

Innovation Individual Assignment - III (CS7CS2)

Submitted by: Kavish Bhathija(18302335)

Reflection on your Role in the Project

What was your role in the project? Summarize.

I actively participated in the creation of the Business model canvas. I helped in the articulation of the various different ideas that the team had about the business model. Apart from this, I also took the responsibility of conducting the survey made by the team, along with my teammate Gauransh Bhutani. Lastly, I presented the last phase of the assignment.

What problems or challenges did you face in executing the assignments and how did you attempt to overcome them?

I had to approach specially abled people and ask them to take our survey. Given the sensitivity of the person's condition, asking them for such information was a huge challenge for me. I attempted to overcome this issue by including an additional question in the survey form inquiring if the person were comfortable in sharing their disability or not.

What skills did you gain or improve during the course?

I improved my communication and people skills by speaking to random people on the street and asking them to fill our survey form. Further, this course also made me realize the various challenges that a startup could face especially issues relating to the channels and revenue streams.

Reflection on the Performance of Your Group

How well did your team perform as a group?

I feel that my team performed really well. All of us did our best to contribute to the business model.

Was there a clear allocation of responsibilities in the team and how might this have been improved?

All of us are from varied backgrounds. We took into consideration what one was good in i.e. the background of the person and what the person was comfortable in doing and divided responsibilities accordingly. We could have improved this by randomly assigning responsibilities to each other so that each one of us could have learned something new and gained more experience from this activity.

What problems did the group encounter and how did the team attempt to overcome them?

As all of us was from different backgrounds, everyone had different ideas about the business model. It was hard to pick one idea over the other. Other than that, time management was a huge challenge for this. We overcame this by being considerate of one another's time.

An Individual Plan for Advancing your Group's Business Model

What is your assessment of the commercial viability of the business model finally submitted by the group, i.e. how close is it to a money generating business proposition?

It would be really interesting to see how the revenue stream model performs in a real-world scenario. We are aiming for a non-profit business model. As per now, the model seems commercially viable in the sense that the revenue model will be able to sustain the business.

What next steps would you take to advance the business model by yourself?

I would like to approach more organisations and pitch this idea to convince them for a collaboration.

What pivots would you make at this point and why?

The last pivot we made was not going ahead with the wheelchair rental revenue stream. I don't suppose the business model requires any more pivots at this point.

What further hypotheses you would test and how to advance the model?

I would like to test if different organisations such as tour operators and hotels would like to collaborate with us or not. Also, I would like to test if the disability department of the governing bodies would be interested in investing in us.