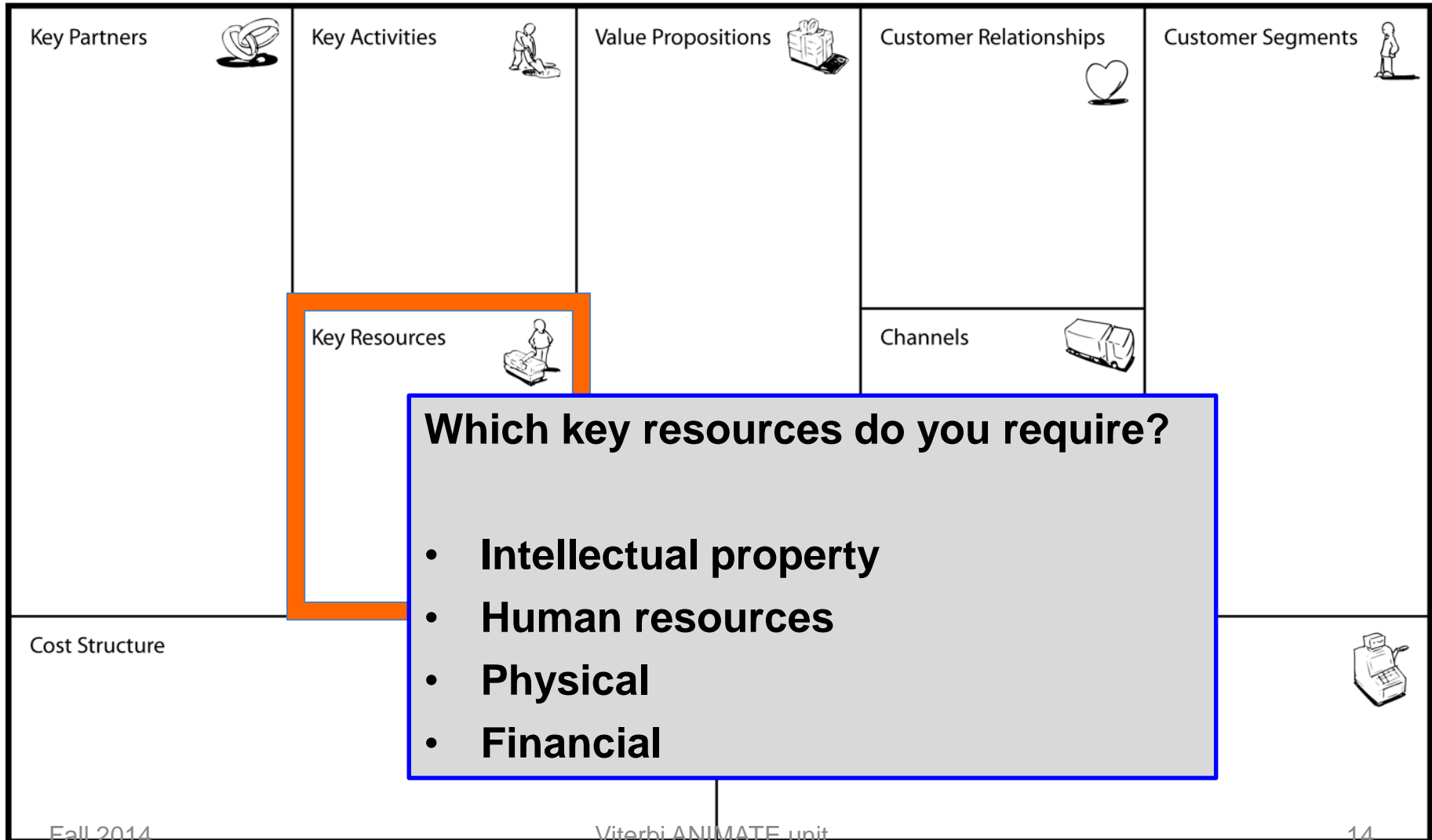


Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 	
<div>Who are your key partners and suppliers, and how do you interact with them?<ul style="list-style-type: none">• What do you give them?• What do you get from them?</div>					
Cost Structure 			Revenue Streams 		

