

Case Study: “BuildAir: To the Sky and Beyond”



Before coming to the entrepreneurship class on April 13th, you have to read this case and prepare the following questions in teams (same teams as for the NVCP):

1. Draw, using the Business Model Canvas (BMC), the initial BuildAir Business Model (the one they used for starting up).
2. Draw the “Value Chain” of BuildAir’s Projects: Sequence of activities that BuildAir performed to generate and deliver value to its customers
3. Do you think that there was a way to make BuildAir viable in the Event Sector? How?

Upload the answer to questions 1 & 2 on the Moodle-page before April 9th, at midnight.

File name: EMINE23_0X_BuildAir (0X = Team Code).