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Team Up 2024

Session 5 - Business Model

June 27, 2024



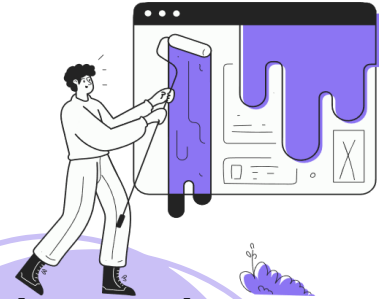
Today's Agenda

Introduction to today's session (5 min.)

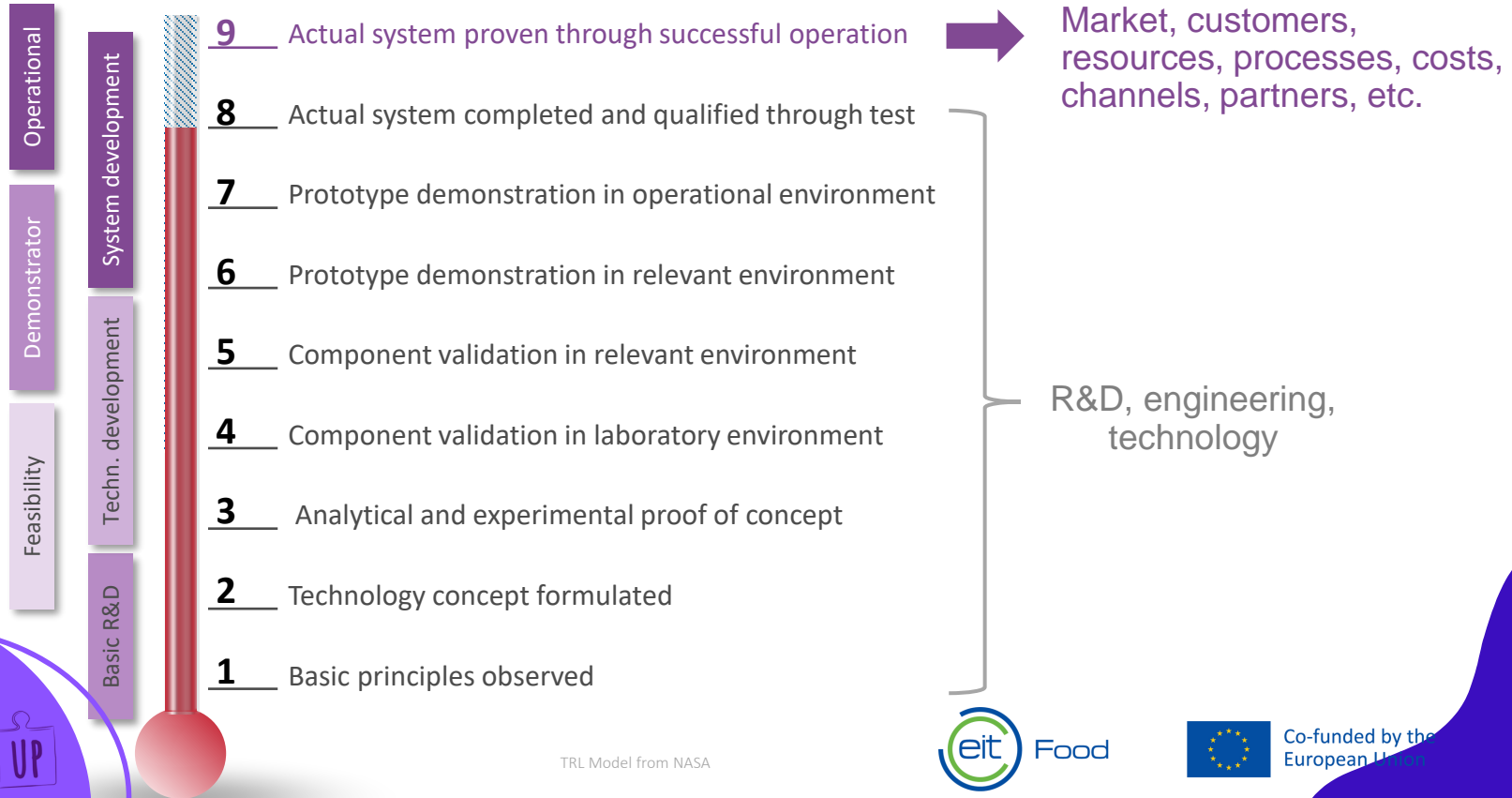
Prototyping canvas (15 min.)

Working 1:1 in break-out rooms (60 min.)






