

Exercise 2

Based on the results of exercise 1, the goal of this exercise is to provide a description of the business model of your web application as well as the design of your website in form of mock-ups as presented in the lecture.

For this exercise, there won't be a presentation, i.e., you just have to submit the deliverables as described in Section 4.

1. Description of the Exercise

Develop a **business model** of your idea which is built upon the results of the first exercise and **based on the Business Model Canvas (BMC)** as presented in the lecture. Thereby you should focus on those components which were not yet covered by your Value Proposition Canvas (VPC), i.e., you should in particular outline your key partners, activities, and resources as well as the cost structure and revenue streams of your web application. Furthermore, map your business model to at least one of the business model categories as presented in the lecture.

Please familiarize yourself with the BMC if you have not used it yet (<http://www.businessmodelgeneration.com/canvas/bmc>). Again, there is lots of material available on the web and in the library about the BMC (e.g. *Osterwalder & Pigneur (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*).

In addition to the development of your business model, you also have to provide **four distinct mock-ups** as presented in the lecture, whereas each of them has to be related to one of the use cases as described in the first exercise. For example, if you develop an online shopping platform for shoes, and one of your outlined use cases is searching for items based on specific facets (e.g., shoe size), one of the mock-ups should sketch how the respective search UI of your web application basically looks like.

2. Presentation Session

For this exercise, there won't be a presentation block. Just submit the deliverables as described in Section 4.

3. Questioning Session

Since there is no presentation block for this exercise, there is also no questioning session.

4. Deliverables

For this exercise, there are three deliverables which you have to submit:

1. A **Paper** (in PDF format) describing your business model based on the BMC components. This paper has to be structured as follows:
 - 1 page containing a sketch of the filled out BMC
 - Approx. 3 pages explaining the project idea and business model based on the BMC structure, i.e.,
 1. Customer Segments and Value Proposition (Briefly recap your results of the first exercise)
 2. Customer Relationships
 3. Channels
 4. Key Activities
 5. Key Resources

- 6.Key Partners
- 7.Cost Structure
- 8.Revenue Stream

- At most one page describing how your business model maps to the business model categories as presented in the lecture.
 - Explicit description of each team member's individual contribution to this paper
2. A **Paper** (in PDF format) containing four mock-ups, whereas each of them has to be related to one of the use cases from your first exercise. For each mock-up, explicitly describe to which use case it is related.
 3. A **Paper** (in PDF format) describing the individual contribution to the exercise of each team member

5. Submission of Deliverables

You have to submit deliverables via e-mail with the following guidelines:

- Deliverables must be sent via e-mail in PDF format. Recipient is: **seba-master.sebis@tum.de**.
- The subject line must conform to the following format:
 "[SEBA-Master] Exercise 2 - Group number <Number of your group> - v<Version>".
Please replace the parts enclosed in <> (and delete thereafter the symbols '<' and '>'). Provide the group number with a leading '0' in case it is less than 10, i.e., '01' instead of '1'.
- The e-mail body must contain the following information about each group member:
 - last name,
 - first name,
 - matriculation number,
 - your project group number
- The e-mail with the highest version number before the deadline is considered as final.

Only submissions conforming to the stated form will be accepted.

Submission deadline for the second exercise is Sunday, May 15th, 2016, 11:59 p.m.

6. Evaluation

The exercise is evaluated according to the following guidelines:

- Documents were delivered in time (before deadline)
- Quality and structure of the business model according to the guidelines of the lecture and the BMC
- Quality of mock-ups as well as adherence to the use cases of exercise 1
- Individual contribution of each team member to the exercise
- Style and structure of the document

This exercise is worth **12 points** (for the deliverables). In total, there are 100 points over the course of the semester.

7. Outlook

After the second exercise, you have to start the prototypical implementation of your web application based on Node.js and AngularJS. In the third exercise, you will have to present a first prototype, while in the fourth exercise you will present a final one.