

Lean Business Model | Studio Task #2 (Team)

Due: Thursday, Jan 26, 2017 (by midnight)

Goals

The goal of this assignment is to brainstorm on what the possible business model is for a company or organization that would develop your application idea.

Assignment

The business model is how your hypothetical company/organization will generate revenue and profit and how you will deliver value to your customers. Even for a non-profit, you will need a model of revenue to keep your project afloat. Brainstorm with your team for 20 minutes on the business model for your product. Use the *Lean Canvas* (by Ash Maurya based on the *Business Model Canvas* by Alexander Osterwalder) to both organize and capture your ideas. You can run an app to capture it at <https://canvanizer.com> (use basic the basic “Lean Canvas”).

After presenting your ideas to the class (5-7 min) and getting the feedback from everyone else, you will spend another 30 minutes (inside and outside of class with your team) revising your business model. You will turn in this final version and use some of the information in your final project presentation at the end of the quarter.

Deliverables

1. **Business model canvas**

Include a captured, high-resolution image of your prototype business model and put a thumbnail to it with a link to the full-sized image on your team’s project web site.

2. **Presentation**

You must be prepared to present your business model in the middle of class and lead a small discussion about your model.

Grading (100 Points)

You should not spend enormous amounts of time on this assignment.

For this assignment, you will be graded on:

- [10] Updating your team project website
- [70] Your business model and the *reasoning* behind your decisions
- [20] Your presentation

More Information on the Lean Canvas and Business Model Canvas

The Business Model Canvas Wikipedia: <http://bit.ly/14-ways-to-apply-bmc>

How the Lean Canvas Different: <https://leanstack.com/why-lean-canvas/>