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:

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

Key Activities Our Distribution Channels? Customer Relationships?

Revenue streams?

Production Problem Solving Platform/Network

What Key Activities do our Value Propositions require?



Value Propositions

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?

CHARACTERISTICS
Newness
Performance
Customization
'Getting the Job Done'
Design
Brand/Status
Price
Cost Reduction

Customer Relationships

How costly are they?

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?



Customer Segments

Who are our most important customers?

Key Resources



What Key Resources do our Value Propositions require? Revenue Streams?

Physical Intellectual (brand patents, copyrights, data) Human Financial

Channels

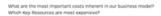


Through which Channels do our Customer Segments want to be reached?
How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines?

- How do we deliver a Value Proposition to customers?
- After sales
 How do we provide post-purchase customer support?

Cost Structure

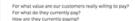


IS YOUR BUSINESS MORE.
Clost Dinien Gelenst cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven Hocused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scape



Revenue Streams



How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?











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.