

Day 10 – Business Models I

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AARHUS UNIVERSITY
CENTRE FOR ENTREPRENEURSHIP & INNOVATION

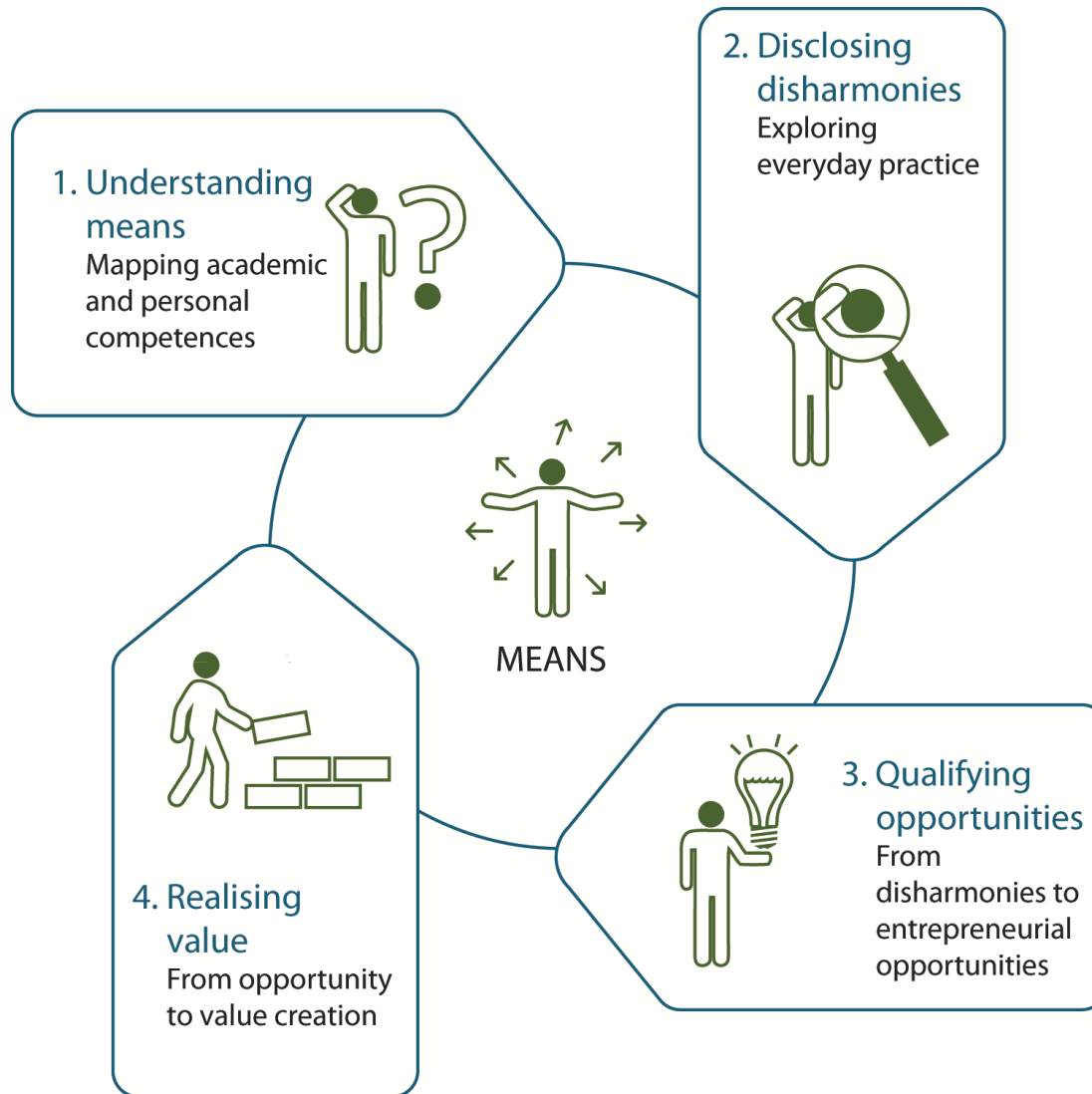


European Union
European Regional Development Fund

Investing in your future!

