



## **MBA: BRIEFING NOTES FOR BUSINESS PLAN PROJECT**

For workshop #1, Sept 26<sup>th</sup>: 5pm-9pm

Teams should pre-discuss potential new venture ideas and select 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 workshop #2 on Oct 28<sup>th</sup>.

1. 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](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.)
2. "Creating Shared Value" - Kramer/Porter. Jan/Feb 2011 Harvard Business Review article. Please look for this article via the David Lam Management Research Library website at <http://lam.library.ubc.ca/>. Please go to databases > Business Source Premier > Harvard Business Review and enter the issue number/date and title/author.

### **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 workshop #1 on Sept 26<sup>th</sup> based on their assigned topic from the business model canvas.*** (see below) *We will split into two rooms. Two teams are assigned per topic, and one team will be asked to present in each room.*

Teams 1 and 12: Value Proposition (VP)

Teams 2 and 13: Customer Segments (CS)

Teams 3 and 14: Channels (CH)

Teams 4 and 15: Customer Relationships (CR)

Teams 5 and 16: Revenue Streams (RS)

Teams 6 and 17: Key Partners (KP)

Teams 7 and 18: Key Activities (KA)

Teams 8 and 19 Key Resources (KR)

Teams 9 and 20: Cost Structure (CS)

Teams 10 and 11: the challenges of combining VP, CS and RS.

Teams 11 and 22: the challenges of combining KP, KA and CS.

Note: please do not simply restate what is already written in the book (everyone will read this themselves). Look to bring the topic to life, possibly with some examples of your own, or highlighting some of the potential issues to be aware of in the area that you are focusing on.

You will be limited to 3 minutes. All team members should be part of the preparation, and all team members should be involved in either presenting or addressing questions that follow. Questions will come from both the student body and the professors.

*Remember, meet as a team prior to Sept 26<sup>th</sup> to generate potential ideas for the project. Agree your lead candidate to focus on testing in the Sept 26<sup>th</sup> 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 28<sup>th</sup> class:

We will run this in workshop mode where teams will work on their venture using the business model canvas. Faculty advisors will circulate and provide feedback to teams based on the outline submitted by teams by Oct 21<sup>st</sup>.

**For more information**, please see the MBA IPD handbook, Appendix 6, which provides a lot of details to help you. Please go to [Connect > myUBC MBA 2014 > myIPD > IPD Handbook](#).