





# Business model



-  Module III  Business model creation
-  Structure of the business model canvas
-  Entire topic 2

## Activity: Elevator pitch

- **Short Description:** The aim of this activity is to help the students understand the different functions and steps of the business model canvas and the way they interconnect with each other. In this activity, teacher will request students to put into practice the different contents seen in the second topic of Business model creation, and to develop their own business model canvas in an interactive way.
- **Methodology:** Learning by doing
- **Duration:** About 2 hours for the preparation and 60 minutes in the classroom.
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** This is a team exercise. Students will be split in teams of 2-6 members.
- **Classroom / House:** The activity needs to be done in the classroom.
- **What do we need to do this activity?** (Indicate what resources we need to be able to carry out the proposed activity)
  - **Printed prototype of the business model canvas**
  - **Post it papers with answers**



- The printed prototype of the business model canvas will be put on a table and the members of each team will be standing around the table working on the business model canvas collaboratively.
- Download for free the business model canvas template <https://www.strategyzer.com/>

## Description

- **Text description:**

At the beginning the students will be split in teams. After their comprehension of the 9 theoretical categories of the business model canvas, the teacher will present a canvas that will contain only the names of the different categories. Afterwards the teacher will share post it papers to the student teams with the written characteristics of each category of the business model.

The students will have to decide in which category they have to put the post it.










It would be advisable for the teacher not to intervene while the student teams are trying to match the descriptions with the categories. In case the students find a term on the post it papers that are not familiar with, the teacher should try to explain without the revealing the correct answer.

- **Illustration:**



# The Business Model Canvas

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

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## Expected outcomes

- Learn the process and the different thematic units of the business model canvas
- Learn how the thematic units interconnect
- Understand and better comprehend the process of creating a business model canvas
- Practice the business model canvas
- Understand the utility of the different thematic units and be able to use them accordingly to the development of their own business model.

