

Mindset / Aptitude of an Entrepreneur

Geetha Krishnan

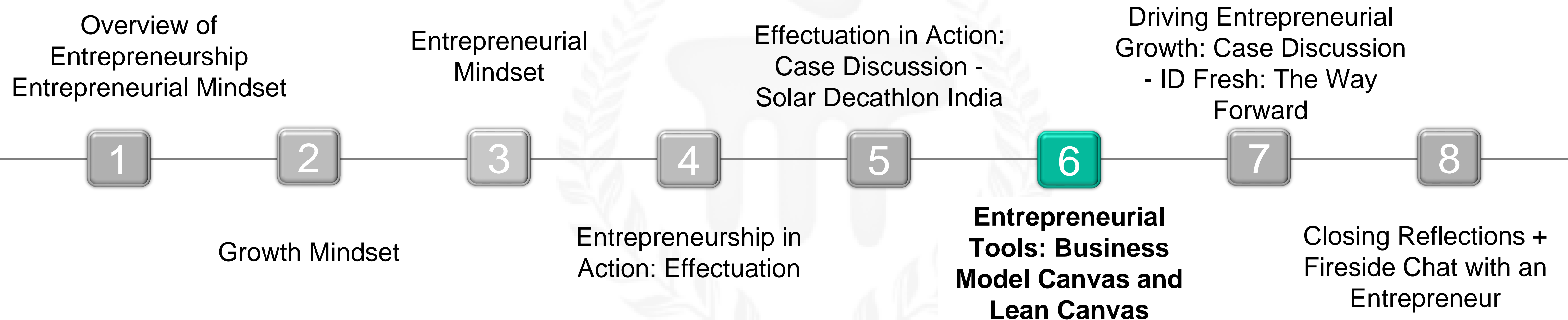


Before we begin...

- ☑ Keep your video on as much as possible.
- ☑ Mute your audio except when speaking to the rest of the class.
- ☑ Participate actively and honestly in the classroom activities.
- ☑ Make notes as you go through each class.
- ☑ Please enter your question(s) in the chat box.
- ☑ When sharing experiences/viewpoints in class, keep them short and focused on the topic of discussion.

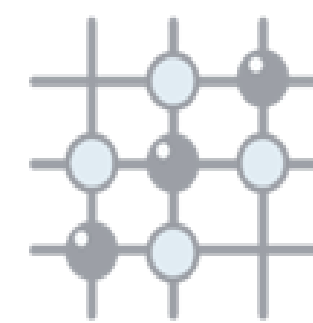
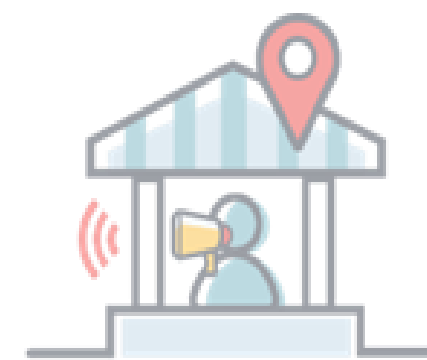
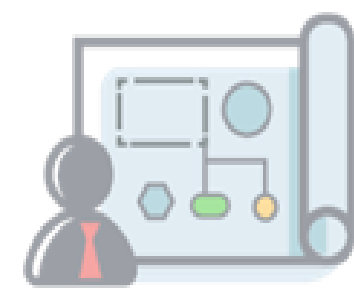


Session Plan - Mindset of an Entrepreneur



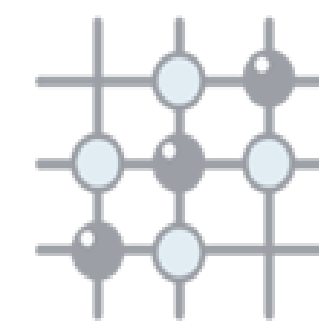
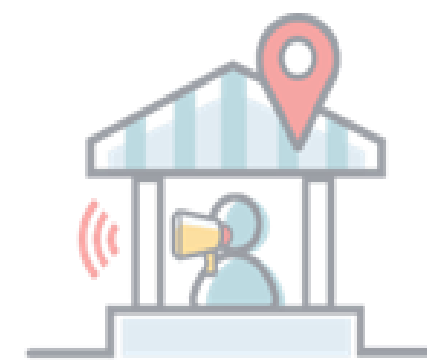
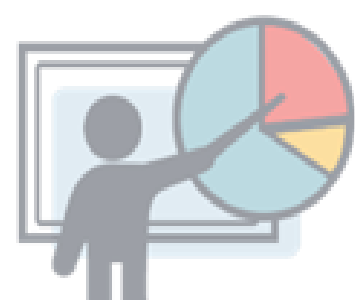
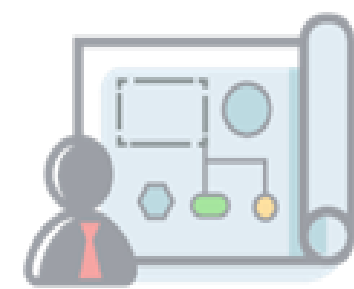
Business Model

