STEM Discovery Challenge
Louisiana Tech University
February 27, 2016
Design a Race Obstacle Challenge Event to hold at your school
R.O.C.

Business Model Canvas

Market

Branding/Identity

Funding

Business Model

Pitch
What is a Business Model?
A business model

- Describes how an activity
- Creates
- Delivers
- Captures
- VALUE
Your business model Plan

- Business Model Canvas
- Nine building blocks
- Key activity
- Get Outside the Building
- Talk to potential customers, suppliers, partners
Business Model Canvas

Kelly’s Lemonade Stand: Refreshing Lemonade

**KEY PARTNERS**
- Municipalities

**KEY ACTIVITIES**
- Making lemonade
- Marketing
- Selling
- Cold tasty natural lemonade on-the-go

**VALUE PROPOSITION**
- Personal

**RELATIONSHIPS**
- Park visitors

**KEY RESOURCES**
- Ingredients
- Sales people
- Booth & equipment

**CHANNELS**
- Booth sale
- WWW.Kellyslemonade.com

**CUSTOMER SEGMENT**

**COST STRUCTURE**
- Ingredients
- Equipment
- Salaries/commission
- Flyers

**REVENUE STREAMS**
- Lemonade sales
- Tips
Value Proposition

- What game challenge are you building, for who, and what problem does it solve?

- Get out of the building

- Learn what pains and gains the customer has

- Your solution solves a **major** customer problem/need
The business model Canvas

Key Partners

Key Activities

Value Proposition

What is the Value Proposition for your Race Obstacle Challenge Event?

Customer Relationship

Customer Segments

Key Resources

Channels

Cost Structure

Revenue Streams
Is it the experience? What about the opportunity to learn and compete with like minded students?
Customer Segments

Who are your customers and why would they buy?

Is the buyer the user?
The business model Canvas

Key Partners

Key Activities

Value Proposition

Customer Relationship

Customer Segments

Key Resources

Channels

Cost Structure

Revenue Streams

Who are the customers for your ROC Event?
Channels

❖ How to reach your customers
❖ How does the product/service get to the customer?
❖ Determine distribution channel (virtual or physical)
The business model Canvas

Key Partners

Key Activities

Value Proposition

Customer Relationship

Customer Segments

Key Resources

Channels

Cost Structure

Revenue Streams

How to reach the customers who will most likely attend your ROC event?
Customer Relationships

How do you get, keep, and grow customers?

Paid
- Public Relations
- Advertising
- Attend Trade Shows
- E-mail
- Search Engine Marketing

Earned
- Speak at conferences
- Blogs
- Guest articles
- Social Media
- Word of Mouth
<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationship</th>
<th>Customer Segments</th>
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<td><strong>What type of relationships do your customer segments expect? Online contact? Yearly/monthly basis?</strong></td>
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<th>Key Resources</th>
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<th>Revenue Streams</th>
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**The business model Canvas**

**ROC**

04-Jan-2013

Iteration #1
Revenue Model

- How does the company make money from each customer segment?
- Pricing
- For what Value is the customer paying?
The business model Canvas

Key Partners

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Cost Structure

Revenue Streams

What do they currently pay for entertainment competitions? How does revenue stream add up?

For what VALUE are ROC Event customers really willing to pay?
The business model Canvas

Key Partners

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Cost Structure

Revenue Streams

sale of Products?

Ticket sales?

Entry fees?

Ticket sales $ 
Entry fees $ 
T shirt sales $ _____ 
TOTAL $ 

ROC

04-Jan-2013
Iteration #1
Partners

- Who are the key partners and suppliers needed to make the business model work?
  - Key partners
    - What key activities do they perform?
  - Key suppliers
    - What are we buying from them?
Resources, Activities, Costs

What are the most important assets required to make the business model work?
- Physical: machines, vehicles
- Financial: raising money, credit
- Human: programmers, designers, managers

What are the costs to operate the business model?
- Fixed: rent, machinery
- Variable: wages, utilities, materials
The business model Canvas

Key Partners

Key Activities

What activities must you complete before ROC event?

Key Resources

What resources will you need?

Value Proposition

Customer Relationship

Customer Segments

Cost Structure

Cost of Sales:

Construct Course $
Rent Location $
Advertising $
T Shirts

Revenue Streams
Brainstorming Rules from IDEO

1. Defer judgment
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic and process....seriously focused
5. One conversation at a time
6. Be visual
7. Go for quantity

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Stick to the rules!
Work quickly and List the ideas!
No idea is refused!