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| **WA#2 Group Case Analysis:** Campushash:  Evolving Business Model of an Entrepreneurial Venture | **09/24/23** | Group | Power-Point | 6-10 slides | 25% |

**Group Case Analysis**

Each group will submit an analysis of “Campushash:  Evolving Business Model of an Entrepreneurial Venture” by answering the following questions and submitting via PowerPoint to Blackboard by September 24, 2023*.*

**Campushash:  Evolving Business Model of an Entrepreneurial Venture-W19462**

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| 1. Overview |
| 1. Using the Osterwalder and Pigneur *“Business Model Canvas”* framework (template), define the company’s current business model |
| 1. What are the pivot options for the company?   Using the concepts in our reading, *Experimenting in the Entrepreneurial Venture,* which practices have they applied successfully and which ones need to be followed in order to have a chance at a successful pivot?  Be sure to elaborate. |
| 1. Is the company justified in considering a pivot at this stage?  Please explain. |
| 1. Which pivoting option, if any, should the company choose?  Why? |
| 1. Conclusion/Recommendations |