

Introduction to Entrepreneurship

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Summary Session 7

Business Model Canvas

What are your key activities to provide the solution?

Key Activities

Which value do you create by solving which problem?

Value Proposition

What type of relationship do you seek with your customer?

Customer Relationships

Who do you need to collaborate with?

Key Partners

Who would pay for your solution?

Customer Segments

On what will you have to spend money?

Cost Structure

What resources are vital?

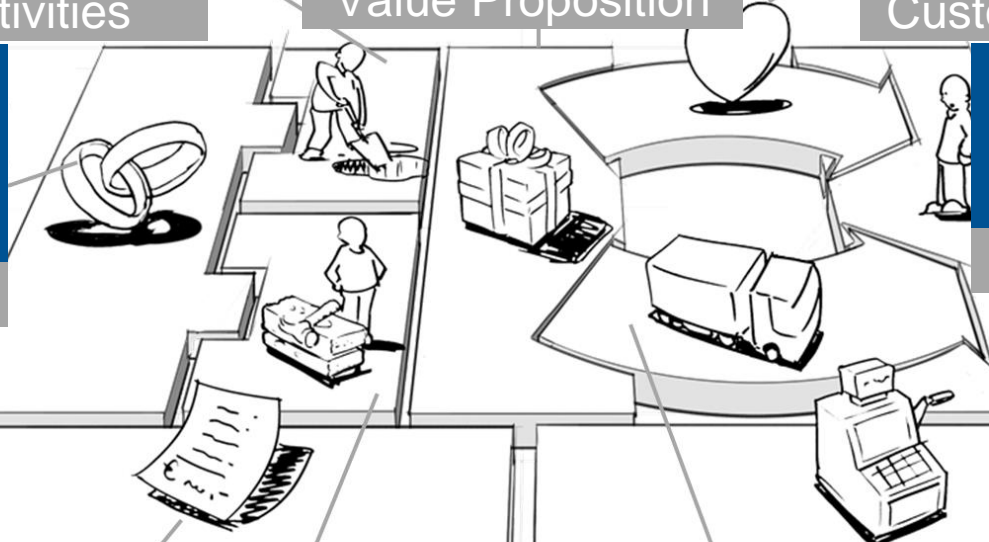
Key Resources

How do you make your product accessible?

Channels

How do you earn money?

Revenue Stream



FLIXBUS

Founding year: 2013

Number of customers: 100 million customers since launch

Company headquarters: Munich

Connections: 350,000+ connections per day

Vision: Paving the way to an even greener future of ridesharing with the launch of the world's first, 100% electric long-distance buses in Europe as well as providing people with the freedom to choose where they want to go and how they want to get there.



