

CPSC 499.01 (Fall 2017) Software Entrepreneurship

Lean Canvas Report (Group 15%)

The purpose of the Lean Canvas Report is to experiment with and develop a viable business model candidate for your proposed business idea that aligns with your overall strategy. The deliverable consists of two parts. The first is an annotated Lean Canvas document (1 page) using the template provided. The lean canvas is a living document that changes when new insights are gained by the team. For each component of the template, explain how it changed over the course of your discussions and what evidence you used to derive its final contents.

The second part is report documenting some of the evolution and changes and debates that happened around your lean canvas from the start of the process where you began with a blank canvas to the 'finished' version you submitted. The report is to be a maximum of five pages single spaced in 12pt Times New Roman, with no more than 1" margins.

Please submit this via the D2L dropbox (Lean Canvas Report) before class on Oct. 19, 2017.

Marking rubric:

Criteria	1 point	0.5 point	0 point
Key Partners	<ul style="list-style-type: none">Who are our Key Partners?Who are our Key Suppliers?Which Key Resources are we acquiring from partners?Which Key Activities do partners perform?	Some questions are not addresses.	This component is missing.
Key Activities	<ul style="list-style-type: none">What Key Activities do our Value Propositions require?Our Distribution Channels?Customer Relationships?Revenue streams?	Incomplete team profile.	This part is missing.
Key Resources	<ul style="list-style-type: none">What Key Resources do our Value Propositions require?Our Distribution Channels? Customer Relationships?Revenue Streams?	No reference to the Talent Triangle.	Lacking analysis of the business idea and the fit of the team.
Value Proposition	<ul style="list-style-type: none">What value do we deliver to the customer?Which one of our customer's problems are we helping to solve?What bundles of products and services are we offering to each Customer Segment?Which customer needs are we satisfying?	Ambiguity in division of responsibility.	Missing description of responsibilities.
Customer Relationships	<ul style="list-style-type: none">What type of relationship does each of our CustomerSegments expect us to establish and maintain with them?Which ones have we established?How are they integrated with the rest of our business model?	Missing team contract	Missing team contract

	<ul style="list-style-type: none"> • How costly are they? 		
Channels	<ul style="list-style-type: none"> • Through which Channels do our Customer 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? • How are we integrating them with customer routines? 	Little validation of the assumptions	Missing assumptions
Customer Segments	<ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers? 	Missing some items in the checklist.	Missing all items.
Cost Structure	<ul style="list-style-type: none"> • What are the most important costs inherent in our business model? • Which Key Resources are most expensive? • Which Key Activities are most expensive? 	Missing some items in the checklist.	Missing all items.
Revenue Streams	<ul style="list-style-type: none"> • For what value are our customers really willing to pay? • For what do they currently pay? • How are they currently paying? • How would they prefer to pay? • How much does each Revenue Stream contribute to overall revenues? 	Missing some items in the checklist.	Missing all items.
Explain changes for components 1-3 in the lean canvas	Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents.	Not all changes are documented or explained.	No documentation or explanation on changes
Explain changes for components 4-6 in the lean canvas	Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents.	Not all changes are documented or explained.	No documentation or explanation on changes
Explain changes for components 7-9 in the lean canvas	Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents.	Not all changes are documented or explained.	No documentation or explanation on changes
Documentation of learnings	Identify and document lessons learned	Lacking details	No learnings
Documentation of the challenges	Identify and document challenges	Lacking details	No challenges
Documentation of the debates.	Identify and document debates	Lacking details	No debates