A business model describes how an organisation creates, delivers, and captures value.



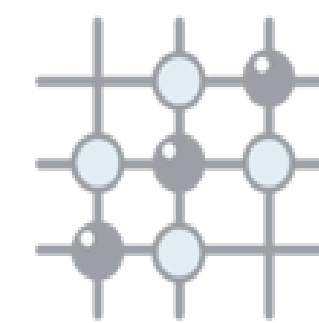
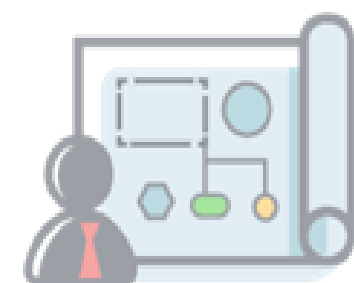
Business Model

A business model describes how an organisation **creates, delivers, and captures** value.



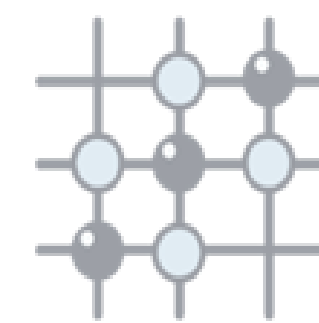
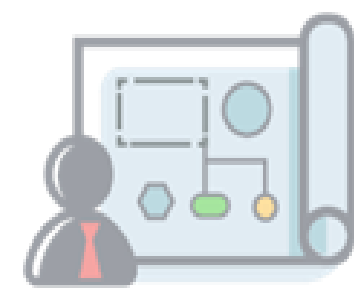
Business Model

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The Business Model Canvas

The Business Model Canvas

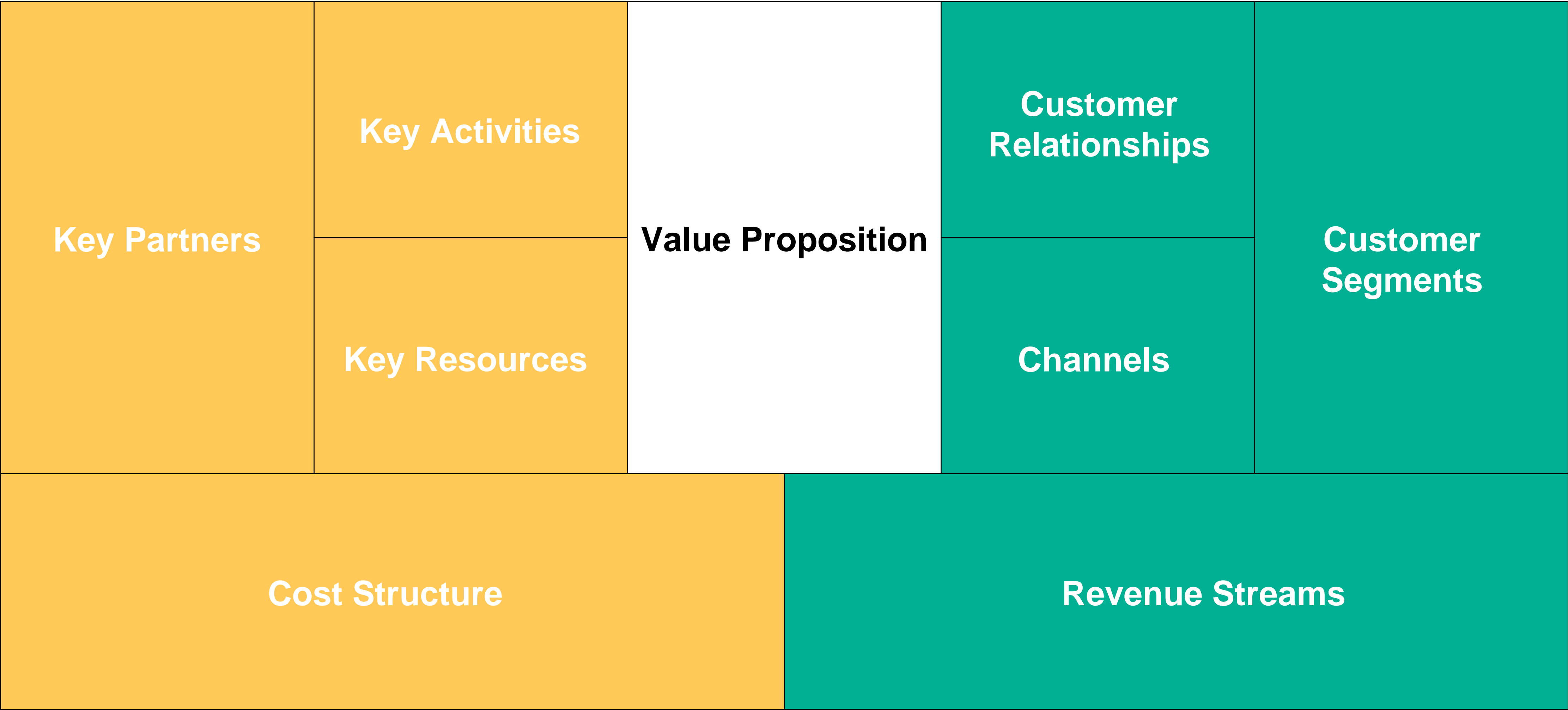
8. Key Partners	7. Key Activities	2. Value Proposition	4. Customer Relationships	1. Customer Segments
	6. Key Resources		3. Channels	
9. Cost Structure			5. Revenue Streams	

