**BUSA 7800 Lab Session 02 – Business Ideas and the Five Forces Model**

**I. Lab Exercise – Presentations**

1. Present to your lab group your (minimum of three) start-up opportunities.
2. Answer questions from your audience on your opportunities.
3. Write your ideas below your name on the whiteboard.
4. After all of the presentations are over, talk with classmates about their opportunities.
5. Which opportunities are the most interesting to you? Which opportunities would you most like to explore further?

**II. Review Question**Visit the site below to watch an interview with Michael Porter on the 5 competitive forces – (Not to be handed in)

The Five Competitive Forces That Shape Strategy

<http://www.youtube.com/watch?v=mYF2_FBCvXw>

1. How do the five competitive forces explain the profits that can be expected by from operating an airline?
2. What is the difference between positive sum competition and zero sum competition?

**III. Application Questions**

1. Go through the five forces model for each of your business ideas. Which business idea looks the most attractive of your three ideas using the five forces model?
2. Go through the five forces model for several business ideas that you were interested in that came from your classmates. Which of their business ideas look the most attractive using the five forces model?