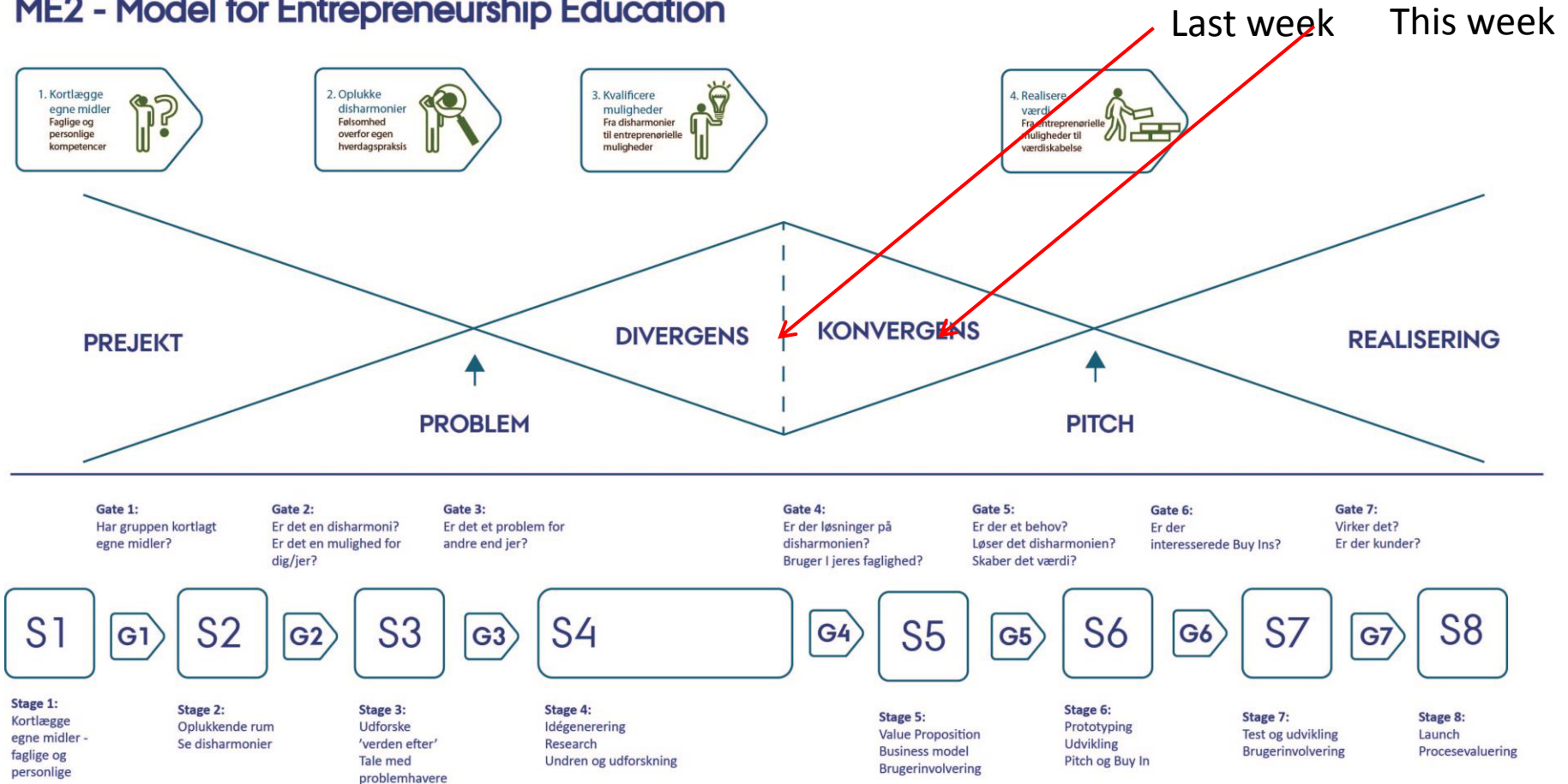


The Model for Entrepreneurship Education – ME2



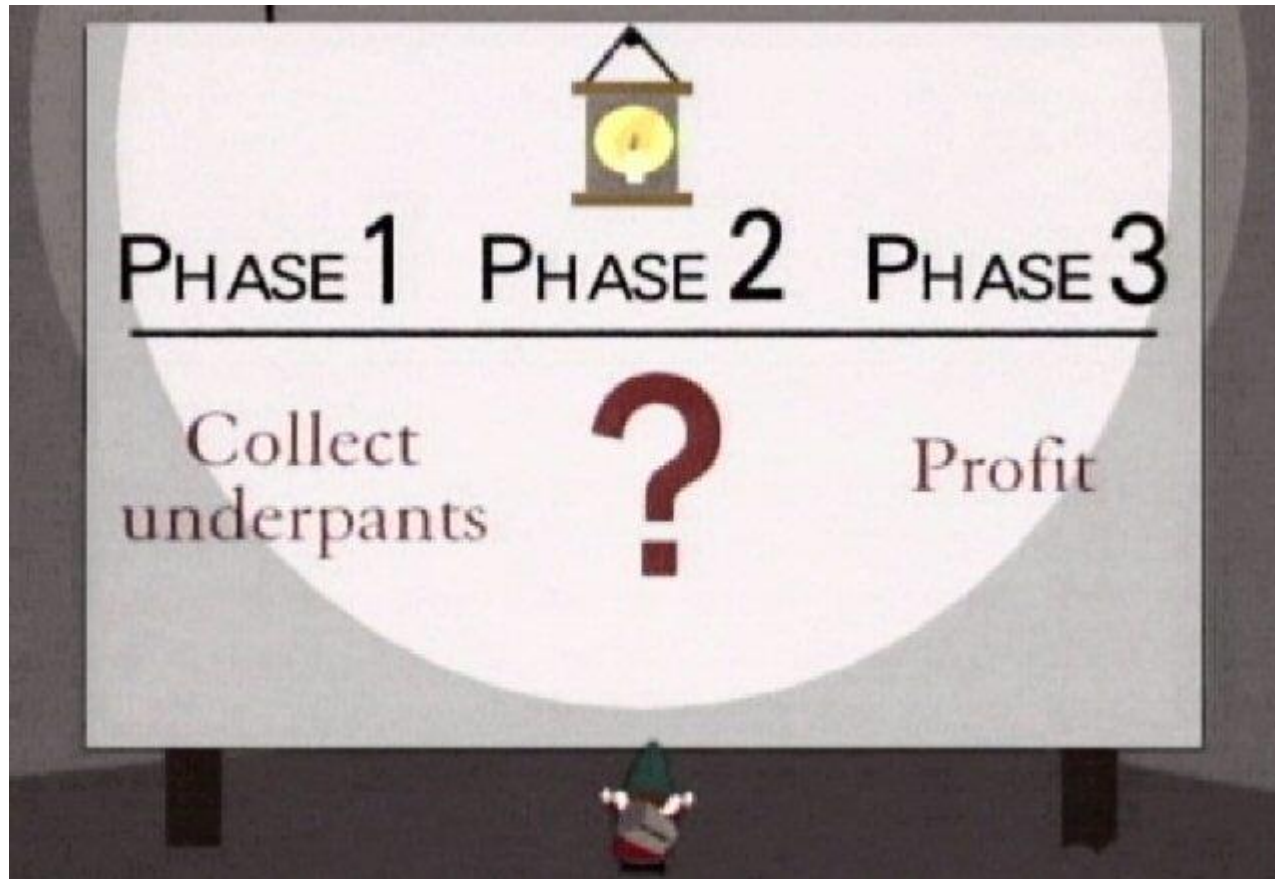
ME2 MODEL – EXPANDED VIEW

ME2 - Model for Entrepreneurship Education



SUMMARY OF ACTIVITIES SO FAR

<https://www.youtube.com/watch?v=tO5sxLapAts>



<http://www.southparkstudios.dk/clips/151040/the-underpants-business>

TWO CASES

- <https://vimeo.com/52014691>
- <https://vimeo.com/65915162>

Summly Vs. Everpix

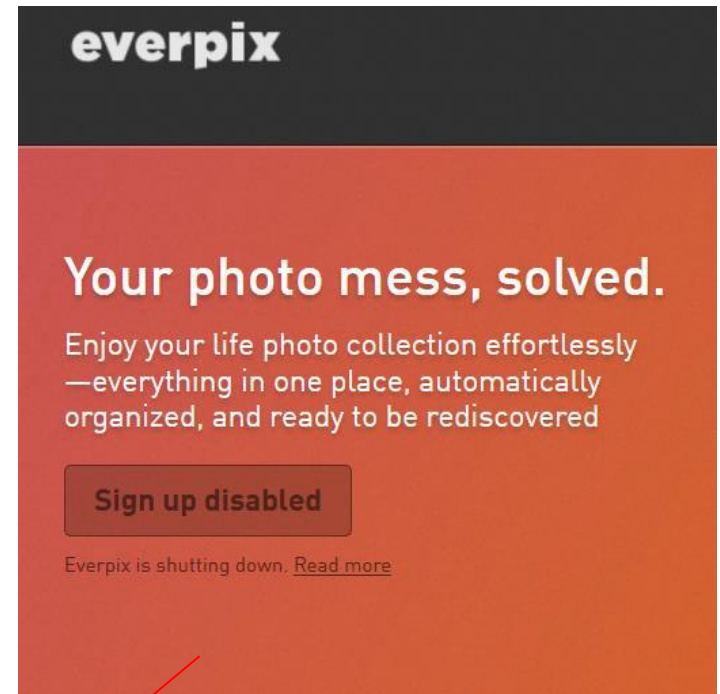


Yahoo! agrees to acquire Summly

