

DISCOVER EXAMPLES OF BUSINESS MODEL CANVAS OF SUCCESSFUL COMPANIES



Module
III



Course
Testing
Business Ide



Topic 2
Design



Lesson 2
Business
Design

Activity

- **Short Description:** In an individual activity, each student should find examples of the Business Model Canvas of successful companies.
- **Methodology:** Research-based learning
- **Duration:** 1h
- **Difficulty (high - medium - low):** Low
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware** (Computer or Smartphone)
 - **Software** (Web browser)
 - **Other resources** (None.)

Description

- **Text description:** Once when the lesson is presented by the teacher, the student should find examples of the Business Model Canvas of successful companies (for example Netflix, Trivago, Uber, Spotify, etc.)
- **Illustration:**





Instructions

Chose a web browser to find needed information.

1. STEP 1: Using the internet, find Business Model Canvas for successful companies.
2. STEP 2: Analyze the elements of Business Model Canvas that you find for better understanding how Business Model Canvas function in real life.

Expected outcomes

- The students will better understand Business Model Canvas.

This activity can be used in other (module, course, topic, lesson):

- **Module III, III.1 Business model creation**

DIGICOMP (Competences developed): *Browsing, searching and filtering data, information, and digital content, Interacting through digital technologies*

ENTRECOMP (Competences developed): *Spotting opportunities, Taking the initiative*



ANNEX:

DIGCOMP	ENTRECOMP
<p>1. INFORMATION AND DATA LITERACY</p> <p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p>	<p>1. IDEAS AND OPPORTUNITIES</p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p>
<p>2. COMMUNICATION AND COLLABORATION</p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</p>	<p>2. RESOURCES</p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p> <p>2.5. Mobilizing others</p>
<p>3. DIGITAL CONTENT CREATION</p> <p>3.1 Developing digital content</p> <p>3.2 Integrating and re-elaborating digital content</p>	<p>3. INTO ACTION</p> <p>3.1 Taking the initiative</p> <p>3.2 Planning and management</p>



<p>3.3 Copyright and licences</p> <p>3.4 Programming</p>	<p>3.3 Coping with uncertainty, ambiguity and risk</p> <p>3.4 Working with others</p> <p>3.5. Learning through experience</p>
<p style="text-align: center;">4. SAFETY</p> <p>4.1 Protecting devices</p> <p>4.2 Protecting personal data and privacy</p> <p>4.3 Protecting health and well-being</p> <p>4.4 Protecting the environment</p>	
<p style="text-align: center;">5. PROBLEM SOLVING</p> <p>5.1 Solving technical problems</p> <p>5.2 Identifying needs and technological responses</p> <p>5.3 Creatively using digital technologies</p> <p>5.4 Identifying digital competence gaps</p>	