FLIXBUS

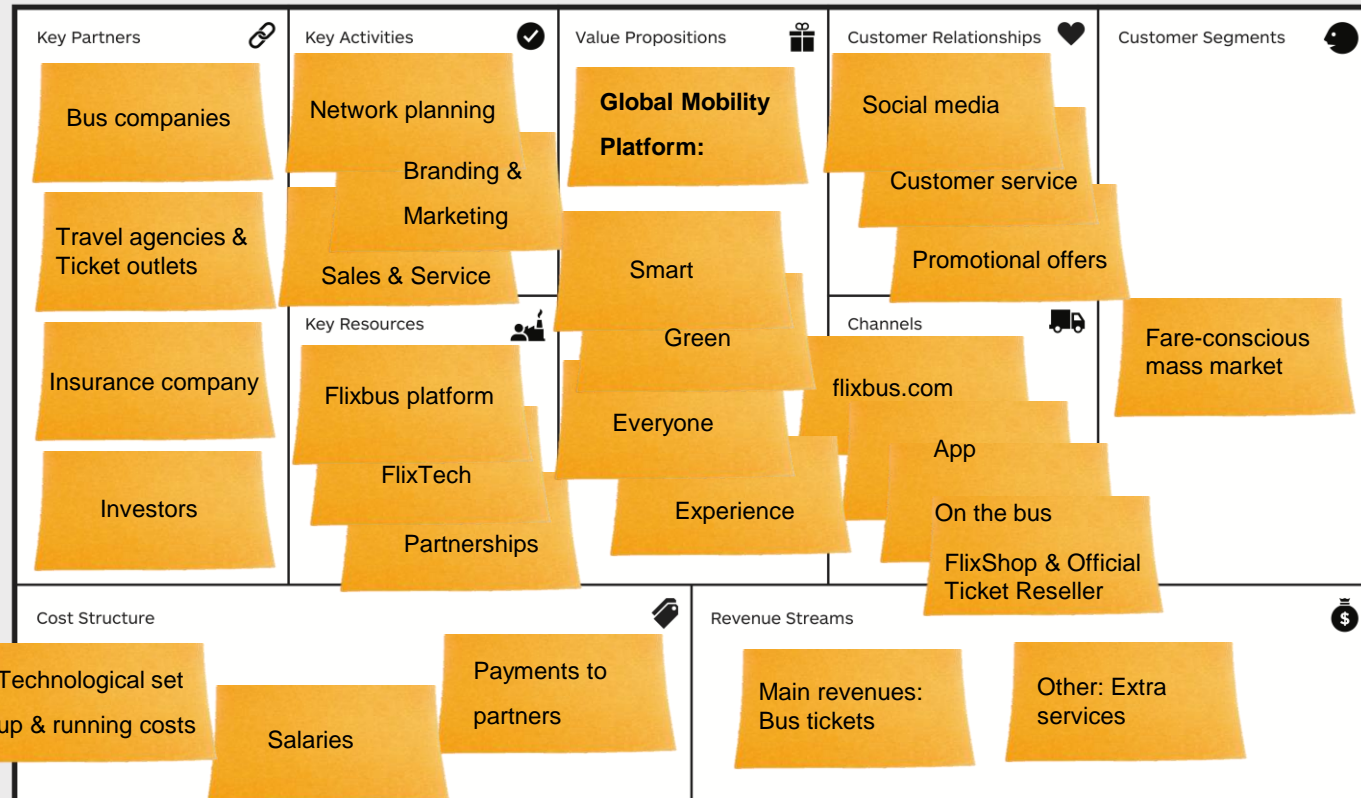
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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DESIGNED BY: Strategyzer AG
 The makers of Business Model Generation and Strategyzer

Strategyzer
 strategyzer.com

But what if your customers are not your users?

Multi-sided business model

You still create value for and capture the value from users. However, customers monetize the value (resulting in a multi-actor model).

Users

Value is captured in a derivative currency (e.g. user attention, data, user-generated content).