In true Summly fashion, I will keep this short and sweet.

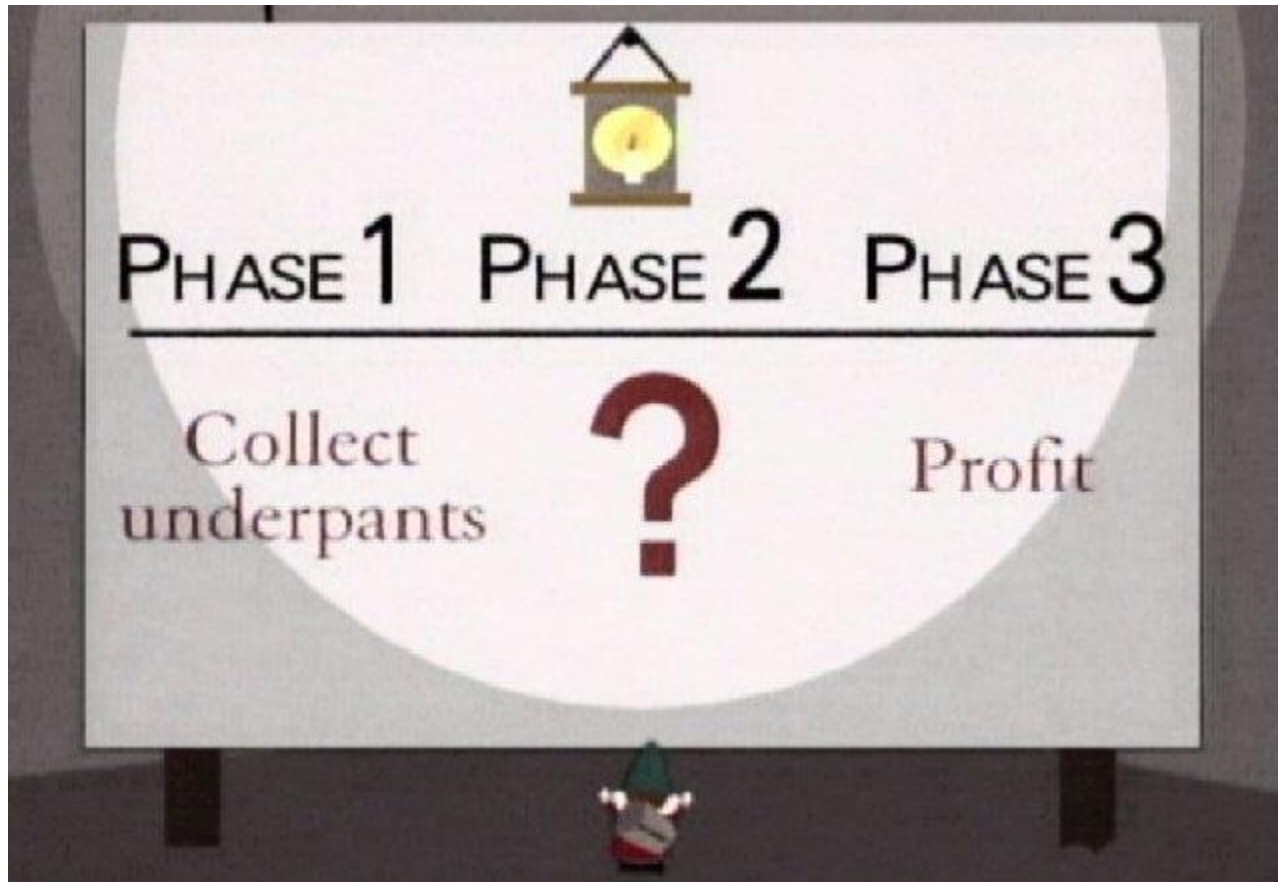
I am delighted to announce Summly has signed an agreement to be acquired by Yahoo!. Our vision is to simplify how we get information and we are thrilled to continue this mission with Yahoo!'s global scale and expertise. After spending some time on campus, I discovered that Yahoo! has an inspirational goal to make people's daily routines entertaining and meaningful, and mobile will be a central part of that vision. For us, it's the perfect fit.