Summary & Next Steps (10 min.)



FROM PROTOTYPE TO BUSINESS MODEL



BUSINESS MODEL CANVAS

KEY PARTNERS  <p>Who are our key partners?</p>	KEY ACTIVITIES  <p>What key activities does our value proposition require?</p>	VALUE PROPOSITION  <p>Which customer problem are we helping to solve?</p> <p>Which customer needs are we satisfying?</p> <p>What is the specific product or service?</p> <p>What are the features that match customer needs?</p>	CUSTOMER RELATIONSHIPS  <p>How will we get, keep and grow customers?</p>	CUSTOMER SEGMENTS  <p>For whom are we solving a problem or fulfilling a need?</p> <p>Who are the customers?</p> <p>Does the value proposition match their needs?</p>
	KEY RESOURCES  <p>What key resources does our value proposition require?</p>		CHANNELS  <p>Through which channels do our customer segments want to be reached?</p>	
COST STRUCTURE  <p>What are the most important costs in our business model?</p> 		REVENUE STREAMS  <p>What is the revenue model?</p> <p>What are the pricing tactics?</p> <p>What value are our customers willing to pay for?</p>		

Business Model Canvas – how to use it

- Use it as a Tool
- Start with the Customer
- Iterate Frequently
- Keep It Simple and Visual
- Use it as a Communication Tool



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Business Model Canvas – example



Heura®



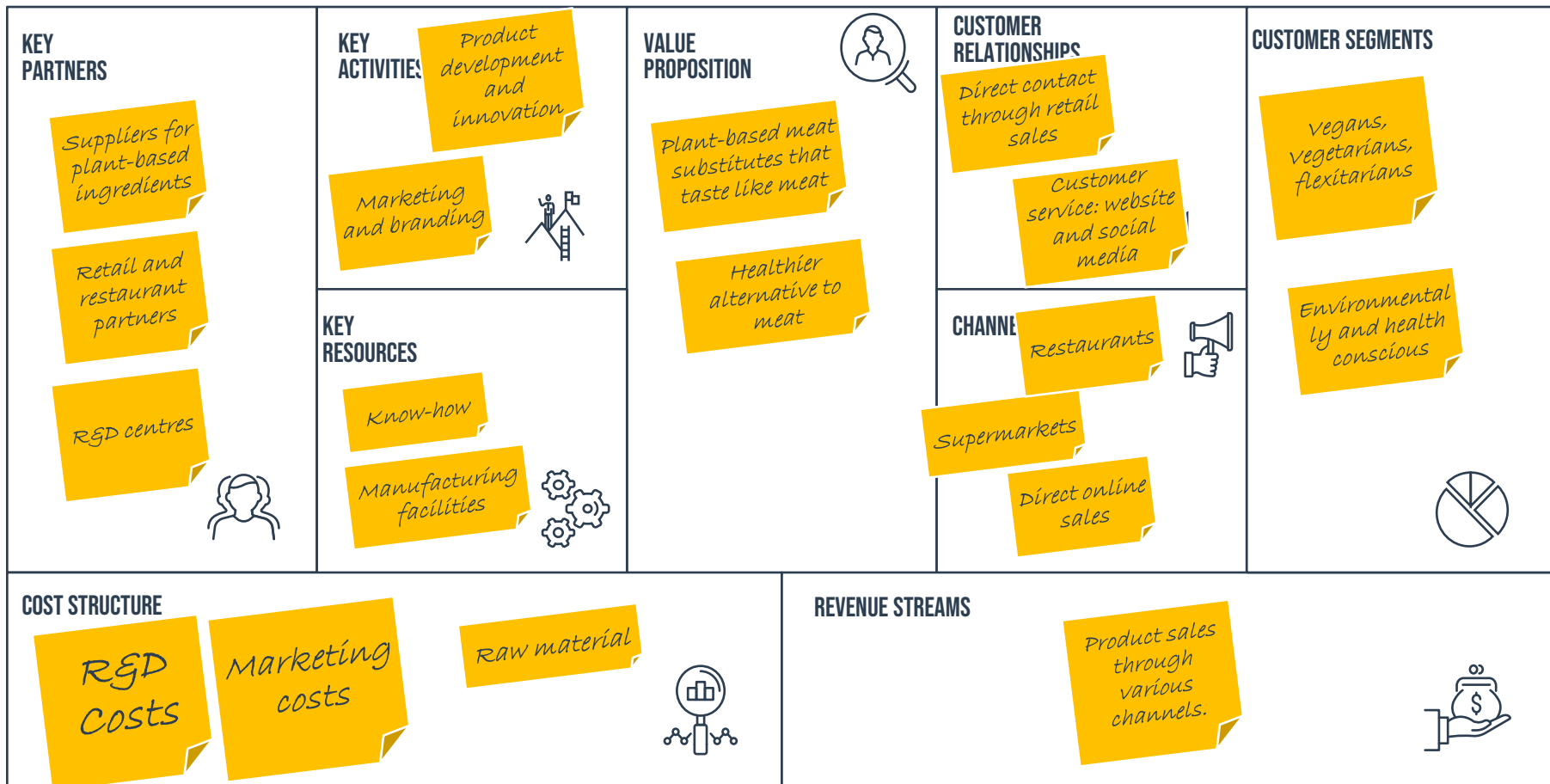
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EXAMPLE