The Business Model Canvas

Efficiency Vs Value

The Business Model Canvas

Efficiency vs Value



“The real act of discovery consists not in finding new lands but in
seeing with new eyes.”

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

EM Personality Traits: Independence | Limited Structure | Nonconformity | Risk Acceptance | Action Orientation | Passion | Need to Achieve

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

EM Skills: Future Focus | Idea Generation | Execution | Self-Confidence | Optimism | Persistence | Interpersonal Sensitivity

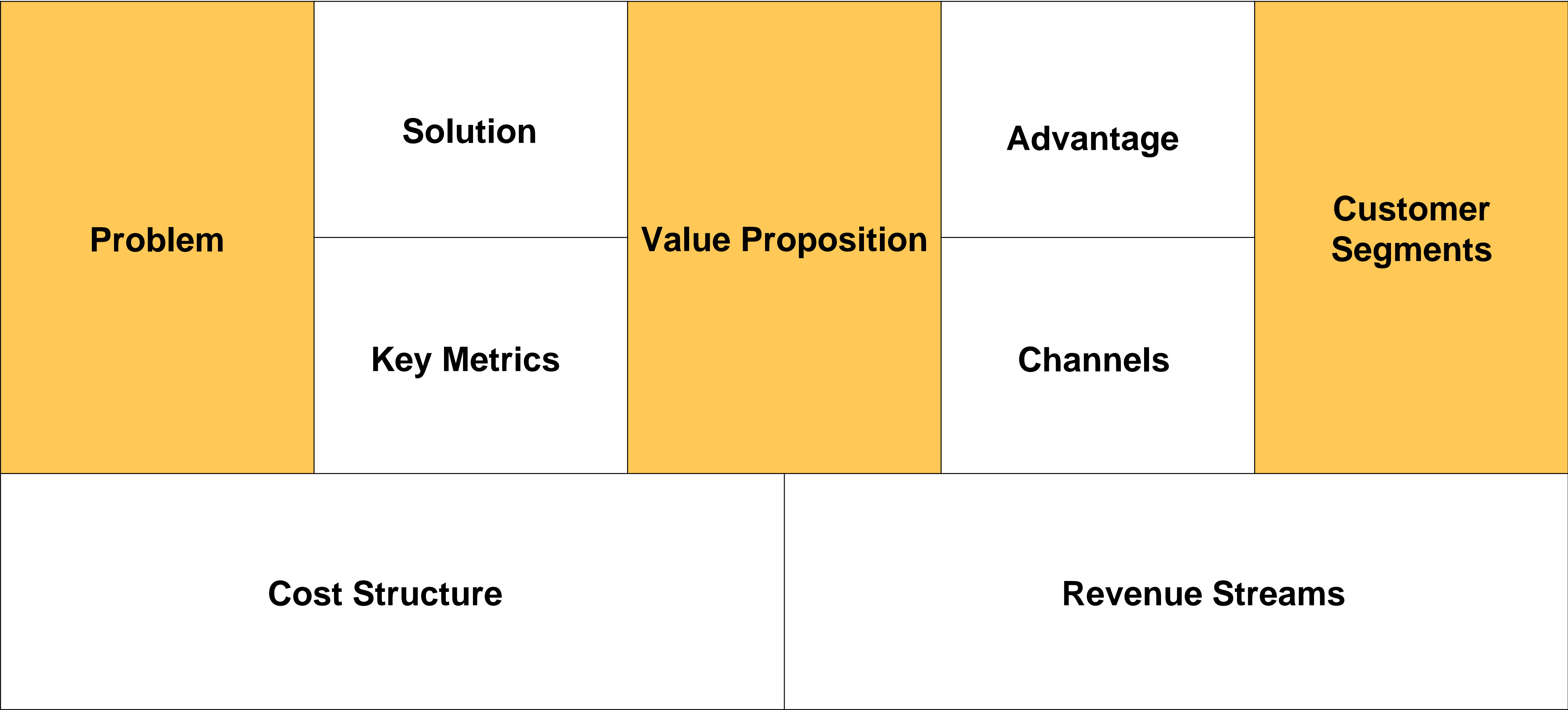
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

