Final Exam:

9 Building Blocks

Business Model Canvas

Porter’s 5 Forces

SWOT  
Business Models

Unbundled

Long Tail

Multi Platform

Empathy Map

Financial Statements

Proforma(projected) / income statement (Actual)

Casflow

Balance Sheets

Marketing Plan

4 P’s

Price, promotion, product, & place

Design Process

Legal Structure

Ideation Process

Synthesis

Ideation

Practical Business Application

Raising Money

Executive Summary

What can you take away from class?

What is actually on the exam:

9 Building Blocks

Business Model Canvas

Business Models (Don’t regurgitate but be able to talk thru)

Unbundled

Long Tail

Multiplatform

Feasibility

Executive Summary (Be able to talk thru)

Marketing Plan

What are the key elements and what does the marketing plan do?

4 P’s

Legal Formation

Porter’s 5 Forces

SWOT Analysis

Financial Statements

Profroma (projected)/income statement(actual), cashflow, and balance sheet

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