ENTREPRENEURSHIP & INNOVATION

Session 2

MNE MCM 2013
CIMNE & UPC

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Today

1. Subject guidelines

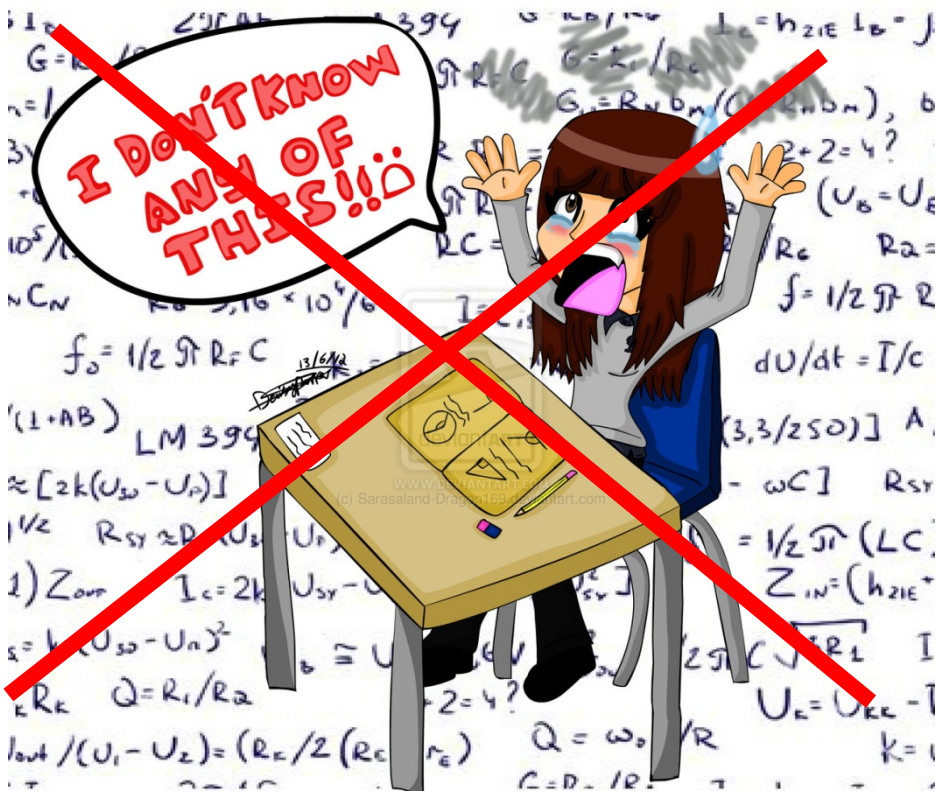
2. Your ideas on Smart cities

3. Arranging groups

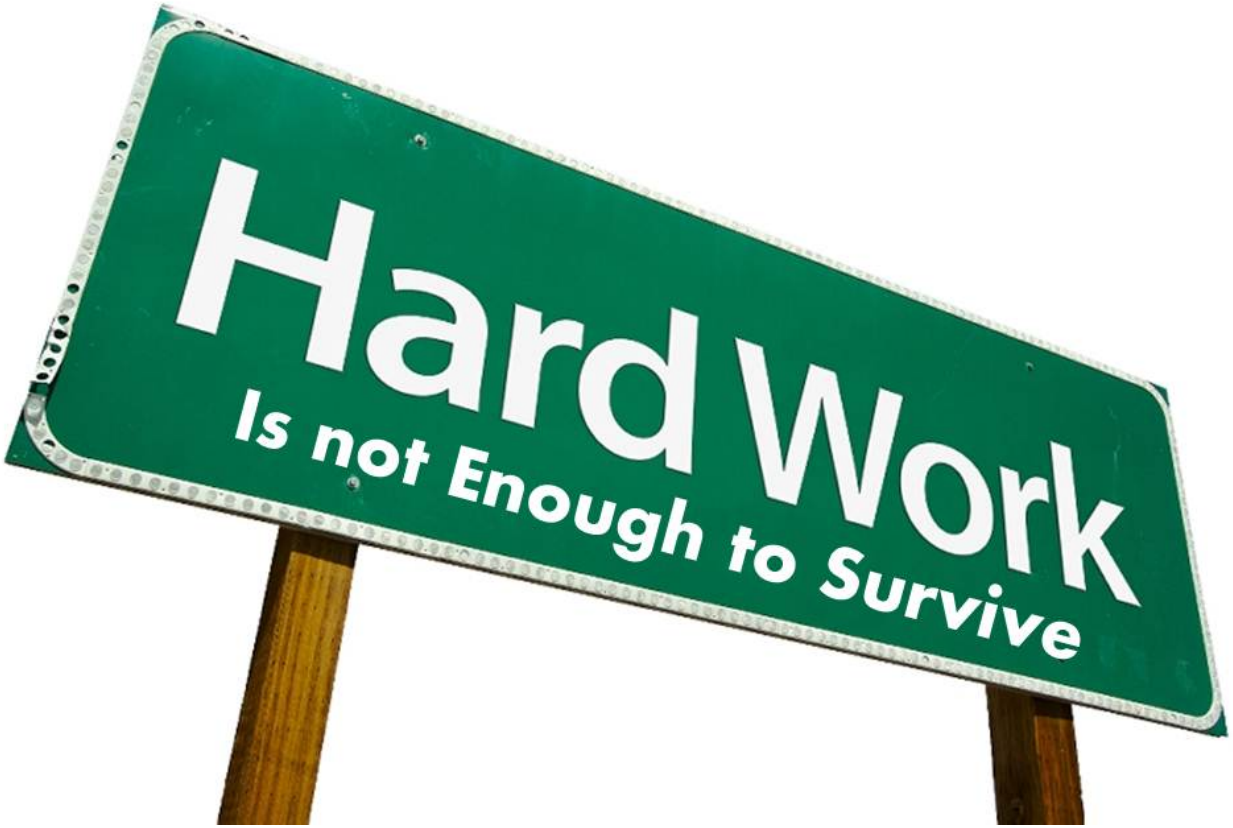
Subject guidelines

The only way to do great work is to love what you do.

