

15 MIN



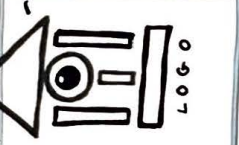
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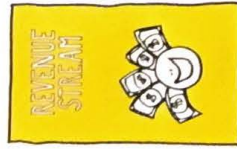


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## BUSINESS MODEL GAME



15 MIN



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**PARTNERS**  
(CREDIBILITY  
partnering with  
museums,  
art institutions,  
auction houses,  
and art schools  
to strengthen  
the companies  
credibility.)

### ACTIVITIES

1. Find audience  
2. Problem formulation  
3. Brainstorm  
4. Problem solving  
5. Prototyping
- SHEET: Friday  
DATE: Monday  
END: Monday

### RESOURCES

- Knowledge
- Money (Funds, investors, or others' money)
- Network

### VALUE PROPOSITION

THE MAIN IDEA:  
A convenient  
quick picture  
searching app  
helping you  
find similar  
artists in your  
area.

### CUSTOMER RELATIONSHIPS

- Leaflets
- advertising stands at exhibitions.
- museum website
- rewards
- discounts.

### CUSTOMERS

Niche market  
Art enthusiasts  
Narrowed audience.  
Danish people

### COST STRUCTURE

### CHANNELS

- **Online advertising:**  
Create video ad that displays features to Danish people who like art
- **Physical:**  
Leaflets / QR codes in museums to download the app.
- **Ambassador:**  
Who? A famous artist or curator. How could you make the best use of such an ambassador? create a video advert with a special appearance from a famous artist etc.

### COST STRUCTURE



### INSPIRATIONAL NOTES

- New concept
- quick picture searching technology
- specialized recommendations
- easily find exhibitions
- artists you are searching for

### REVENUE STREAM

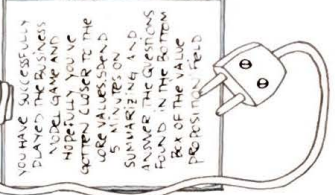
- Investors:
- Affiliate marketing (ticket selling websites)
  - museums

### The Wealthy

- Auction houses pay per month for people you recommend through the app
- Can buy art in auctions.

# START

BEFORE JUMPING PAST 'START',  
SPEND 5 MINUTES TO DISCUSS  
YOUR RAW IDEA WRITE IT DOWN  
IN THE TOP BOX OF THE VALUE  
PROPOSITION FIELD LOCATED  
IN THE MIDDLE OF THE BOARD



YOU HAVE SUCCESSFULLY  
PLAYED THE BUSINESS  
MODEL GAME AND  
HOPEFULLY YOU'VE  
GOTTEN CLOSER TO THE  
CORE VALUES AND  
5 MINUTES ON  
SUMMARY AND  
ANSWER THE QUESTIONS  
FOUND IN THE BOTTOM  
BOX OF THE VALUE  
PROPOSITION FIELD