



Sensus

Entrepreneurship Training Assignment 3

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1. Learning objectives

After completing this step you are able to:

- Develop a consistent business model for your health solution
- Test the assumptions behind your business model

2. Description

Once you have found the so-called product-market fit (when you have validated your solution with your customer segment), we can move to the final step: designing and validating the complete business model. Although we have established that our solution is appealing to the customer, to be successful at commercializing this invention, it is also important to consider how to capture value with this invention. The most critical element here are the revenue streams in relation to your cost structure and how will you reach your end customer. The business model canvas helps you to think about this by filling in the different building blocks of the business model canvas. However, as we explained before, these are just assumptions, while validation is key. Similar techniques can now be used to validate the other assumptions in our business model canvas.

3. Supportive materials

- Readings:
 - Presentation “Digital healthcare: evolving business models”

4. Deliverables

Business model development and validation:

- Recap of the main conclusions of your problem & solution validation (step 1 & 2)
- Overview of validation actions
- Third version of the business model canvas: distinguishing validated and assumed building blocks
- Deadline: 3 days prior to your coaching session