Sold for 30m\$

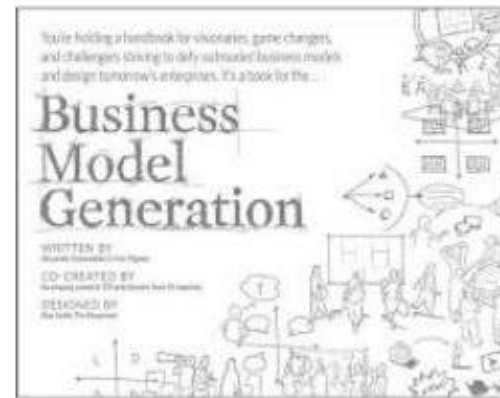


Bankrupt (even after attaining angel funding of about 1.8m \$)

THE BUSINESS MODEL



ALEXANDER OSTERWALDER



DEFINITION

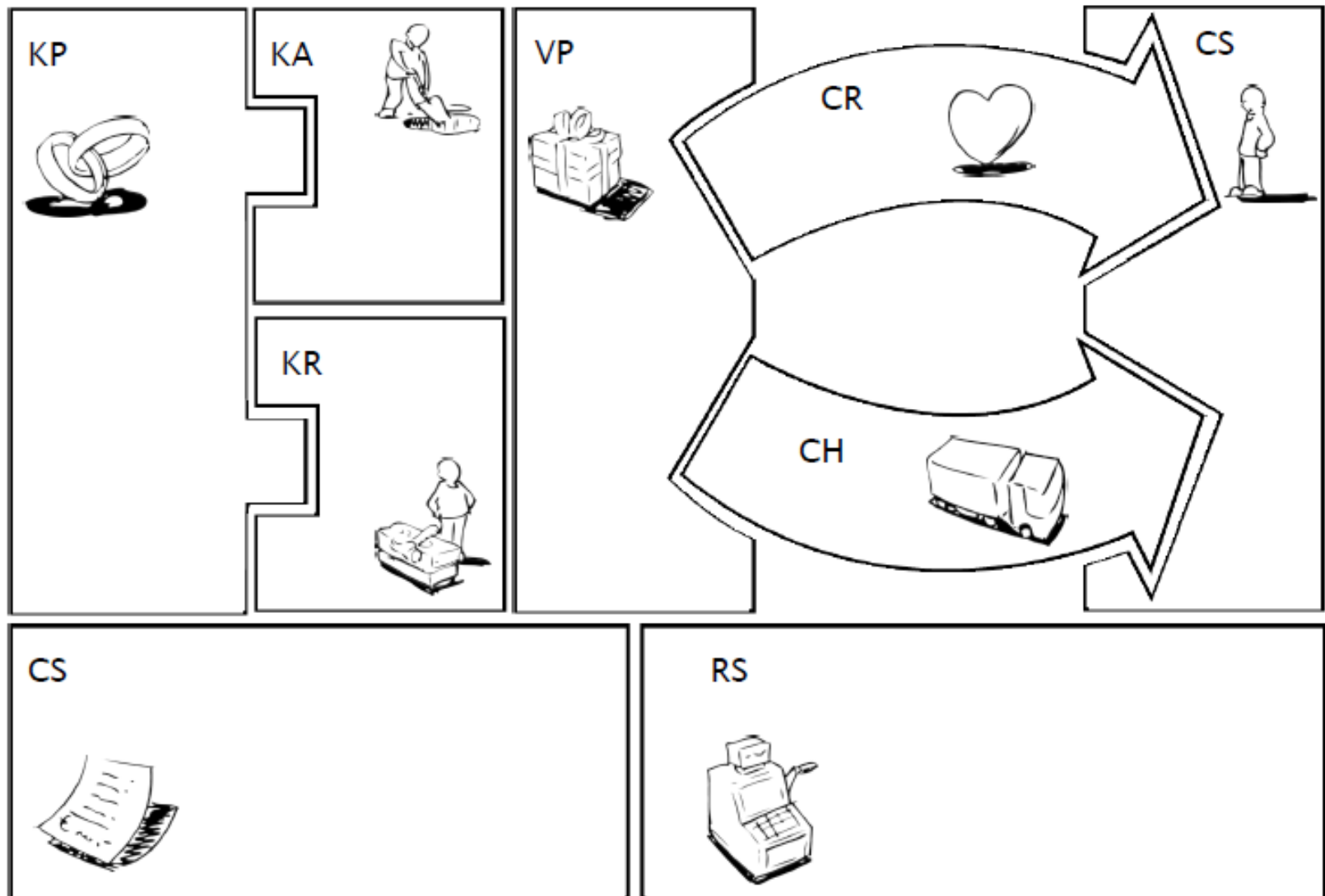
A business model describes the rationale of how an organization creates, delivers, and captures value.

