

# Project Management

"Great things in business are never done by one person. They're done by a team of people". (Steve Jobs)



## SEM 3 – Project Reddit












# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<b>Key Partners</b>  <p>Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>MOTIVATIONS FOR PARTNERSHIPS</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<b>Key Activities</b>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>CATEGORIES</b> Production Problem Solving Platform/Network</p>	<b>Value Propositions</b>  <p>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?</p> <p><b>CHARACTERISTICS</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<b>Customer Relationships</b>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>EXAMPLES</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<b>Customer Segments</b>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Overlapped Multi-sided Platform</p>			
<b>Key Resources</b>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b> Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<b>Channels</b>  <p>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?</p> <p><b>CHANNEL PHASES</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p>					
<b>Cost Structure</b>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MODEL</b> Cost Driven (cheapest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>SAMPLE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p>		<b>Revenue Streams</b>  <p>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?</p> <table border="0"><tr><td><b>TYPES</b> Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</td><td><b>FIXED PRICING</b> List Price Product feature dependent Customer segment dependent Volume dependent</td><td><b>DYNAMIC PRICING</b> Negotiation/Bargaining Yield Management Real-time Market</td></tr></table>			<b>TYPES</b> Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	<b>FIXED PRICING</b> List Price Product feature dependent Customer segment dependent Volume dependent	<b>DYNAMIC PRICING</b> Negotiation/Bargaining Yield Management Real-time Market
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DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategyzer

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# Application Analysis: components

## 1. Business Model Canvas (own project)

- >> Brainstorming phase (various ideas/tracks...)
- >> Unique value proposition (problem-solution)
- >> Target audience (needs & wants)
- >> Cost-benefit analysis

...

## 2. Evaluation of the application (Reddit)

- >> Technical analysis
- >> On-page analysis: content quality
- >> Off-page – Backlinks and promotion
- >> Design & UX

## 3. Recommendations for improvement (App) and conclusions (project)

## Output & Practicalities

1. Written presentation (PPT, Prezi, Canva...) in Dropbox < 12/12/2022
2. Oral presentation (per team) **on** 12/12/2022, each student presenting for +-5 min.