

Course code: MGT1022
Title: Lean start-up management
No plagiarism
Team assignment
10 Marks
Assignment # 2

Core aspect: Automation of service and knowledge work in textile industries (Any industry)

Aim: Use the business model canvas to map out key components of enterprise

Scope: Value propositions through AI capabilities

1. Draw the updated canvas
2. Show the digital prototype of your product
3. If you do not have an prototype. Show the algorithm or logic of you business idea
4. Show the MVP
5. Activity 1: Your competitive landscape – what makes your product unique/distinct?
6. Activity 2: Mapping your customer's buying decision process and roles
7. Describe different roles of data for value creation?
8. What are strategies for the LSM to gather training data?
9. How can digital entrepreneurship ecosystems foster data access?