The Lean Canvas

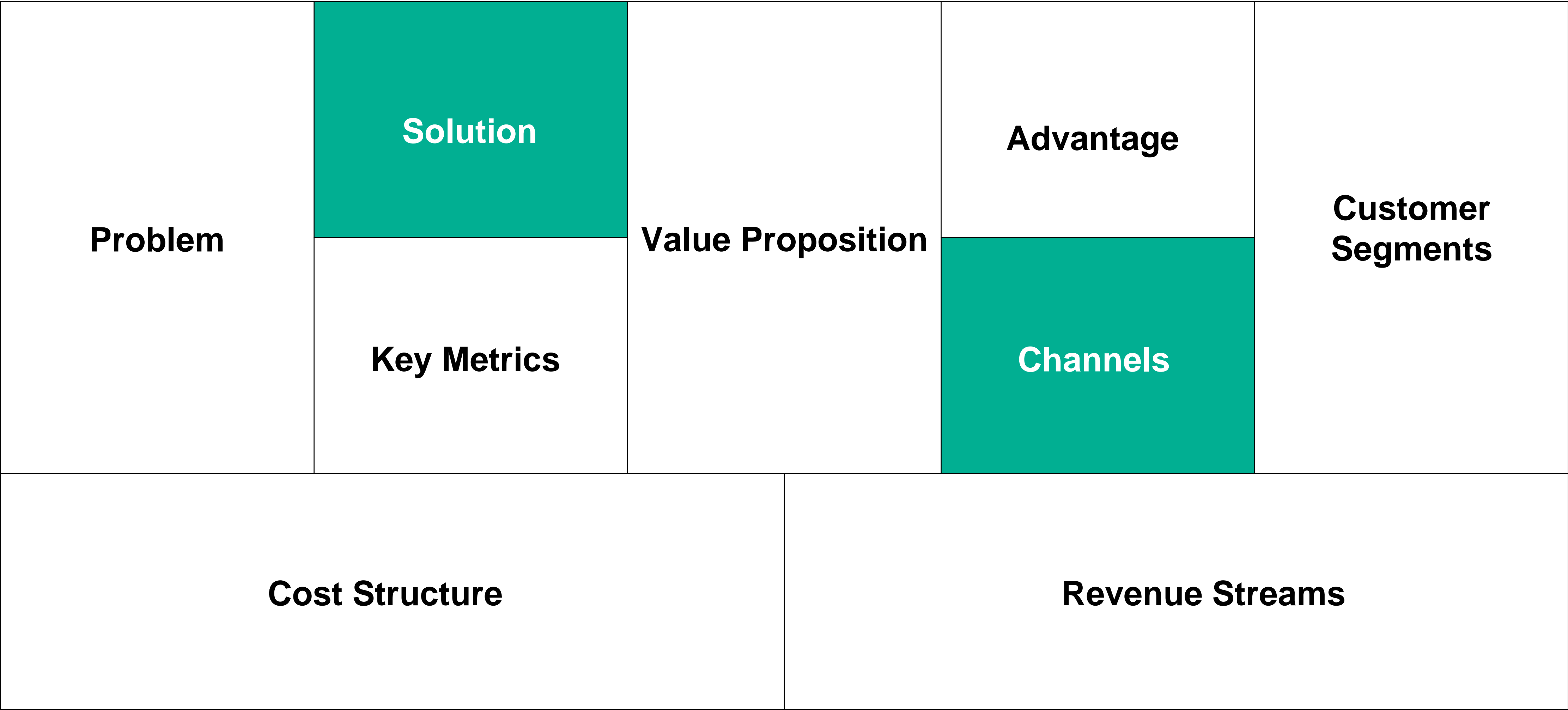
The Lean Canvas

Problem	Solution	Value Proposition	Advantage	Customer Segments
	Key Metrics		Channels	
Cost Structure			Revenue Streams	