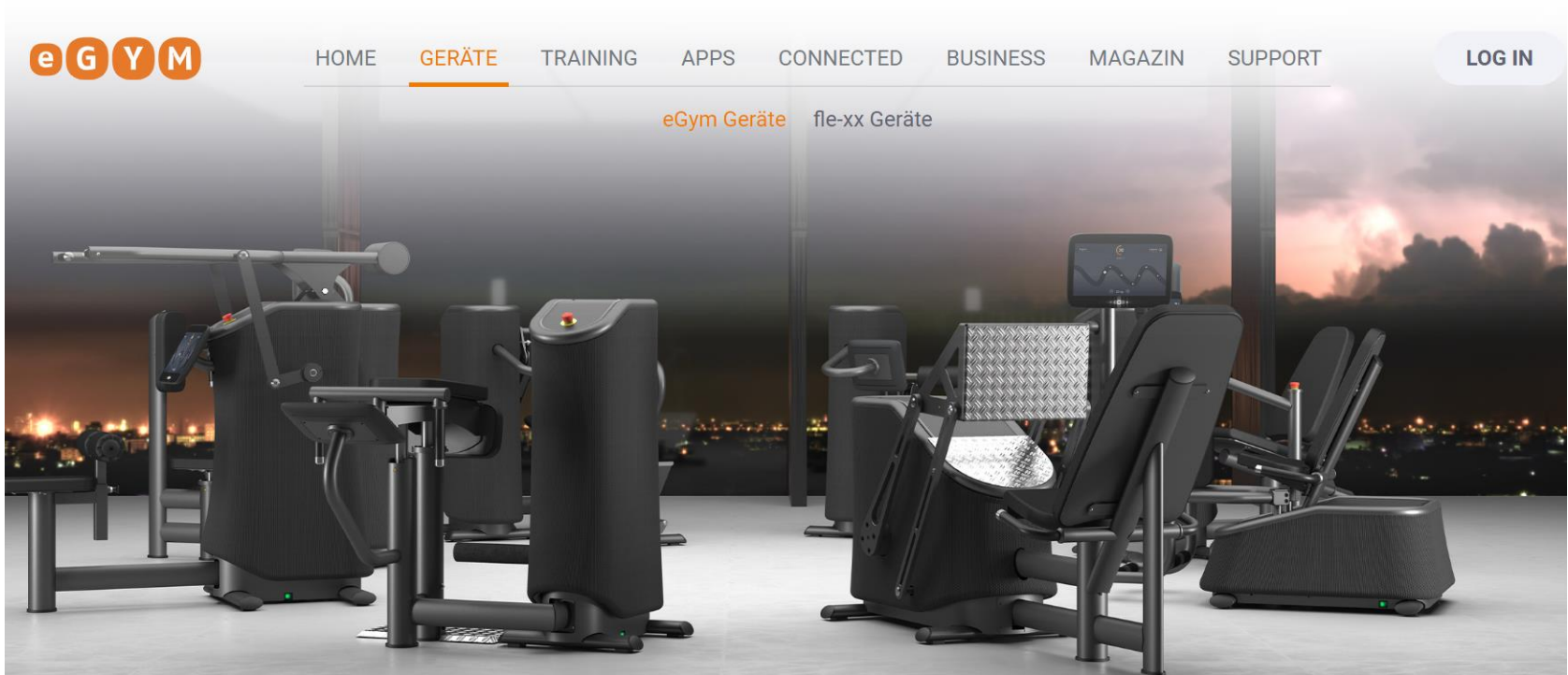
Customers

Customers pay on secondary market for derivative currency.



eGym develops and manufactures the most advanced smart connected strength training equipment using high-tech software, they provide digitized training for everyone.

Founding year: 2010



<p>Key Partners Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <ul style="list-style-type: none">• Equipment Producing Companies• CDTM• Doctors and Health Consultants	<p>Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <ul style="list-style-type: none">• Customer Relationship Management• Equipment Design and Production• IT infrastructure establishment and management• Marketing• Partnership Management	<p>Value Proposition What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <ul style="list-style-type: none">• Increased Retention• Higher Efficiency• Ancillary Revenues• Cloud connecting all brands & devices on and beyond the training floor• Complete connectivity across the entire training area	<p>Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <ul style="list-style-type: none">• Service and Support• Repair requests• Room design• Customer loyalty• Smart bot ejimmy• Digital training for Customers	<p>Customer Segments For whom are we creating value? Who are our most important customers?</p> <ul style="list-style-type: none">• Gyms and fitness studios• Physical therapists• Healthcare facilities
<p>Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <ul style="list-style-type: none">• Equipment Design and Production (Acquisition) Costs• Software Design, Implementation and Maintenance Costs• Cloud Maintenance Costs• Salaries• Marketing Costs• Transaction Costs		<p>Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <ul style="list-style-type: none">• Machine and Equipment Sales• Subscription Fees• Supplement and Wearable Sales		

Your questions

I would like to know how exactly how the "Best Entrepreneurial Idea Contest" will take place. I saw that the deadline for posting the video will be December 1st, but where should I submit it?

On the moodle tap for session 12 (accessible from 30.11.2022) you will find a submission window where you can upload your videos.

session 12 - 30.11.2022

Welcome to session #12 of „Introduction to Entrepreneurship“!

SUBMISSION: "Best Entrepreneurial Idea Contest"

Please upload the 2 min videos you created during this course to participate in our idea contest until the 1st of December 2022 to participate in the Idea Contest!



AUFGABE

SUBMISSION Entrepreneurial Idea Contest

**Thank you for your
contributions.
See you next week!**