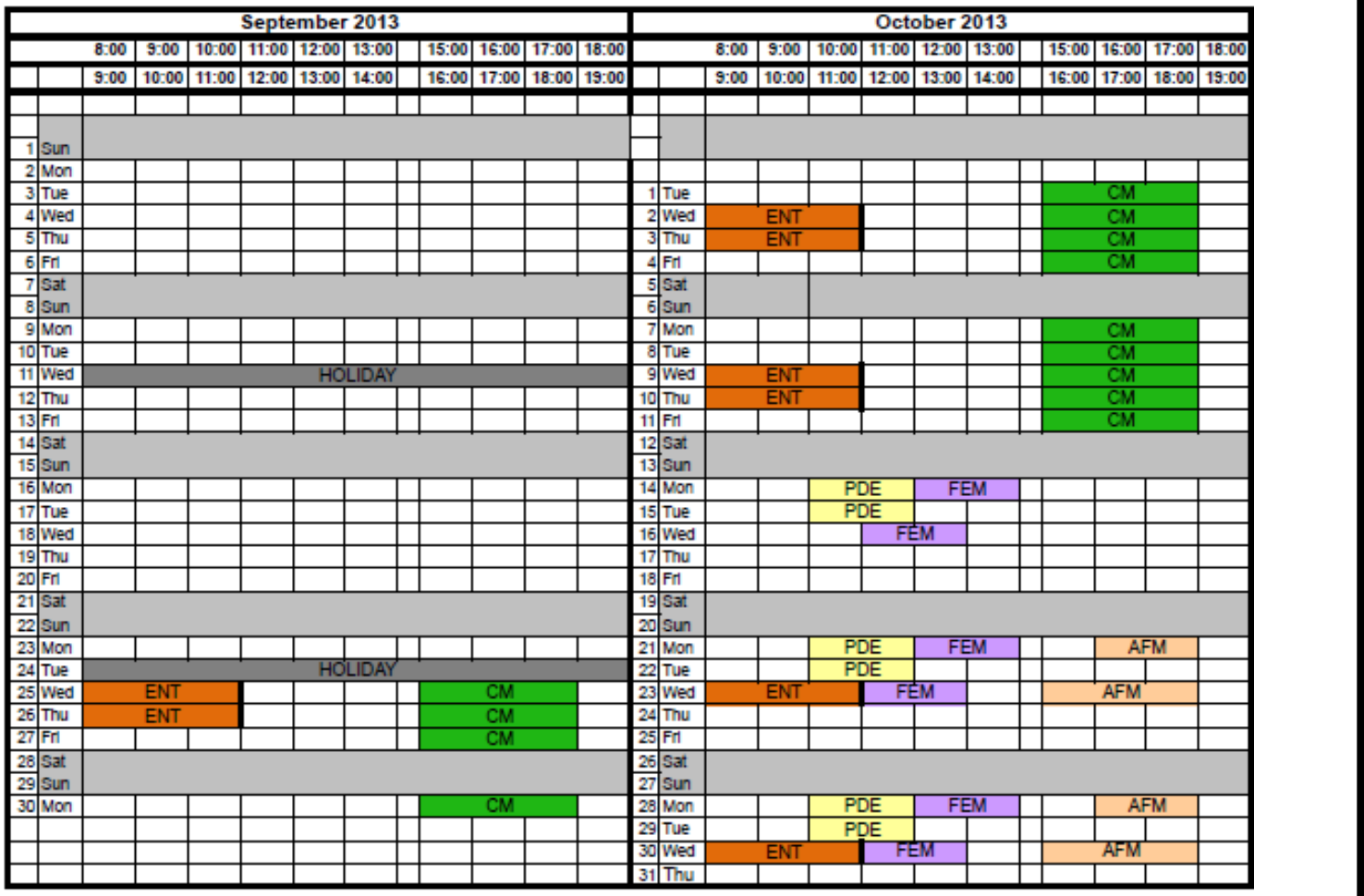
- Steve Jobs



NO EXAM, but...


Hard Work
Is not Enough to Survive

14 sessions



September 2013

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October 2013

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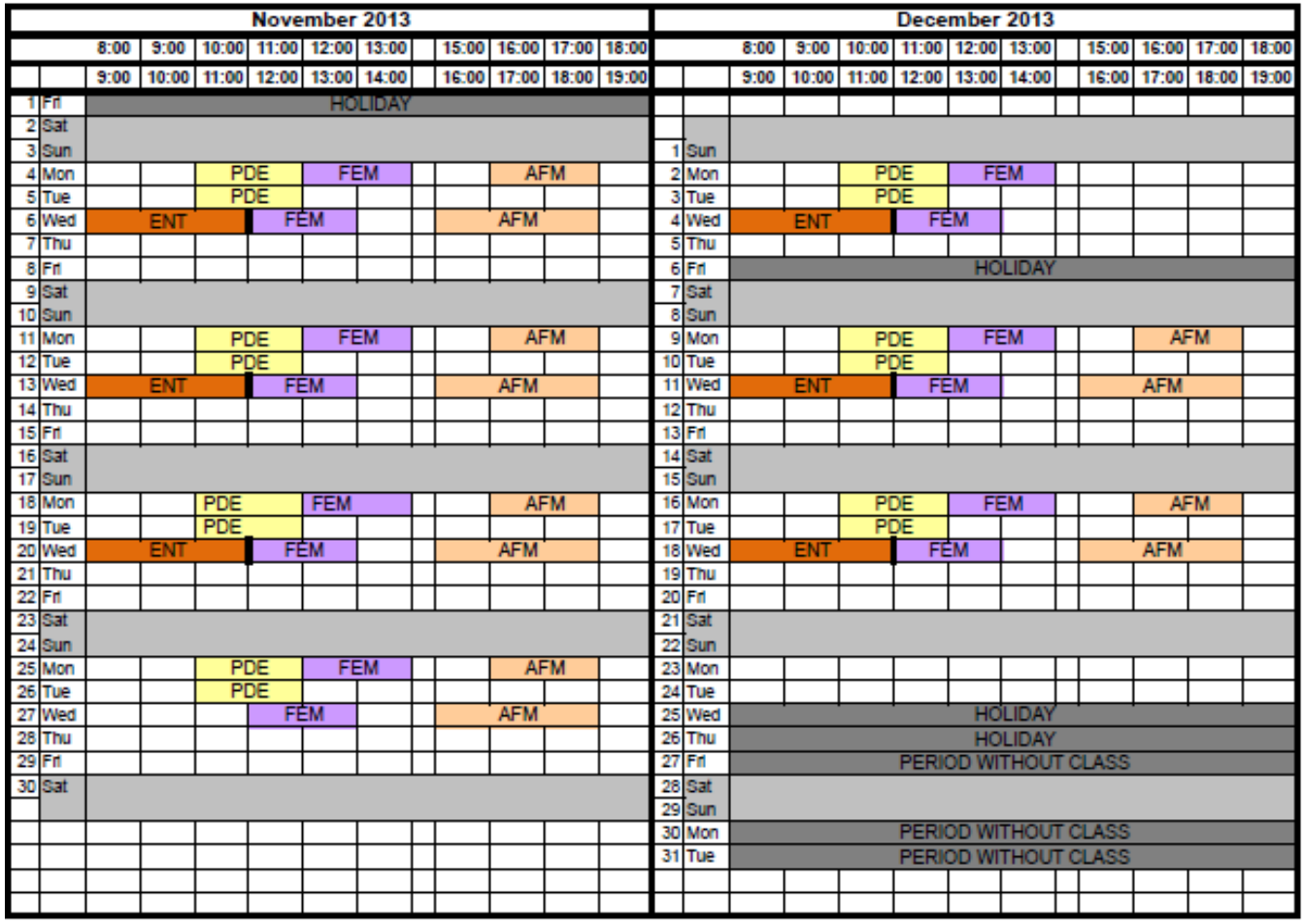
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December 2013
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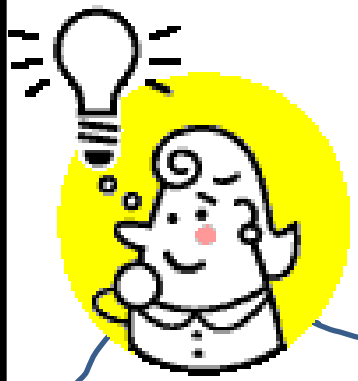
25 Wed HOLIDAY
26 Thu HOLIDAY
27 Fri PERIOD WITHOUT CLASS
28 Sat
29 Sun
30 Mon PERIOD WITHOUT CLASS
31 Tue PERIOD WITHOUT CLASS



