The University of Jordan
King Abdullah II School for Information Technology
Computer Information Systems Department
Worksheet 3: Business Model – Part 1

INFORMATION TECHNOLOGY ENTREPRENEURSHIP AND INNOVATION

Study the materials of "The Business Model - Part 1" then answer the following questions:

Q1: Study the business model canvas and fill it with a short definition for each of the nine blocks.

Q2: Explain how to identify potential customers for a project (or product)?

Q3: Select the most important customer segment for your project and fill in the *value proposition canvas*.