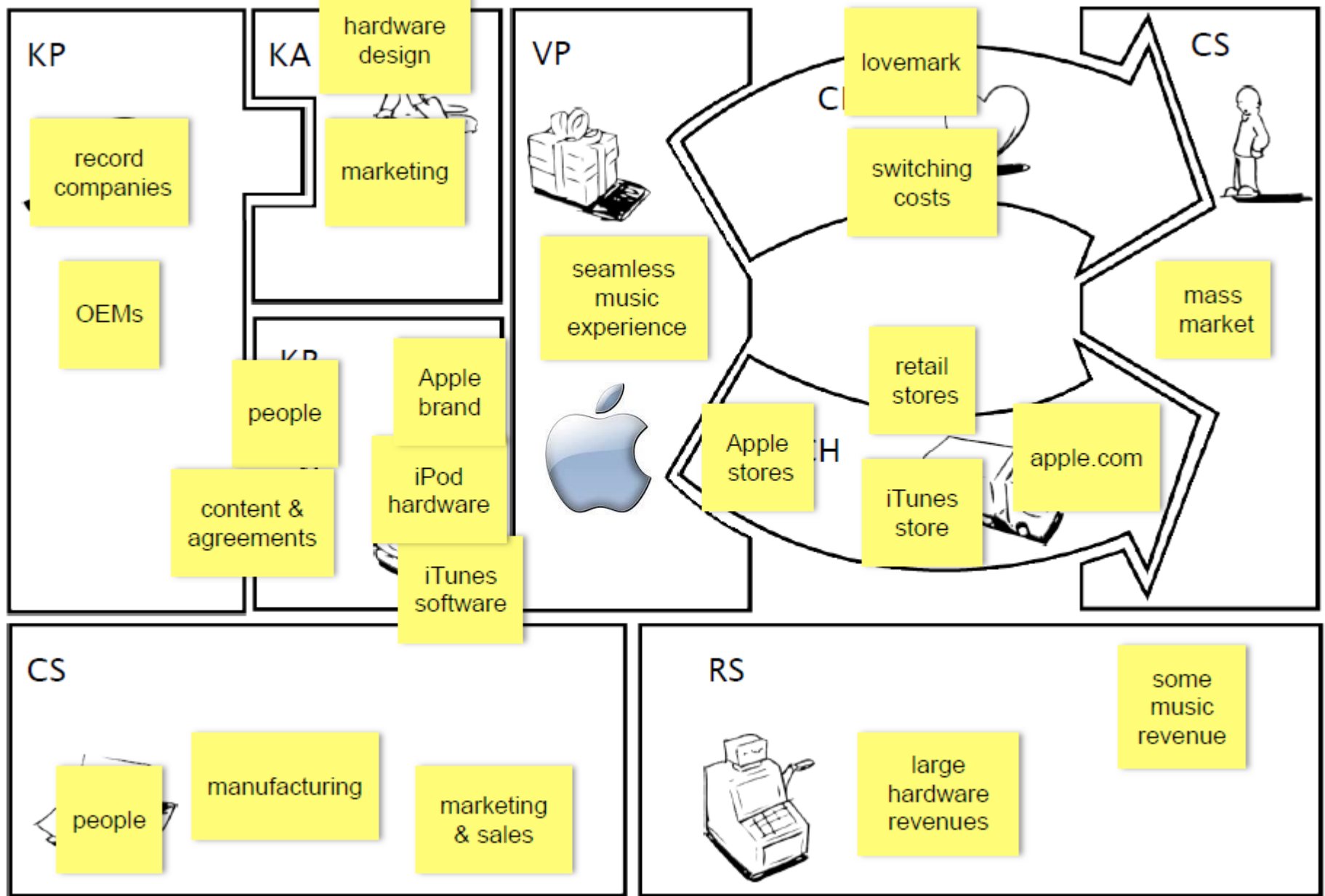
Osterwalder & Pigneur, 2010

BUSINESS MODEL CANVAS

- [https://www.youtube.com/watch?v=QoAOzM
TLP5s](https://www.youtube.com/watch?v=QoAOzM<u>TLP5s</u>)

Business model canvas





Difference between a company & a start-up?



You can follow more from Steve Blank at his online course on Udacity:

