



ESCOLA  
POLITÀCNICA SUPERIOR  
UNIVERSITAT DE LLEIDA

# CHAPTER 1: THE BUSINESS IDEAS AND THEIR STRATEGIC VIABILITY

Master's Degree in Informatics Engineering

POLYTECHNIC SCHOOL

University of Lleida



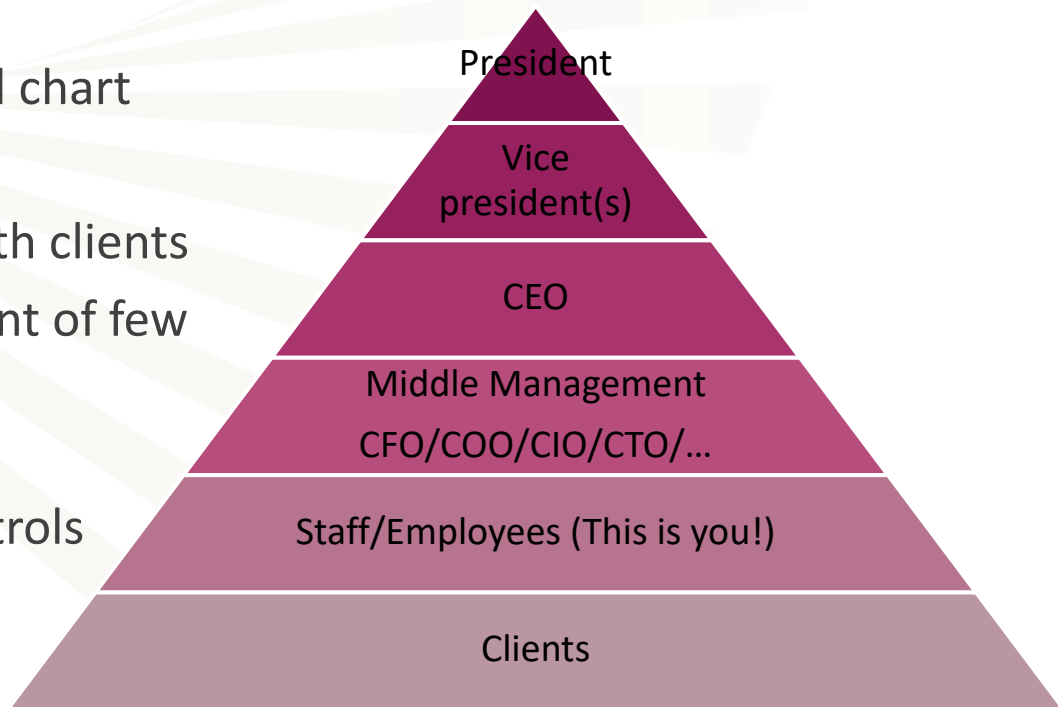
Universitat de Lleida  
Escola Politècnica Superior

## SECTION 1.1:

# Traditional vs Modern companies

### Traditional:

- Pyramidal/Hierarchical chart
- Bureaucracy
- Limited connection with clients
- Restrictive management of few brains
- Unmistakable order
- Management and controls
- Fixed/Closed
- Lack communication

