**MMA 801 2021S**

**In-class Exercise #2 – Business Model Analysis**

**In-Class Exercise Overview (May 13, 2020)**

The purpose of this assignment is to have students, in a team setting, draw conclusions relating to the analysis of a company’s current business model. It looks to build upon the conclusions and learning derived from the initial in-class exercise (Disney+). The industry (video steaming) remains its focus in order to capitalize on the information already presented in the first in-class exercise.

Teams are asked to prepare a powerpoint presentation outlining their conclusions with respect to what a business model is, the underlying activities associated with it, and the core success fundamentals which the company must execute upon. The long-term viability and relevancy of the model also need to be assessed.

**Assignment Challenge and Submission Requirement**

A powerpoint presentation consisting of the following two parts:

Part 1

* A succinct, straightforward definition of what you perceive a business model to be (represent)
* An overview of the critical components/requirements/needs which, in your opinion, make up the analysis of a business model? Bullet-point observations are fine here.

Part 2

Using the information provided in the article “Roku Built the Dominant Streaming Box”, along with any additional external resource information, offer a macro-level assessment of Roku’s current business model (Bullet point observations and conclusions are fine here). In this regard:

* Define what, in your opinion, is Roku’s Business Model. What is the company’s value proposition?
* What is its current competitive advantage (does it have one)?
* What are the critical activities which its business model and corresponding revenue model are built around?
* What are the underlying strengths and weaknesses of the model?
* In your opinion, does the model, as it is described, possess long-term viability and relevancy?
* Given your responses to the above, offer three macro-level recommendations relating to adjustments, reinvention, or change to the model which you feel would improve the effectiveness of the company’s model going forward.

**Deliverable**

* Powerpoint slide presentation…maximum of 7 slides.
* Slide deck is to be uploaded to the course website assignment file folder titled “In-Class Exercise #2 - Business Model Analysis. One single slide deck upload per group.

**Volunteer Presentations -** Please note that one or two teams will be asked to present their conclusions (presentation) at this same class session. Teams may volunteer for this request. In the absence of any volunteer teams, the instructor will assign the presentation requirement to two of the teams.