Customer Problem
What problem will customers pay to solve?
Key Activities (Core Competencies)
Where is value created
Make vs Buy?
Value Proposition
Financial
Strategic
Personal
(Quantify)
Unique Proposition
Sustainable Competitive Advantage
What do you have that your competitors can't have?
Customer Segments
Mass
Niche
Segmented
Diverse
(Quantify %)
Key Partners
KEY NOT ALL
Reduce Risk
Key Resources (Assets)
Physical
Intellectual
Human
Financial
Risk
Convenience
Status - Brand
Channels Go To Market
Direct
Web
Distributors
Partners
List Major
Segments
Geographic
Demographic
Customers
Cost Structure
Fixed
Variable
License fees
Variable
Revenue Streams
Usage
Subscription
Sale of assets
Licensing
Brokerage
Advertising
Price Model
Volume
Value
Affordability
gmc
Adapted From
Business Model Generation - Alexander Osterwalder & Yves Pigneur
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Subject modules

Module 1 (Session 1 to 4).
E-ship, innovation, design thinking and teams.
Required output: ideas, prototyping, teams.

Module 2 (Session 5 to 8).
Opportunities, IPR, BM and value proposition
Required output: business model and strategy

Module 3 (Session 9 to 12).
From BM to Business plan. Markets and Finances.
Required output: Business plan

Module 4. Final presentations and party

Individual assignments

- Readings
- Answer questions on virtual campus
- Self assessment @ class last session

Team assignments

- Summary (and explanation) of sessions
- Business model and plan for one idea
- Team blog (blogger, wordpress…) for the project

Student Assessment

- Business model and a business plan draft (40%)
- Sessions compilation and presentation (20%)
- Individual final test (20%)
- Class attendance and forum participation (20%)

Your ideas on Smart Cities

Robin Chase from ZipCar

How to Find New Ideas

Teams Work

~~Five~~ 4 pax x Four teams required