**PMI. Sample Lesson : Business Model Design Total Time: 2 hr**

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**OBJECTIVE**

* Describe the components of every business model and how the components relate to each other
* Describe different types of business models
* Develop a business model around a new product idea using Business Model Canvas and Lean Canvas techniques

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**OPENING FRAMING**

**10 min**

Introduce learning objectives and get students excited for the topic. Show end product of the lesson and/or industry-relevant example. Find out what student’s previous experience with topic

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**I DO (Introduction to New material)**

**10 min**

Explain Business Model Canvas - what, why, how, when

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**WE DO (Guided practice)**

**35 min**

**Activity 1 - Learn to build a Business Model canvas (20 min)**

KEY OBJECTIVE(S) - Learn to build a Business Model canvas.

TIMING - 15 min

MATERIALS: Whiteboard Markers or Stickies. Whiteboard wall or surface to stick stickies on.

DIRECTIONS -

1. Get in groups of 2-3 and move to a space on the whiteboard wall.

2. Fill out a Business Model Canvas for **LinkedIn**

DELIVERABLE - Completed Business Model Canvas on the Wall

*Activity Debrief* ***(15 min)***

* Help students determine major takeaways from their group work.

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**I DO (Introduction to New material)**

**10 min**

Explain Lean Canvas - what, why, how, when

WHY LEAN CANVAS?

‣ Entrepreneur focused

‣ Extremely actionable

‣ Shows which piece of the business model is most risky

Design and Testing

**WE DO (Guided practice)**

**20 min**

**Activity 2 - Learn to build a lean canvas.**

KEY OBJECTIVE(S) - Learn to build a lean canvas.

TIMING - 20 min

MATERIALS - Laptop, whiteboard or sketch on handout.

DIRECTIONS -

1. In a 2-3, fill out a lean canvas for A Dog-Walking app

2. Identify the riskiest sections of the canvas.

3. Brainstorm an experiment to test those sections.

DELIVERABLE - Lean Canvas, Risks, and Experiment

*Activity Debrief*

* Help students determine major takeaways from their group work.

5 MINUTE BREAK

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**I DO (Introduction to New material)**

**20 min**

Common Business Models - see [slides](https://drive.google.com/file/d/0By26wLpAqHfQSmRUTmtGNUpJQU0/view)

* E-COMMERCE
* SUBSCRIPTION
* AD-SUPPORTED MEDIA
* FREEMIUM
* FREE TO PLAY
* MESSAGING APPS

TOP 10 BUSINESS MODEL PITFALLS

10) Not clearly defining your success metric

09) Marketing to everyone

08) Ending up on a local maximum

07) Problems aren’t specific enough

06) No unfair advantage story

05) A week unique value proposition

04) Not enough runway

03) No significant path to customers

02) No monetizable pain

01) Falling in love with your solution

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**YOU DO (Independent practice)**

[See Homework]

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**CLOSING FRAMING**

**10 min**

Recap & Review Objectives

Resources

Q&A

Introduce Homework

Exit Tickets

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**PRACTICE / HOMEWORK**

Create a lean canvas for your final project using one of the common business models.