

MPCS 51250

Week 09 – Business Model

Assignments Due at Start

- Individual Reflection Report 08

Agenda

- 5:30 PM – 6:30 PM – Group check-ins
- 6:30 PM – 6:40 PM – Break
- 6:40 PM – 7:40 PM – Business Model Lecture
- 7:40 PM – 8:30 PM – What is your business model?

Objectives

- Students will be able to articulate the sources of value in their product offering
- Students will be able to articulate the value ecosystem in which their product and company take place
- Students will be able to articulate revenues and expenses that are associated with their value creation efforts

Assignments Due Next Week

- Individual Reflection Report 09
 - What is the value you create for your team?
 - What is the value you want to create for your customer and why?
- Group Progress Report 09
 - What is the value you create?
 - What is the value you capture?
 - What are your costs in creating value?
 - Who are your collaborators in creating value?
 - Who are your competitors in creating value?