





March 6th

Business Tips Crash Course













Agenda

- 1. Powerful brainstorming: quick technique
- 2. The Business Model Canvas & ideation on our topic
- 3. Recording a video: tips & tricks





1st topic How to Brainstorm?



https://miro.com/app/dashboard

2nd topic Business model canvas & a few tips on ideation

Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

CATEGORIES: Production, Problem Solving, Platform/Network

Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?

TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial

Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

CHARACTERISTICS: Newness, Performance. Customization, "Getting the Job Done", Design, Brand/ Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

Customer Relationships



For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market. Niche Market, Segmented. Diversified, Multi-sided Platform

Customer Segments

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

Channels



Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

Cost Structure



What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

Revenue Streams



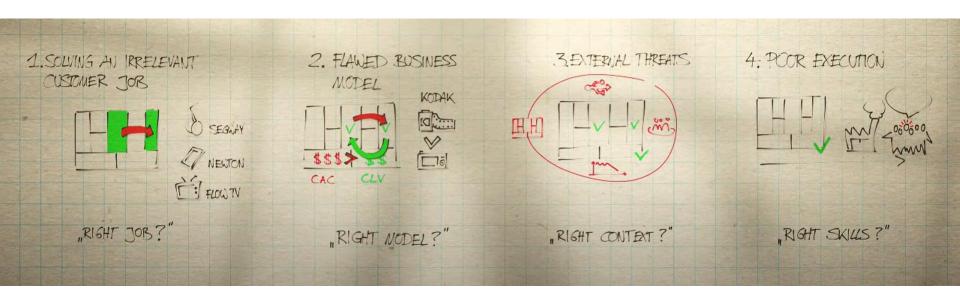
For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

6

Why business model fails

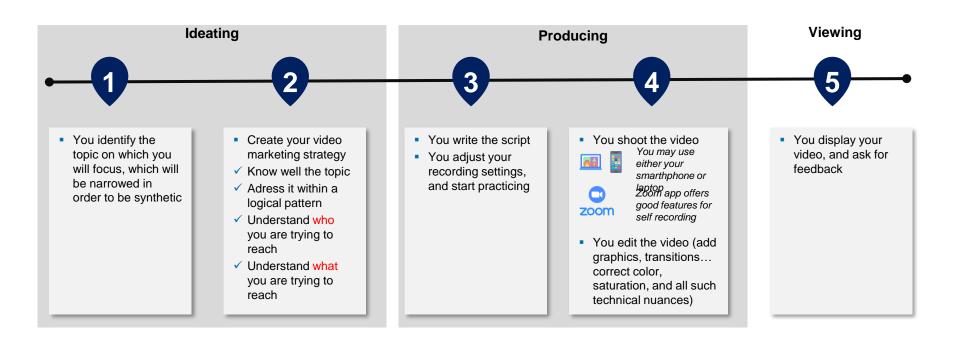








Recording a video for the business pitch







« AI & Sustainability» is the theme chosen for the Hi!ckathon 2022

Al & Sustainability

- A rising concern amongst the student community: the Hi!ckathon allow to tackle concrete issues linked to sustainability.
- Job opportunities: All can be a decisive enabler to allow company to investigate the prospects of the carbon footprint limitation.

How is my company using AI and Data to reduce the carbon footprint of cars? How computer vision is a key enabler towards achieving sustainability goals?

Frugal Al

- Al training being in itself an energy intensive process...
- ...this is likely to become a major concern in the upcoming years.
- In that context, the Hilckathon should introduce students to the concept of « Frugal Al »

Is Al always necessary given its high energy consumption?

What has my company implemented to control energy consumption of training Al models?

What initiatives to reduce AI consumption?

Bare in mind that the videos should tackle the theme while projecting yourselfs in a market context.





Recording a video clip: general guidelines

General features of the video

- Format: landscape
- Framing: chest plane
- The bottom of your frame should be just below your shoulders.
- Duration: should be between 2'30 and 3'00
- Image quality: we advise you to use the back camera of your phone or the webcam on your computer.

Before you start filming

- Carry out a field survey (framing, lighting, optimal time to shoot, etc.).
- Prepare your storyboard (what you're going to say)
- Write and repeat your argument
- Eliminate any disturbing visual elements
- Watch the video "The basic rules for survival in making a home video".







Recording a video clip: Image & Sound

IMAGE

Record in horizontal format

- Hold the phone horizontally to film in "landscape" format.
- Shooting from your smartphone/camera positioned horizontally on a stand at eye level.

Take care of the video frame

- Prefer a neutral background
- Favour a chest shot: the bottom of your frame should be just below your shoulders.
- Always leave the equivalent of one inch between the top of your head and the top of the frame.
 (Too much space will make you look small and not enough will make you feel like you're running out of room.)
- Be in front of your camera, this way, the audience will feel directly concerned by your speech

Take care of the lighting

- Halogen lamps indoors, not too much shadow/sun contrast outdoors.
- Beware of backlighting! Stand facing the light source in your room, ideally a window. Daylight will be less likely to be yellow than the artificial light of a light bulb. Once the orientation has been defined, the trick will be to position yourself facing the camera so that there are no shadows in the background

Use the standard photo application of your device, in "video" mode

- No device settings are required (auto mode).
- With a smartphone, use the rear camera of the device and not the front one which has a lower quality. It will then probably be necessary to make tests to be sure to be well positioned.
- Avoid the "selfie" mode (filming with the camera held at arm's length).

Look at the lens

When capturing, remember to look at the lens when addressing the viewers. To help you you can put a small eyelet around the lens to attract the eye. (Sometimes, some cameras have a small LED next to the lens).

SOUND

Take your time

- Record your video while waiting 1 to 2 seconds after the start of shooting to speak (otherwise there will be a rough cut when editing).
- Feel free to take breaks during registration

Sound quality is paramount

- If possible, use an external microphone nearby.
- Otherwise place yourself in a quiet space
- Avoid any unwanted noise (conversations, television, passing airplanes...).
- If you do this in a room be aware of the echo that can occur if the room is too large/empty. You can improve this by pulling the curtains or hanging drapes, which will muffle stray sounds.
- Prefer small spaces.

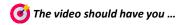
Eloquence

- Pay attention to your speech rate, it must be calm and composed.
- Use short sentences and think about "finishing your sentences" by marking a point before starting a new one.
- Give intonation to your voice, modulate, give rhythm and energy.
- Don't hesitate to exaggerate your way of speaking slightly in order to give more life to the video and to compensate for the distance felt by the viewer.
- Smile! The smile can be heard in the voice.





Recording a video clip: Positive body & vocal language



- Show your head kept up
- Maintain eye contact intelligently
- Limit hand gestures
- Relax your body
- Use a lower pitch
- Strategically use silence to keep attention, pause and hook the viewer's attention
- Smile!



- Minimal or tense facial expression
- Eyes downcast
- Tapping or drumming fingers
- Fidgeting







Be creative, be bold, be impactful

Requirements

Explore business or social impact of the subject Duration: Duration:

Language: \(\bar{\text{Language}} \)

Tools you may use... or any other

Video creation









Video editing