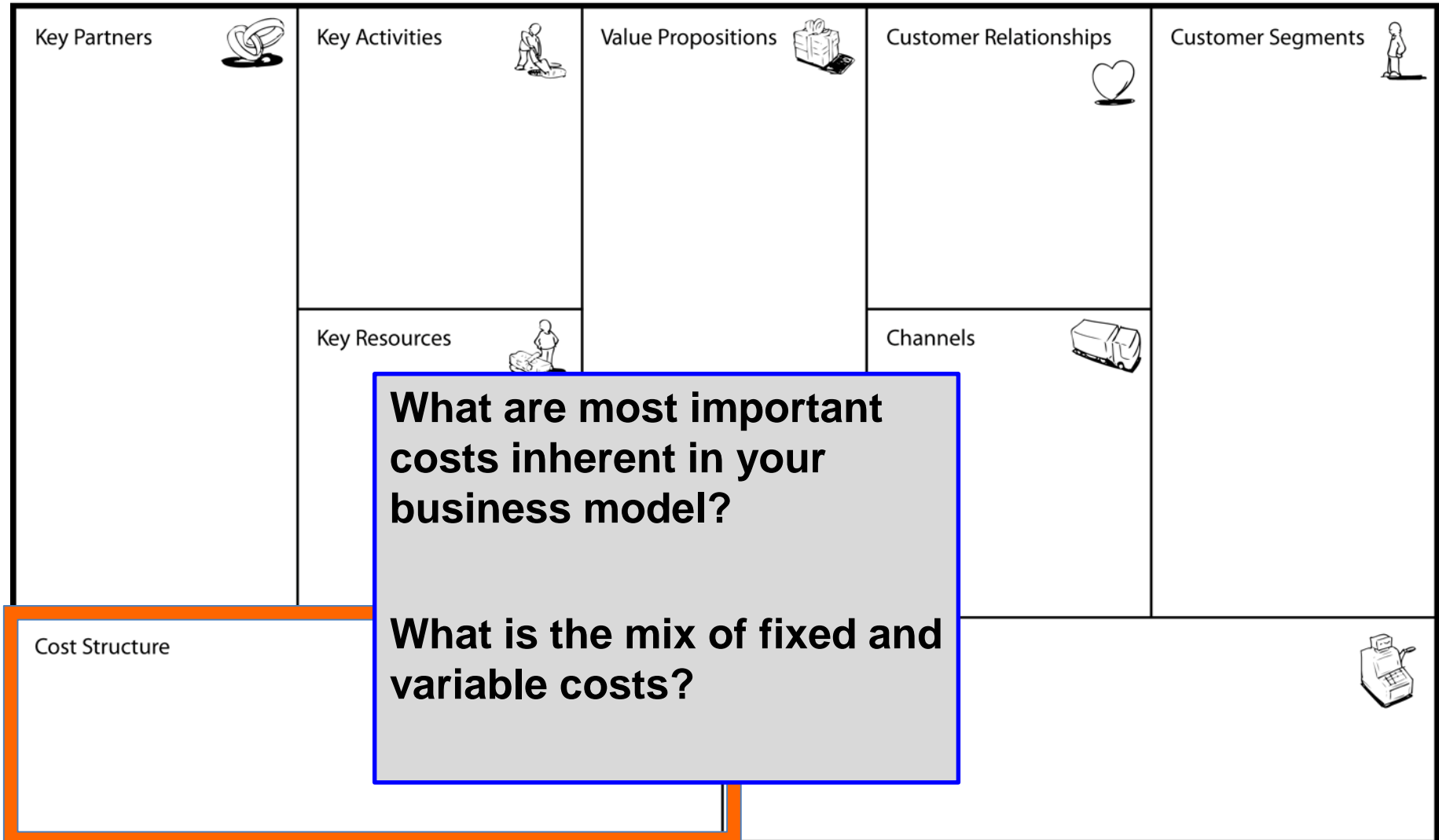
Activities



Resources



Cost structures





Business model exercise

- Identify two companies
 - One “engineering” company
 - One that is not
- Work in groups to answer:
 - Who are the key customer segments?
 - What are the value propositions for each segment?
 - Where are engineers needed in delivering the value proposition?
 - Discuss the key marketing (right side) elements
 - Discuss the key operational (left side) elements



Effectual thinking

- What you know
- Whom you know
- Who you are

- Focus on the resources, not the goals!
- The opposite is **causal** thinking (designing a path with a goal in mind).

Exercise: Find a buddy and determine a potential business idea that you could pursue together.



Homework

- Develop a group of 3 people
- Develop a business model for an idea of your choosing:
 - Use effectual thinking to look for opportunities
 - Complete the business model
- Bring business model to next session