

# **Business Model Canvas Outline**

## **ROC Business Model PITCH Instructions**

### **STEM Discovery CAMP**

For your ROC Idea Pitch include information pertinent to all 9 sections of the Business Model Canvas. You need not answer all of these questions listed below during the pitch as each team's ROC event will be different. You should include the information that best represents your ROC event. Check out the ROC event scoresheet as you build your pitch! Remember.....you have 10 minutes to pitch and 5 minutes for judge's Q&A.

Each team has a limit of 10 power point slides for their presentation.

Choose at least 2 team members to present. Not all team members must present.....this is a strategic decision.....the best presenters should pitch and the non-presenting members answer the judge's questions.

### **Business Model Canvas Questions**

#### **1. Value Propositions**

- a. What value do we deliver to customer?
- b. Which one of customer's problems are we helping to solve?
- c. What bundle of products and services are we offering to each customer segment?
- d. Which customer needs are we satisfying?

#### **2. Customer Segments**

- a. For whom are we creating value?
- b. Who are most important customers?
- c. What is the size of TAM, SAM and Target Market?
- d. Understand customer segment

#### **3. Channels**

- a. Through which channels do our customer segments want to be reached?
- b. Which ones work best? Most cost efficient?
- c. How are we integrating them with customer routines?

#### 4. Customer Relationships

- a. What type of relationship does each of our customer segments expect us to establish and maintain with them?
- b. How costly are they?
- c. Examples:
  - i. Personal assistant
  - ii. Self-services
  - iii. Communities
  - iv. Dedicated personal assistance
  - v. Co-creation
  - vi. Automated services
  - vii. <Market strategy repeat sales>

#### 5. Revenue Streams

- a. For what value are our customers willing to pay?
- b. For what do they currently pay that is similar to our offering?
- c. How are they currently paying?
- d. How would they prefer to pay?
- e. How much does the stream contribute to overall revenue?
- f. Fixed Pricing
  - i. List price
  - ii. Product feature dependent
  - iii. Customer segment dependent
  - iv. Volume dependent
- g. Dynamic Pricing
  - i. Negotiation
  - ii. Yield management (coordinate timing, price, and consumer buying patterns to obtain the best return) Example: purchase of airline tickets
  - iii. Real-time market

#### 6. Key Partners

- a. Who are our key partners?
- b. Who are our key suppliers?
- c. Which key resources are we acquiring from partners?
- d. Which key activities do partners perform?

#### 7. Key Activities

- a. What key activities do our value propositions require?
  - b. Our distribution channels?
  - c. Customer relationships?
  - d. Revenue streams?
- } What activities are most important here?

#### 8. Key Resources

- a. What key resources do our value propositions require?
- b. Resources needed for our distribution channels?
- c. Required for our customer relationships?
- d. Required for revenue streams?
- e. Types of resources necessary:

- i. Physical
- ii. Intellectual – brand, copyright, data
- iii. Human
- iv. Financial

### **9. Cost Structure**

- a. What are most important costs in your business model?
- b. Which key resources are most expensive?
- c. Which key activities are most expensive?

## **TIPS for Being a Dynamic Speaker:**

### -Vocal Aspects of Delivery

1. Pitch
2. Rate
3. Pauses
4. Volume
5. Enunciation
6. Fluency

### -Body Aspects of Delivery

1. Gestures
2. Eye Contact
3. Facial Expressions
4. Movement

### -Qualify Statements and Speaking with Purpose

1. CLAIM - What is your thesis (Your project is beneficial for others at your school)
2. LINK - How do you know that this thesis is true (This project helps development of critical thinking skills)
3. IMPACT - What is the impact of this thesis being true (With the development of critical thinking skills, students will be able to better perform in classes, obtain better grades, achieve higher scores on standardized exams)