SAUDER School of Business | ROBERT H. LEE GRADUATE SCHOOL

MBA: BRIEFING NOTES FOR PROJECT 2.

For October 17th class:

- Teams should have pre-discussed potential new venture ideas and have selected a draft idea that can be the focus of the first workshop's exercises. You are not locked into this draft idea, and the exercises should lead to you either validating it as your choice, or realizing that it is not such a good choice, and in that case generating another candidate by the Oct 24th workshop.

- Read Pdf on chapter 1 of Osterwalder's "Business Model Generation" http://www.businessmodelgeneration.com/book

  (the complete book is available to you as an e-book via the library: e-book - http://resolve.library.ubc.ca/cgi-bin/catsearch?bid=4624271 you are not required to read the whole book, but it is there for those of you that want to probe further.)

Preparation tasks

- What are the elements of the business model generation canvas and what questions do they raise for you in the context of project 2?

- Based on your reading (and not simply opinion!) of chapter 1 of the Business Model Generation book, ***each team is to prepare a short (3 min presentation) for Oct 17th based on their assigned topic from the business model canvas.*** *Two to three teams are assigned per topic, and one team will be asked to present while the others then get to challenge, ask questions and add content.*

  - *Teams 1,2,3: Value Proposition*
  - *Teams 4,5: Customer Segments*
  - *Teams 6,7: Channels*
  - *Teams 8,9: Customer Relationships*
  - *Teams 10,11: Revenue Streams*
  - *Teams 12,13: Key Partners*
  - *Teams 14,15: Key Activities*

- *Remember, meet as a team prior to Oct 17th to generate potential ideas for project 2. Agree your lead candidate to focus on testing in the Oct 17th workshop. If you do not have a draft idea to work with then you will get less from the workshop. There will not be time in the workshop to do idea generation.*

For October 24th class:

- Teams should come with an idea for a new venture that they feel good about and have a high degree of confidence that they will pursue. Although the idea can be changed after the Oct 24th workshop, this is not encouraged. Firstly, the opportunity statement is due to supervisors by Oct 31st, and secondly, the work undertaken in the workshops can help the teams make real progress on the project.

- “ Browse Timmons’ “business plan” template. (Handed out Oct 17.)

Preparation tasks

- Meet as a team between Oct 17 and Oct 24 to review your lead idea, as tested in the exercises on Oct 17. Decide if you will continue with this idea into workshop 2, as your lead candidate to work on for project 2, or generate an alternative idea.

- What did you think of the Timmons’ b-plan template, and what sorts of customization do you think you might want to do, given the various tools and frameworks you have at your disposal?