Heura



BEYOND MEAT



Business Model Canvas

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	






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1:1 work

- please go to breakout room to work in teams
- come back to the main session at 17:20 CET

Business Model Canvas

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

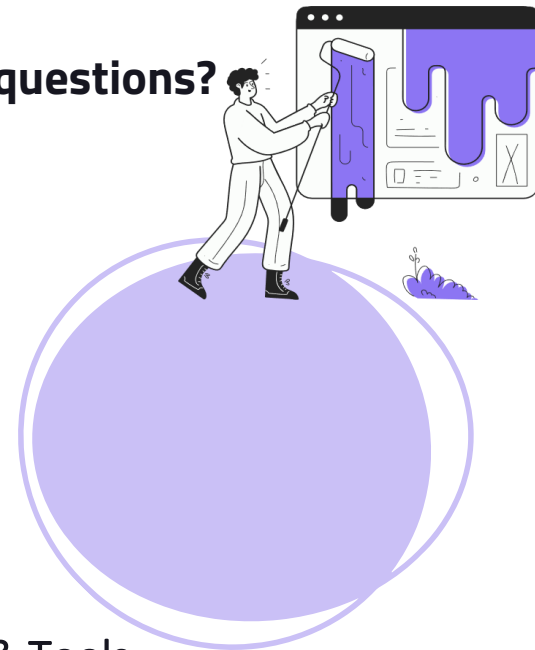


Business Model Canvas - short feedback

What did you learn?

Did you fully answer the questions?

Biggest challenge?



More on Design Thinking & Tools
<https://en.dt-toolbook.com/tools>



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Save the Dates



**Session 4: Speed dating
Prototyping**



**Session 5: Speed dating
Business Model**



Friday: hang-out

25th June
16:00 - 17:30 CET

Tech show Biz

27th June
16:00 - 17:30 CET

Biz show Tech

21th June
16:00 - 17:00 CET

Q&A and more!

Week 1

Week 2

Week 3

Week 4

Week 5



Week 1 Let's get started	Week 2 Speed dating	Week 3 Get to know your potential matches	Week 4 Working together: Case studies	Week 5 Preparing your proposal
Session #1 Matchmaking Kick-off <i>17th June 16:00 - 17:30 CET</i>	Session #4 Speed dating Prototyping <i>25th June 16:00 - 17:30 CET</i>	Session #6 Get to know three co-founders <i>2nd July 16:00 - 17:30 CET</i>	Session #8 Working together co-founders <i>9th July 16:00 - 17:30 CET</i>	Session #10 Preparing proposal with co-founder <i>16th July 16:00 - 17:30 CET</i>
Session #2 Tech pitch <i>19th June 16:00 - 17:30 CET</i>	Session #5 Speed dating Business Model <i>27th June 16:00 - 17:30 CET</i>	Session #7 Get to know three co-founders <i>4th July 16:00 - 17:30 CET</i>	Session #9 Working together co-founders <i>11th July 16:00 - 17:30 CET</i>	Session #11 Preparing proposal with co-founder <i>18th July 16:00 - 17:30 CET</i>
Session #3 Biz Pitch <i>21st June 16:00 - 17:30 CET</i>	Friday hang-out <i>28th June 16:00 - 17:00 CET</i>	Friday hang-out <i>5th June 16:00 - 17:00 CET</i>	Friday hang-out <i>12th July 16:00 - 17:00 CET</i>	Last call <i>19th July 16:00 - 17:30 CET</i>



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Next Steps

- ❑ Manage your 1:1 meetings to find a match
- ❑ Prepare to play
(read and follow your instructions)

Let's Play \$ 2 Game

Win / Lose Bargaining



Contact Us!

Do you have any questions?

teamup@eitfood.eu



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