The Lean Canvas: Creating Value



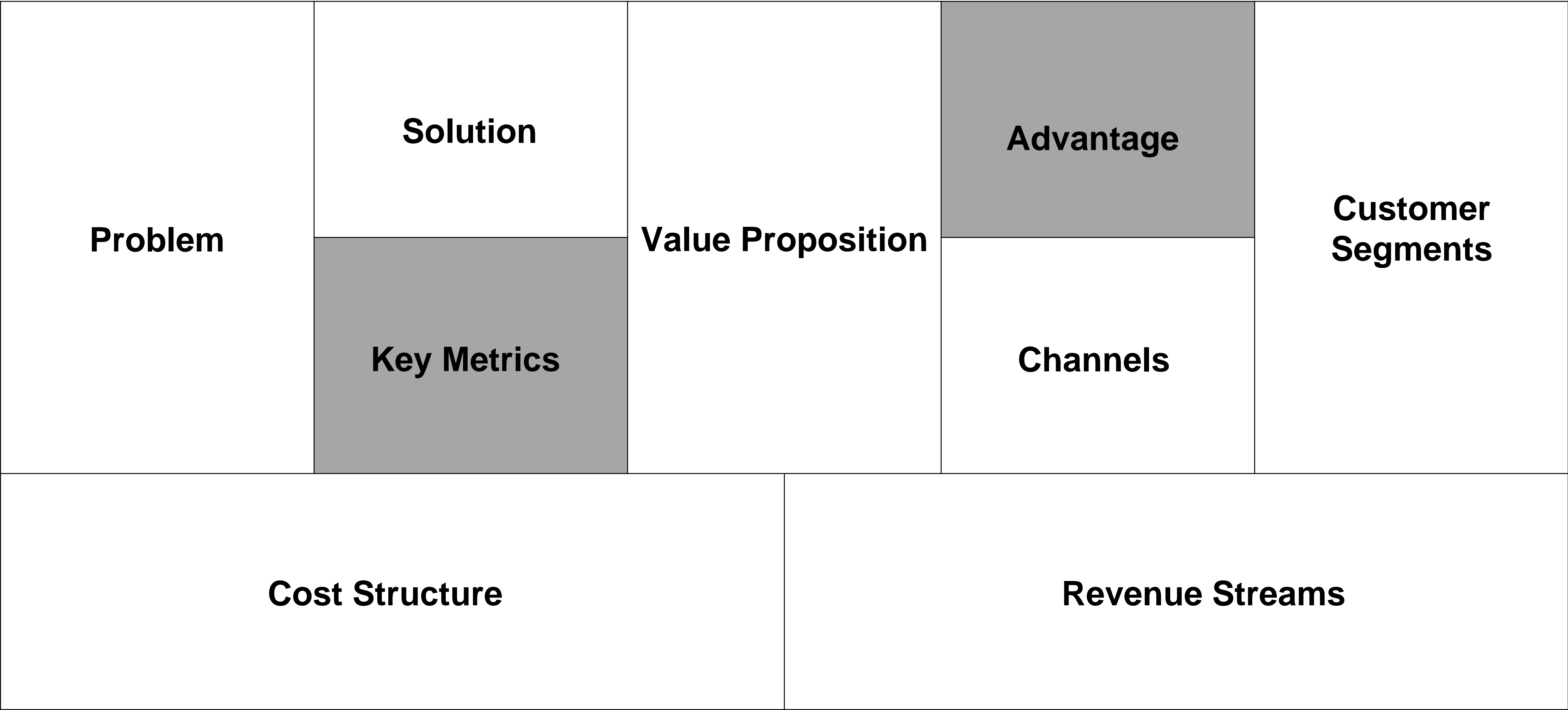
The Lean Canvas: Delivering Value



The Lean Canvas: Capturing Value