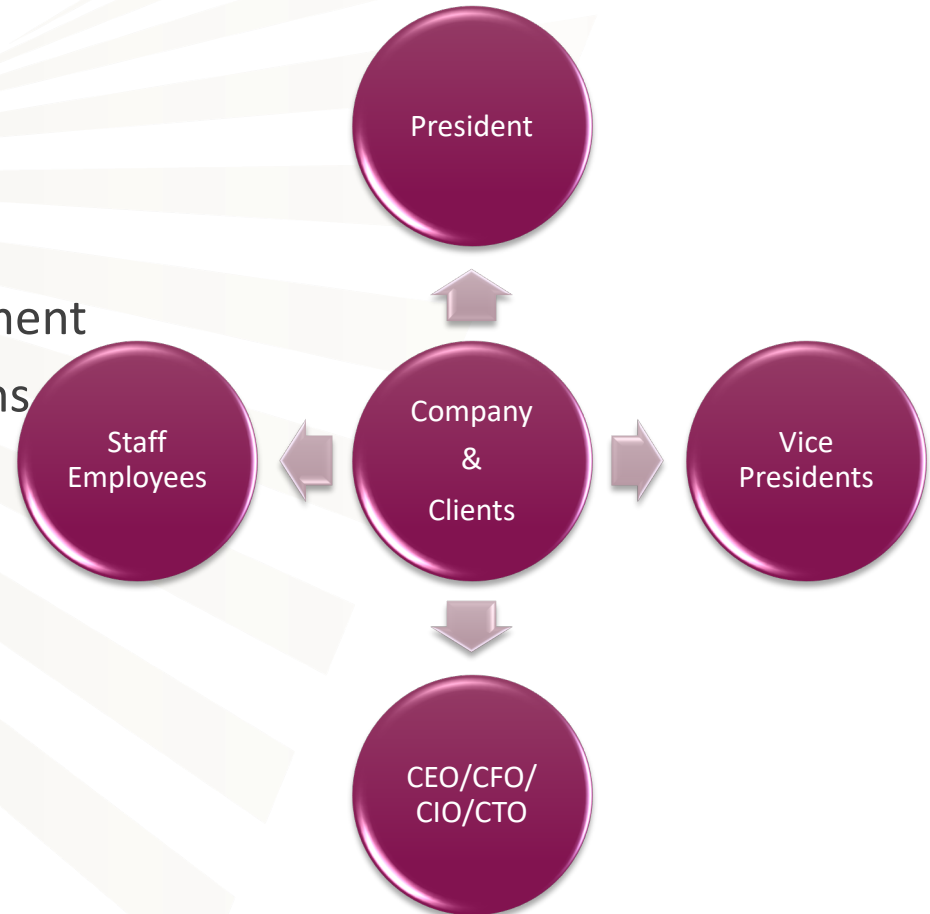


## SECTION 1.1:

# Traditional vs Modern companies

### Modern:

- Network/Equal structure
- Growth opportunities
- Personal & professional development
- Be part of the company's decisions
- Participatory leadership
- Innovation
- Flexibility/Open
- Well communicated in&out



## SECTION 1.1:

# Entrepreneur vs Executive

### Entrepreneur:

- A person who designs, launches and operates business idea, project or company/startup ... starting from an innovation.
- It's an attitude!! Who risks with its money for the company, idea, business...

### Executive person:

- Senior manager who collects its wages at the end of month for his/her talent, objectives or results.

## SECTION 1.1:

# Entrepreneur

### Different attitudes:

- Always studying/learning
- Leadership
- Good communication
- Commitment with your business
- Work efficiently and quality
- Don't be afraid to take risks
- Not to be overcome by the first mistake
- Learn to set goals
- Work independently
- Separate professional and personal life
- Taking initiatives
- Searching results
- Pay attention to the different opportunities around you

**What would you like to be, finally? Why?**

## SECTION 1.2:

# Business Model Canvas

### Concept:

- BMC is a strategic management and lean startup template for developing new or documenting existing business models.
- Created in 2005 by Alexander Osterwalder (St. Gallen, Swiss, 1974).

### Characteristics:

- Visual
- Organized by blocks
- Identify quickly the main activities
- No restriction for any business: industry, technologies, agri, services, ...

## SECTION 1.2:

# Business Model Canvas

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		

## SECTION 1.2:

# Business Model Canvas

**Key partners:** Identify the most important partners.

- Who are our key partners? And suppliers?
- Which key resources are we acquiring from them?
- Which key activities do they perform?

**Key activities:** Identify the most important activities.

- Which are the main (value) tasks of your company?
- What do you do every day to run your business model?
- They will link with our Value Propositions.



## SECTION 1.2:

# Business Model Canvas

**Key resources:** Strategic assets needed.

- What kind of infrastructure will be necessary? Virtual or physical?
- What about our expertise and knowledge processes?
- Linked with the business' Key Activities.

**Value propositions:** Products and services that we offer.

- What value do we deliver to the client?
- Which one of our customer's problems are we helping to solve?
- Which customer needs are we satisfying?
- They will be related with the customer segments.

## SECTION 1.2:

# Business Model Canvas

**Customer relationship:** Identify the type of relationship that we want to create.

- What type of relationship do we expect to establish with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

**Channels:** Deliver each value proposition in different ways.

- Through which channels do our clients segments want to be reached?
- How are we reaching them now?
- How are our channels integrated? Which ones work best?
- Which ones are most cost-efficient?

