ENGG 683

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Business Model

Explain how you will get money from customer for the value you are creating for them.

Use a lean model canvas as visual tool to show how you will create, deliver and capture value. Attach this canvas to your project report.

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Critical Assumptions

You need to identify your critical assumptions for your plan to work so you can test them.

Make a list of the areas in which you made some conclusions about - breaking them down.

Design methods or experiments to test these assumptions in the cheapest, quickest, and easiest way possible.

| Valuable | Sizeable | Reachable | Doable | Scalable |

- Does anyone really care?

- Are there enough customers?

- Are there communication channels that can reach the customer?

- Can you build a valid solution for the problem?

- Can you scale up and grow?

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Assumptions

- Identify the assumption
- Rank its risk level (High-1, Med-2, Low-3)
- Rank its importance level (High-1, Med-2, Low-3)
- Potential Impact
- How to test

ACTIVITY – Breakout rooms

Work with your team on project

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Thanks!