

**FORSIDE FOR INNLEVERING**

**TILGJENGELIGHET**

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|  | **Fri** | **x** | **Begrenset** |

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| **Emnekode og emnenavn:** | BU5100-13 Entreprenørskap |
| **Tittel norsk:** | - |
| **Tittel engelsk:** | Assignment 2: WeVideo |
| **Eventuell oppdragsgiver:** | - |
| **Utleveringsdato:** | 7.10.2013 |
| **Innleveringsdato:** | 27.10.2013 |
| **Antall sider:** |  |
| **Antall ord:** |  |
| WeVideo’s current business model, whether or not WeVideo’s strategy is a *Blue Ocean strategy* or not, and my short take on WeVideo can improve their chances of success. | |
| **Gruppenavn:** | - |
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# WeVideo’s current business model

WeVideo’s has a freemium business model (.

# Does WeVideo have a *Blue Ocean Strategy*?

# How can WeVideo improve their chances of success?

Reference

Osterwalder, Alexander & Pigneur, Yves (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* [Kindle edition]. John Wiley & Sons, Inc.: Hoboken, New Jersey.

Porter, Michael E. (2008). “The Five Competitive Forces That Shape Strategy” [online]. Available: <http://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy/>.

WeVideo (2013). “Sign up” [online]. Available: <https://www.wevideo.com/sign-up>.