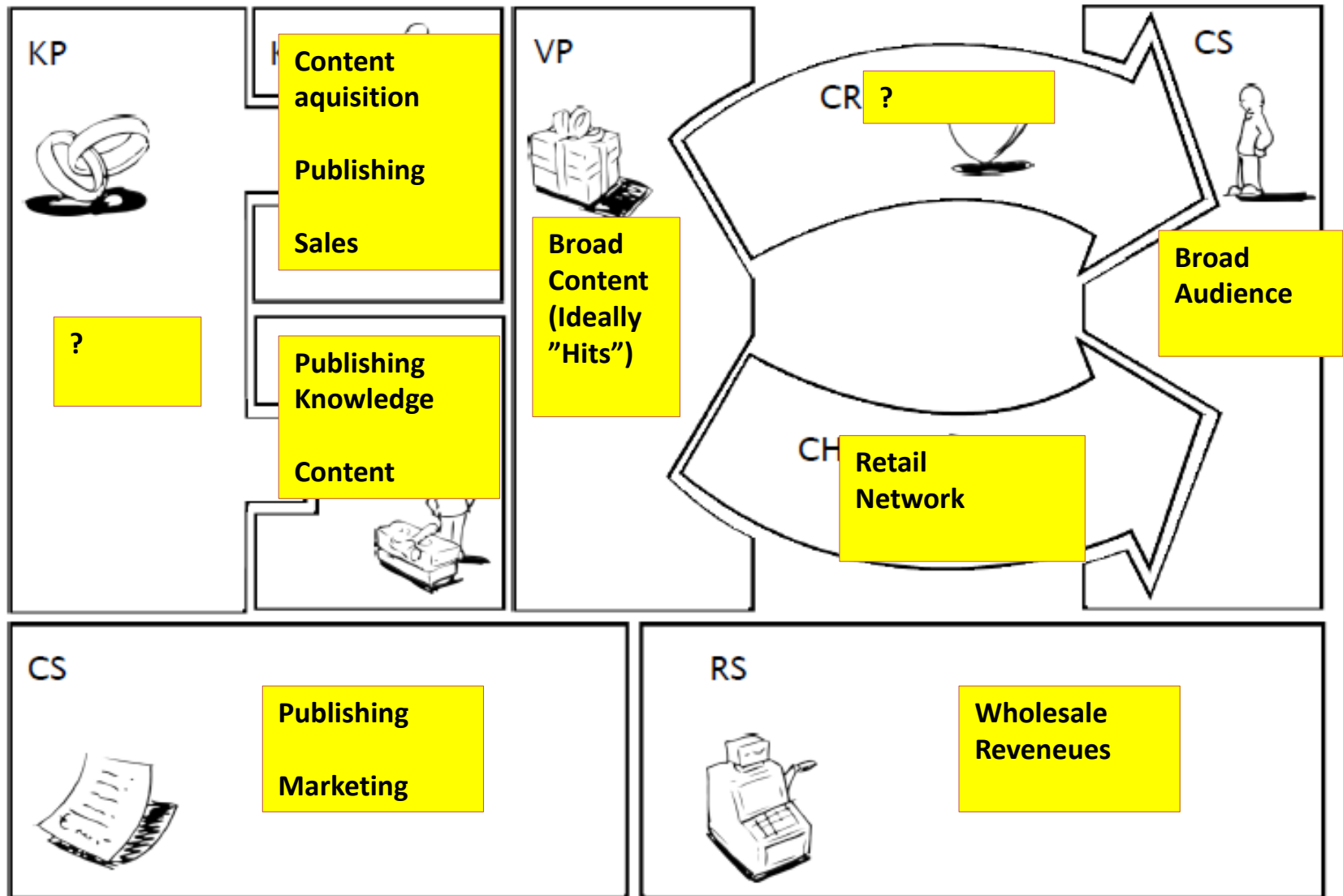
<https://www.udacity.com/course/ep245>

http://www.youtube.com/watch?v=Gt-rwCUWfqw&list=PLII_c36PjdFCYL0C6R_IhJQ-9q2Gat6S

