

Kristian Elmefall

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Linnaeus University
Campus Växjö

Course: 4DV611 Agile Product Development
Professor: Kristian Elmefall
E-mail: kristian.elmefall@digitalventure.se

Assignment: “Design of Entrepreneurial Business Model”

Overall Description

You will in this assignment **produce three related outputs**:

1. A report that in detail describes the business model for your venture based on Osterwalder’s Canvas Methodology. The report will be in the format of *word/pdf* and is normally between 20-25 pages long. See more in detail in point 1 below and example provided.
2. A poster that during the process functions as a working tool and during the examination/presentation provides a visual overview of your business model. See more in detail in point 2 below.
3. A presentation with the objective to present/”sell in” your venture to your first audience (us). The presentation will be in the format of power-point. Ideally, if time allows, you have 30 minutes available (15 minutes for your presentation plus 15 minutes for questions and comments). See more in detail in point 3 below and example provided.

1. Report Requirements

- Structure your report in the following way (‘Ch’ is short for ‘Chapter’):
 - Ch. 1. *Us*: We like you, we are curious about you, we want to get to know you as an entrepreneur! So, here I want you to provide us with a highly personal account of each and everyone of you as an entrepreneur and what entrepreneurship as a way of life may mean for you.
 - Ch 2. *Our Biz*: After having read this, any reader should have a clear understanding about your basics; the who, what, where, when, why, how – in concrete terms – of your biz idea. An entrepreneur must master her/his/their pitch, that is, to communicate these things in 2-3 minutes (orally) and/or half a page (summary) and/or in long, detailed, specific reports (detailed analysis) if to win various audiences.

- Ch 3-11. *Our Biz Model* - The Parts: Nine chapters in which you in detail describe Building Block 1, 2, 3, etc... (do not of course write 'building block'; use established concepts for and within each block).
- Ch.12. *We as Entrepreneurial Decision Makers*:
 - § What are the five key decisions that you have taken in your business model?
 - § How is your service/product/process prototype connecting with your potential customers?
 - § Provide three concrete examples of how your prototype creates value for your potential customers that your competitors cannot provide.
 - § Out of your prototype work, what are the five key *developer* decisions that you have taken in your business model?
- Ch. 13. *Our Promise*: So, how does it all fit together? Clarify here how your biz model as a totality presents a realistic promise to your customers; show us how your biz model is integrated; show us its absolute strongest components; show us where its weakest/most unclear components are; show us why you are both fearless and confident, both humble and realistic.
- Ch 14. *Our Future*: Your entrepreneurial strategies? Your growth strategies? Your creative and innovative capacity? Use lectures, exercises, library resources etc. as "raw material" for this reflective and "rounding off-section"; *leave the reader with an attractive memory and a lasting impression of you and your venture*.
- *References & Formalia*: According to academic standards and Lnu regulations. Tips: Establish early in your writing academic standards for content overview, paging, numbered headline system (1; 1.1; 1.1.1, not more than three levels), models/tables/figures that stands for itself, that is, with description (above) and source (below), references in a coherent way (example – (Wickham, 2006: 423), same language (English), coherent style and size of writing, etc.

- Write the finished paragraphs in a way so that your customers would understand exactly what your business is about. Transform *arguments* (reasons for, reasons for not) into *running text*. *Underpin everything with academic rigor but write everything with the customer in view and with a professor behind your back*.
- *Avoid all forms of corporate-cliché-language*. Focus on HOW, distinctly and clearly written, you will "increase customer satisfaction", etc., *not only say that you will*. Layout is important but also very individual. Unleash your creative talents. Although, do not create "shining surfaces" with little or no substance.

2. Poster Requirements

- During your presentation (se point 3 below) put up on *display the manual poster with manually attached post-its on*, which you have been working with during your presentation. Make big enough so that people sitting on the last row in the aula can see it.

- The objective with this is to provide an interactive overview that allows your listeners to *always see it* through your presentation, thereby intervene in it, propose new things in it, etc. Another purpose is that you can use it to, for instance, clarify a complex relation between two or several building blocks.

3. Presentation Requirements

- Enter the scene as an entrepreneur, not as a student.
- Act accordingly (as an entrepreneur) when on-stage. Rehearse very much beforehand if you are unused to exposure, spotlights and direct critique when on stage. There is no more effective way of killing a new entrepreneurial venture as a bad performance by the entrepreneur in public. *This is not a small detail in the overall state of affairs – your venture depends on this skill!* (Because your venture does not exist yet in material form; *hence, communication is what matters at this nascent stage*).
- Let joy govern you. Yes, the demands in real life are high, but here in a course setting, there is nothing to be afraid of; you are among friends.
- 30 minutes is what we ideally in total have for each presentation. Supported with a professional power-point presentation, present your biz model in about 15 minutes. Leave remaining 15 minutes for questions and discussions.

4. Deadlines

There are several deadlines in this business modeling process. Please, consult the schedule for the specifics. Deadlines are “holy”; simply keep them.