**FINAL PROJECT IN IT139 (IT ELECTIVE 1)**

1. **Smart Cities Project Business Model Canvas**

* To grow your smart city idea into a smart cities project you need to develop a clear plan. The tool you’ll use to do this is your Smart Cities Project Business Model Canvas.
* Your Smart Cities Project Business Model Canvas consist of the following:

1. **What do you do?** Enter your value proposition – this is the core value your project will deliver to your audience. Be clear what problem you’re solving and what need you’re satisfying.
2. **Who do you help?** Identify who you’re creating value for, and who is the key audience.
3. **How do you do it?** List key activities that you’ll need to undertake to deliver your project. What value does each activity deliver to your users, and what needs does each one meet?
4. **How do you interact?** Identify how you’ll work with your audience. Your learning on different approaches to engaging citizens will be helpful here.
5. **How do you reach them?** How will you reach your audience, and which channels will you use to do this?
6. **Who will help you?** Identify your key project partners and what motivates those partners to be involved.
7. **What do you need?** What key resources do you need to deliver your project – people, money, physical assets, open data, guidance?
8. **What will it cost?** What will the project cost and which are the most expensive resources or activities? Do you require funding to get off the ground? Are you focusing on public or private finance? Or could this be crowdfunded?
9. **How much will you make?** How much will your audience be willing to pay for the product or service, and how much revenue can you generate? You might need to do some research with potential users here. Also capture social and environmental benefits here as they may be more important than revenue.
10. **Reflecting**

Make some notes on these questions:

* When you were filling in the Business Model Canvas which questions did you find hard to answer, and why?
* Drawing on what you’ve learned through the weeks, do you think that any city can become a smart city?
* What are the opportunities for and barriers to a city becoming smart?