## SECTION 1.2:

# Business Model Canvas

**Customer segments:** Identify which clients we try to serve.

- For whom are we creating value?
- Which are our segments/dimensions for these customers?

**Cost structure:** Identify monetary consequences.

- What are the most important cost inherit in our business model?
- Which key resources are most expensive? And activities?

## SECTION 1.2:

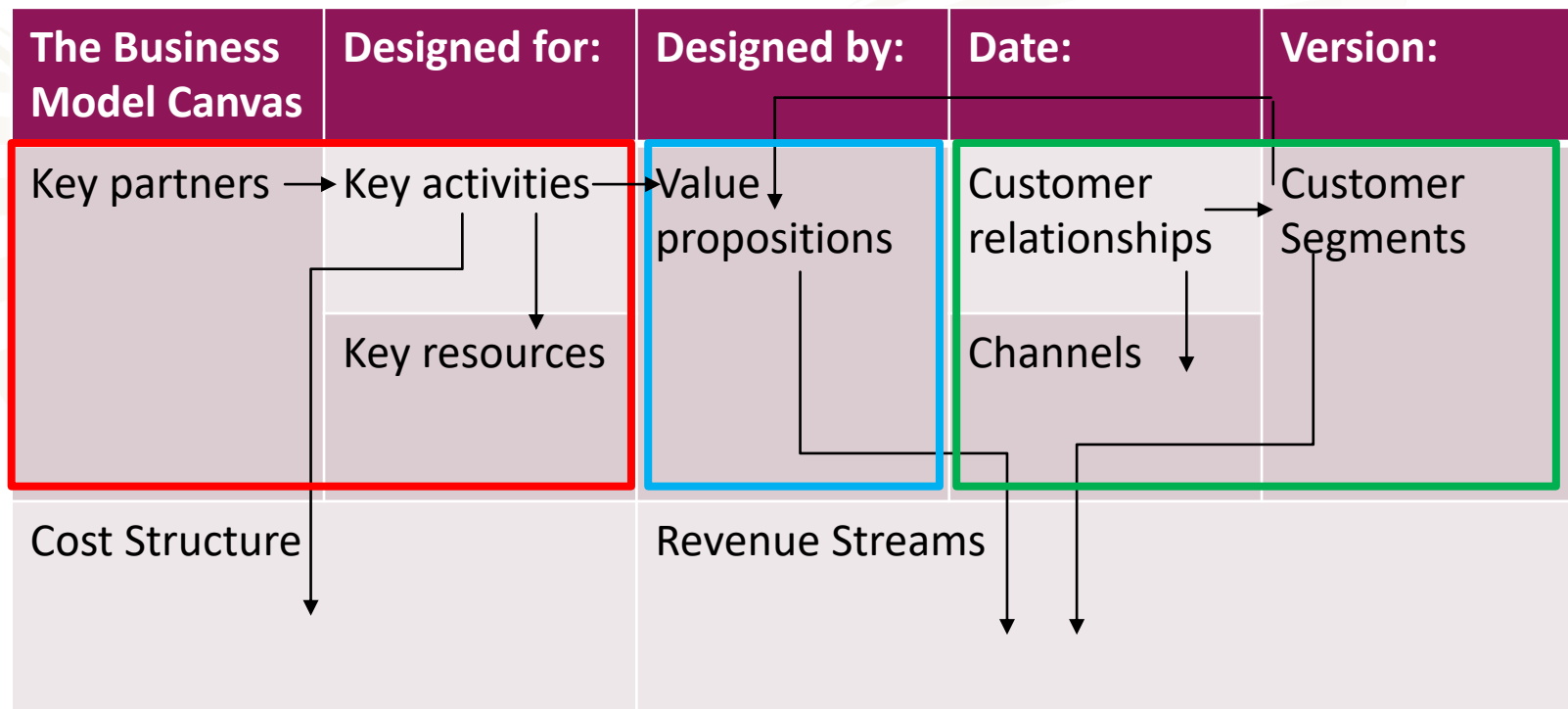
# Business Model Canvas

**Revenue streams:** Incomes from each customer segment.

- What type of relationship we expect to establish with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

## SECTION 1.2:

# Business Model Canvas



— Infrastructure      — Customers  
— Offering      → Connections



## SECTION 1.2:

# Business Model Canvas

## Assignment 0 !!

- Draw a Business Model Canvas based on your business idea worked during last months.
- Let's check Virtual Campus to see more information!!