Lean Business Model | Studio Task #3 (Team)

Due: Wednesday, February 5th, 2020 (final version by 11:59 PM)

Goals
The goal of this assignment is to brainstorm on what the possible business model is for a company or organization that would develop your application idea.

Assignment
The business model is how your hypothetical company/organization will generate revenue and profit and how you will deliver value to your customers. Even for a non-profit, you will need a model of revenue to keep your project afloat. Brainstorm with your team for 20 minutes on the business model for your product. Use the Lean Canvas (by Ash Maurya based on the Business Model Canvas by Alexander Osterwalder) to both organize and capture your ideas. You can run an app to capture it at https://canvanizer.com/ (use the basic “Lean Canvas”).

After presenting your ideas to the class (5-7 min) and getting feedback from the class and teaching staff, you will spend another 30-60 minutes (inside and outside of class with your team) revising your business model. You will turn in this final version and use some of the information in your final project presentation at the end of the quarter.

Deliverables

1. Business model canvas
   Include a captured, high-resolution image of your prototype business model and put a thumbnail to it with a link to the full-sized image on your team’s project web site.

   2. Presentation
      You must be prepared to present your business model in class and lead a small discussion about your model. Please prepare a few slides and include a link to your Canvanizer.

Grading (100 Points)
You should not spend enormous amounts of time on this assignment.

For this assignment, you will be graded on:

- [10] Updating your team project website
- [70] Your business model and the reasoning behind your decisions
- [20] Your presentation

CS 194H Winter 2020 Website
https://hci.stanford.edu/courses/cs194h/2020/wi/
More Information on the Lean Canvas and Business Model Canvas
How the Lean Canvas is Different: https://leanstack.com/why-lean-canvas/
Create a New Lean Canvas: https://canvanizer.com/new/lean-canvas
Optional Reading: Early Customer Research

Examples:
- StayRight (Presentation + Canvanizer Link)
- Flutter (Canvanizer Link)
- Pife (Canvanizer Link)