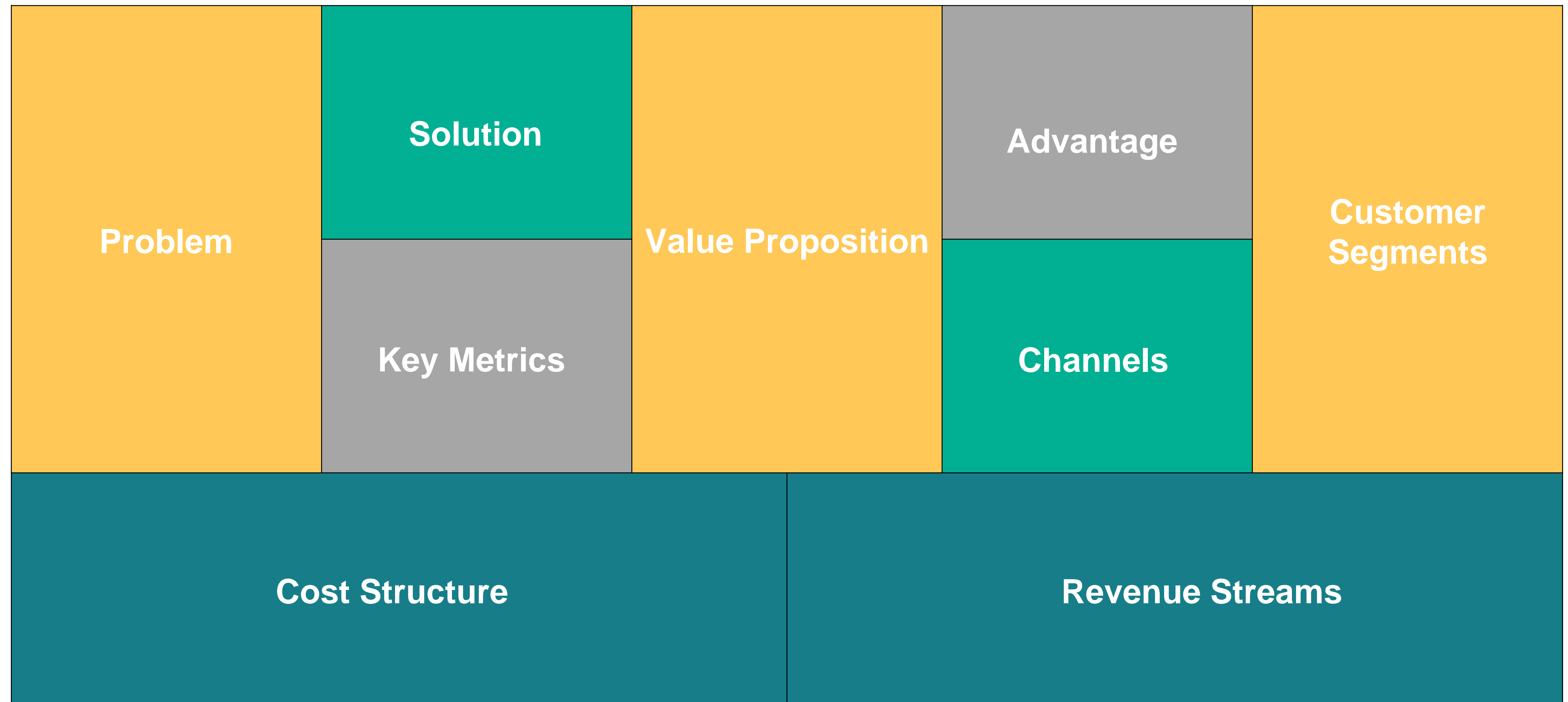
Problem	Solution	Value Proposition	Advantage	Customer Segments
	Key Metrics		Channels	
Cost Structure			Revenue Streams	

