

PROTOTYPE DEVELOPMENT II SESSION VIII

KEY PARTNERSHIP

Learning Objectives

LO 1 : Design physical / visual representation and constructive breakthrough of business ideas

Subtopics

- Key Partnership

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Key Partnership

Key Partnership

The Key Partnerships Building Block describes the **network of suppliers and partners** that make the business model work



Types of Partnership

Strategic alliances between non-competitors

Coopetition: strategic partnership between competitors

Joint venture to develop new business

Buyer-supplier relationships to assure reliable supplies

3 Motivations for Creating Partnership

Optimization and
economy of scale

Reduction of risk
and uncertainty

Acquisition of
particular
resources and
activities

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Student Activities

Student Activities

- **Coaching session:** Students discuss about their business partnership with the lecturer

Session 9 & 10 Preparation

Session 9 Preparation – Assignment II

- Create a 5-minute video that explains the business concept
- Video's link will be submitted to Binusmaya
- Video should contain:
 - Problems to solve
 - Products / services as the solution
 - Features and functions of products / services
 - Key resources & raw materials of the products/services
 - Prototype explanation
- Assignment II score will be **30% of the assignment score**

Session 10 Preparation

- Learn Revenue Streams, Cost Structure, and Perceptual Maps
- Prepare Financial and Positioning of the team's business

References

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons

<https://www.youtube.com/watch?v=-KjqyqQAZ3A>