

Homework Assignment 6

Homework assignment for the 3rd support appointment, 5.7.

Find out about the business model canvas and how it is used. Use any sources of your choice, as long as you are able to grasp the concept, for example:

- This website offers a brief, practical starting point for how to fill it out using examples: <https://isaacjeffries.com/blog/2018/9/8/how-to-fill-in-a-business-model-canvas>
- This video from Stanford eCorner (53 minutes) gives an overview of the business model canvas by its inventor, Alex Osterwalder <https://www.youtube.com/watch?v=8GIbCg8NpBw>
- For more detail, see Osterwalder & Pigneur (2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. The e-book is available from several sources via google, or from libraries (for example helmet.fi)

Fill out the business model canvas for your team's idea. You can find a copy of the blank canvas here: <https://www.strategyzer.com/canvas/business-model-canvas>

Prepare to present and discuss your completed business model canvas at the next support appointment on 5.7.