The Lean Canvas: Defending / Measuring Value



The Lean Canvas

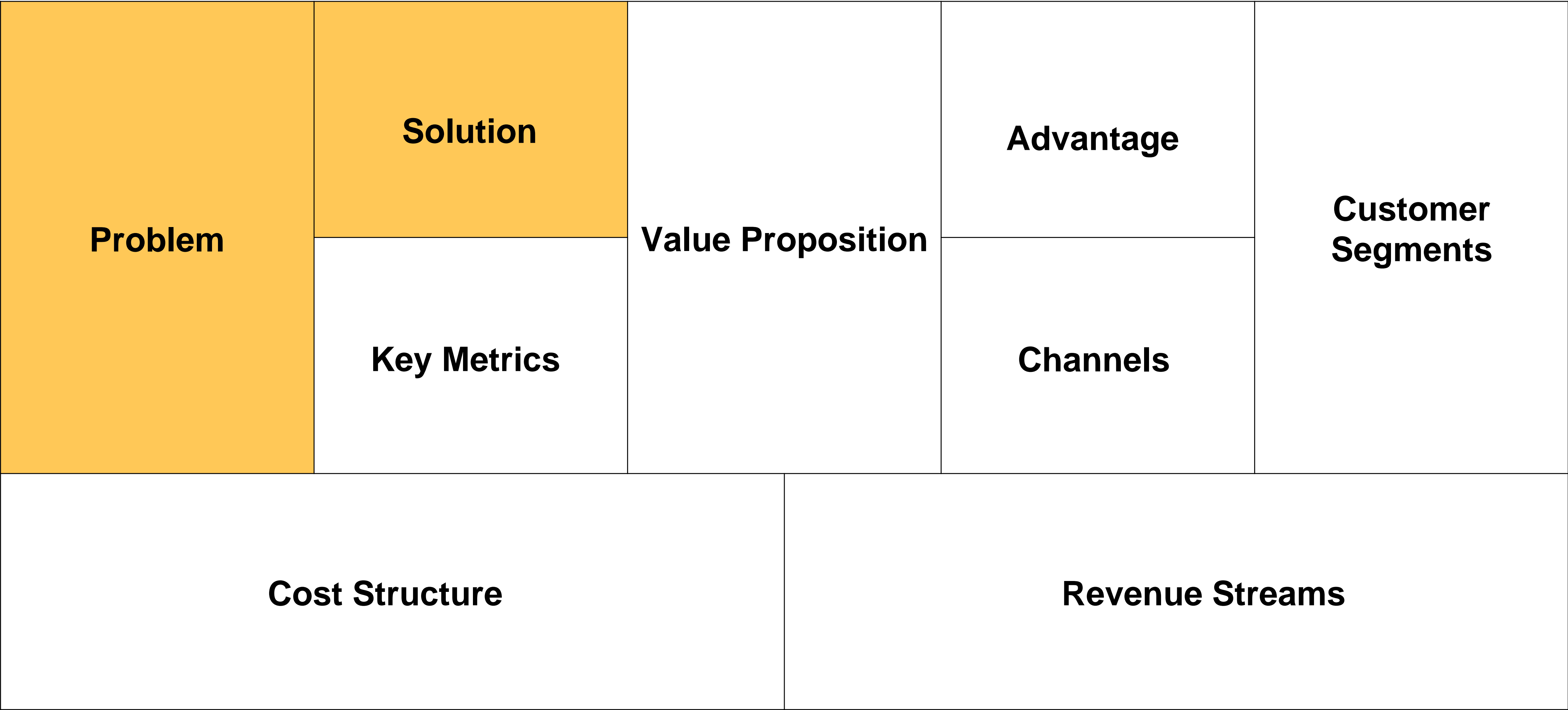
Orange – Creating Value | Green – Deliver Value | Blue – Capture Value | Grey: Defend / Measure Value



The Lean Canvas and You

Problem	Solution	Value Proposition	Advantage	Customer Segments
	Key Metrics		Channels	
Cost Structure			Revenue Streams	

The Lean Canvas and You



The background features a smooth gradient from a light tan on the left to a dark brown on the right. Large, semi-transparent circular shapes in shades of tan and white are positioned on the left side. On the right side, there is a large, solid orange circle and a thick white curved line that arcs across the top right corner.

HAPPY LEARNING!