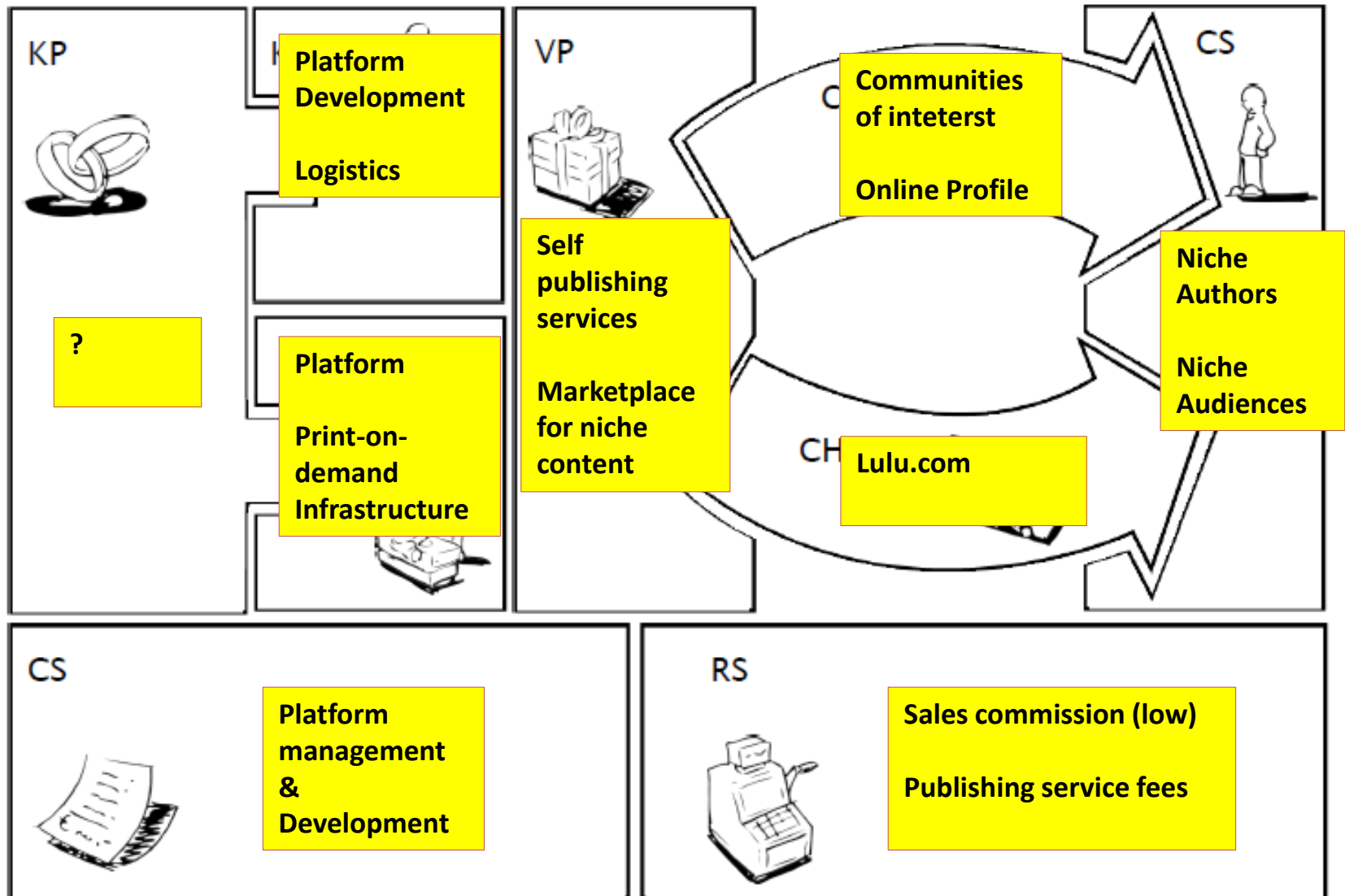
Lets do an excercise in BMs

- Book publishing industry

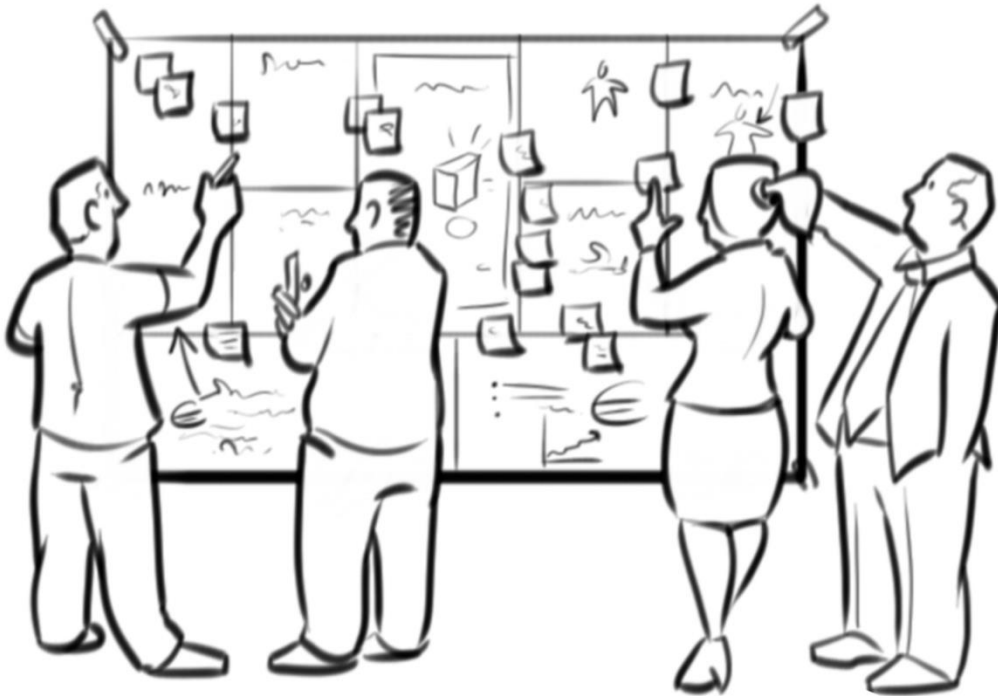
Traditional book publishers



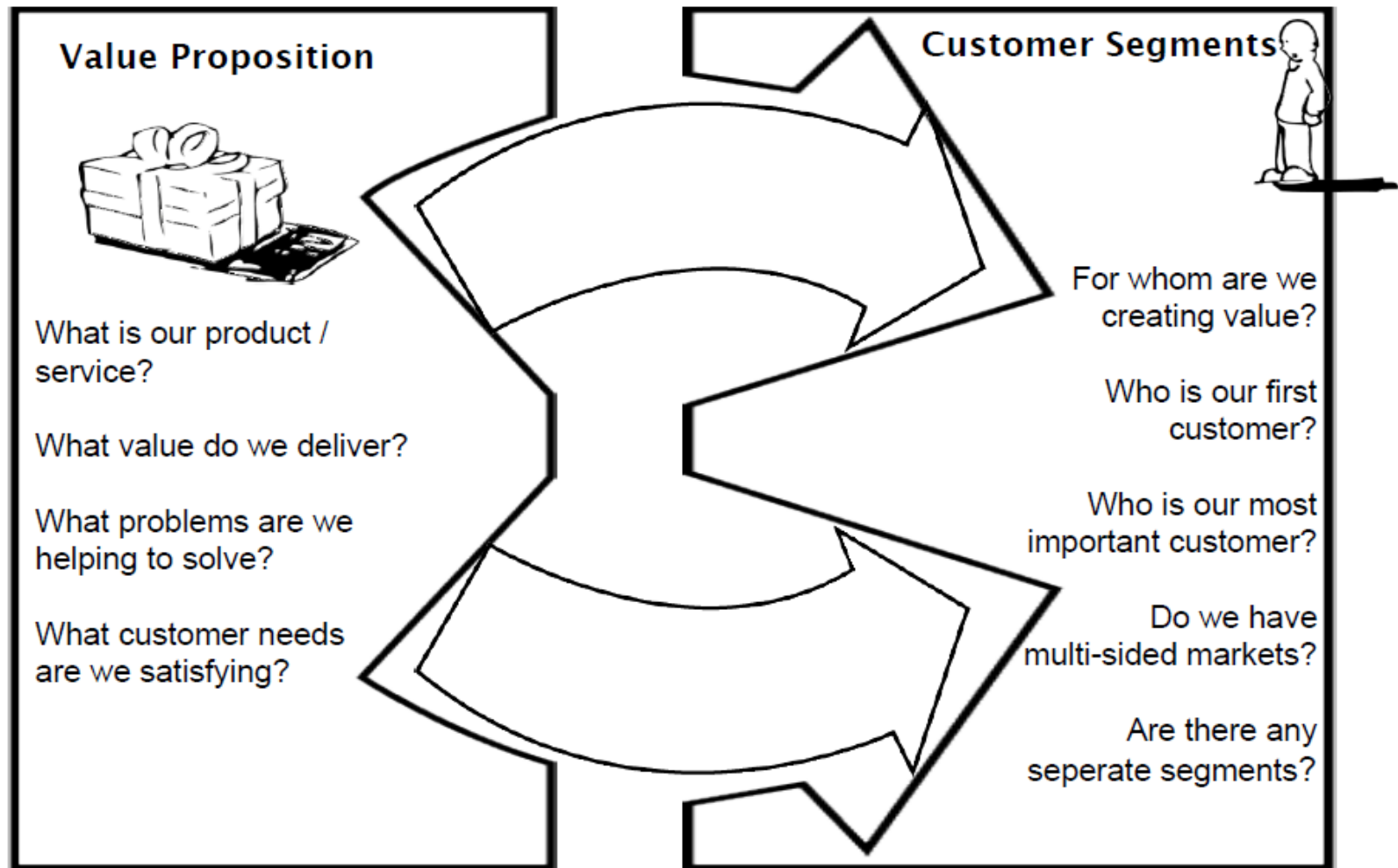
Lulu.com



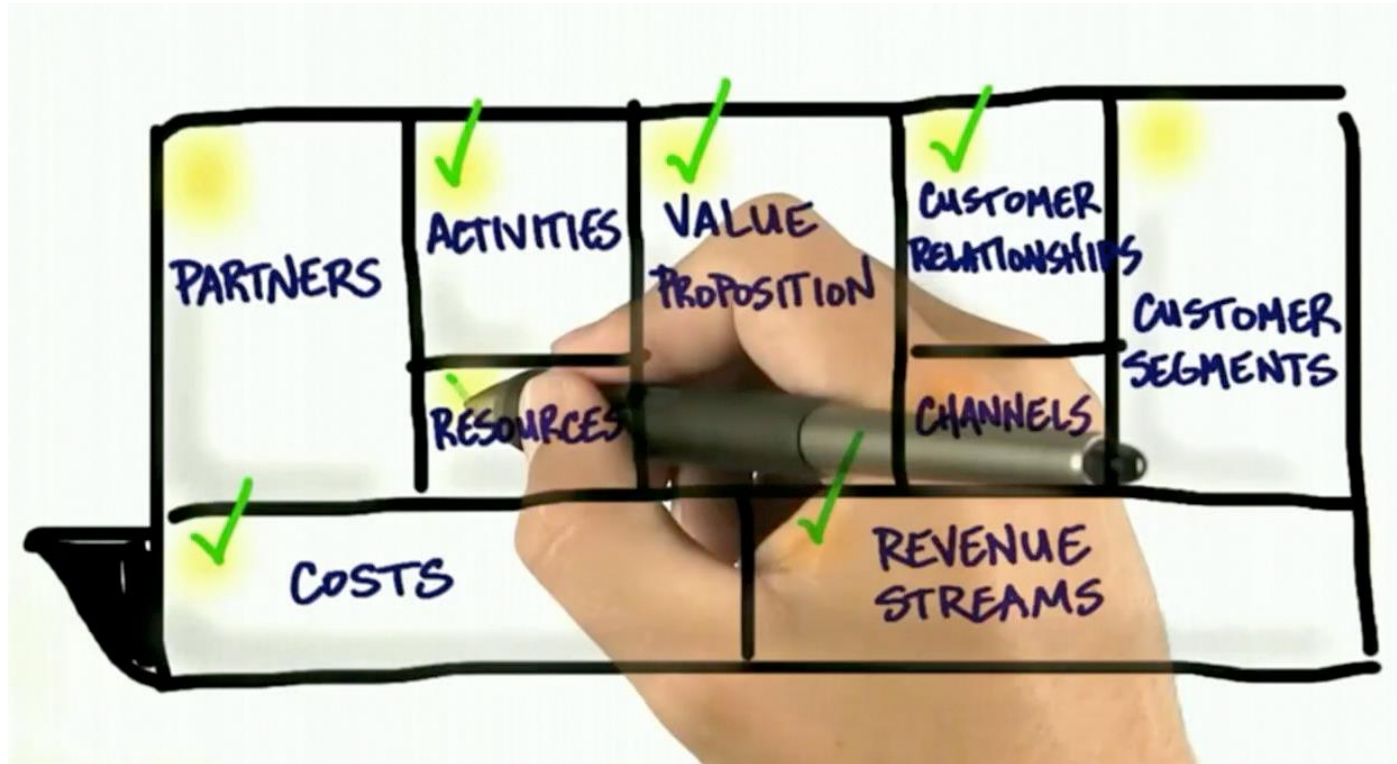
TASK FOR TODAY



- FILL OUT YOUR OWN BMC (use the White boards / flipboards)
- Time given ~60 mins.



I filled out the Canvas – Now What!



<http://www.youtube.com/watch?v=PFISiHWaaMs>

EXAMPLE – of an in-class startup

JerseySquare
"The Netflix of Licensed Sports Jerseys"



Bryan Gitler Elmer Moore Jay Naik Michael Melmed

JerseySquare is a rental service for professional sports jerseys

Total Interviews: 169
Total Website Visits: 190
TOTAL SUBSCRIPTIONS SOLD: 2

http://www.youtube.com/watch?v=u8lnl_FnCCE

GROUP WORK

- CONTINUE WORKING WITH YOUR SOLUTION
- CONTINUE WORKING WITH YOUR BUSINESS MODEL CANVAS

ASSIGNMENT 3 – Group

(DEADLINE: THURSDAY 12:00)

- WATCH THIS VIDEO:
 - <https://www.youtube.com/watch?v=xfNgvwOtjrg#t=70>
- FIGURE OUT THEIR BUSINESS MODEL
- UPLOAD ½-1 page on basic elements of their business model
- HOW ARE THEY FLIPPING THE TRADITIONAL BUSINESS MODEL OF AMAZON?
- What other business examples can you relate this example with?
- Where can you use such a business model further?

HELPFUL LINKS FOR ASSIGNMENT

- <http://www.digitalbusinessmodelguru.com/2013/07/analysis-of-amazon-business-model.html>
- <http://www.campusbookrentals.com/>
- You are welcome to look at other sources other than these for more inspiration.....