**CONTENT**

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| --- | --- | --- | --- | --- |
| **S.NO** | **DATE GIVEN** | **WORKSHEET NO** | **WORKSHEET TITLE** | **REMARKS** |
| 1 |  | Pre-Game |  |  |
| 2 |  | 1 |  |  |
| 3 |  | 2 |  |  |
| 4 |  | 3 |  |  |
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| 10 |  | 9 |  |  |
| 11 |  | 10 |  |  |

**WORKSHEET NO:1**

SUBMISSION WORKSHEET -1

COLLEGE NAME

MY TEAM NAME

MY EMAIL

MY MOBILE CONTACT-

MY TEAM MATES

1.

2.

3.

OUR TEAM COMBINATION

NAME OF MEMBER - STYLE

|  |
| --- |
| **OFFICE USE ONLY**  **TEAM COMBINATION SCORE:** |

**Worksheet 2**

**IDEA EVALUATION WORKSHEET- Based on 5q by Prof.EdRubaesch**

Q1. WHAT’S THE PROBLEM ?

1. IS IT REAL
2. HOW BIG IS THE PROBLEM
3. WHEN DOES IT OCCUR
4. FREQUENCY OF OCCURENCE
5. CURRENT SOLUTIONS

Q2. WHO HAS THE PROBLEM-customer identification

* PROFILE
* LIFESTYLE
* SEGMENT
* POSITION-CRITICALITY OF NEED

Q3. WHAT’S YOUR SOLUTION

* WHATS YOUR UNIQUE PROPOSITION
* DO YOU OWN IT- IPR

Q4. WHO IS COMPETITION

* HOW ARE YOU DIFFERENT
* ARE YOU THE UBER OR YOU UBERED

Q5. HOW IS IT MADE POSSIBLE-

* RESOURCES/ TECHNOLOGY/
* SOCIAL/ECOLOGICAL FEASABILTY
* Man,money ,machine,materials.

IDEA EVALUATION- SUMUP

CUSTOMERS:

MOST UNDERSERVED SEGMENT

SIZE

TARGET

COMPETITION

DIFFERENTIATOR

ECONOMIC FEASABILITY

IP

TECHNOLOGY NEEDED

COMPETENCIES

KNOWLEDGE NEEDED

SKILLS NEEDED

TEAM COHESIVENESS

NETWORK

**WORKSHEET- 2A**

**MARKET SURVEY & CHECKLIST**

**QUESTIONNAIRE**

**PROBLEM STATEMENT:write your assumption of a problem here.**

**PERSONAL PARTICULARS**

1.NAME

2. ADDRESS

3. AGE

4. EMAIL

5.PHONE

**PROBLEM VALIDATION QUESTIONAIRRE:**

1. DO YOU FACE THE PROBLEM OF ………………………….

YES NO

1. IF NO WHAT OTHER PROBLEM KEEPS YOU AWAKE AT NIGHT?
2. IF YES, WHO FACES THIS PROBLEM
3. IF YES WHEN DO YOU FACE THIS PROBLEM(FREQUENCY)

MOST FREQUENT (3TIMES AWEEK/DAILY)

MORE FREQUENT (ONCE A MONTH)

LESS FREQUENT (ONCE IN 3 MONTHS)

1. CURRENTLY WHAT SOLUTIONS YOU USE TO SOLVE THE PROBLEM.
2. WHAT DO YOU THINK WOULD BE A GREAT SOLUTION TO THIS PROBLEM?
3. WHAT PRICE POINT WOULD YOU BE WILLING TO PAY FOR SUCH A SOLUTION.

**Format of one-page report:**

1. Problem introduction-10 lines
2. Problem assumption statement
3. Survey sample data introduction
4. Findings with percentage
5. Conclusions on whether problem is validated or not.

**WORKSHEET- 3**

**LEGAL STRUCTURE & START-UP CHECKLIST**

**Reference Pages: 7 to 17**

**WORKSHEET- 3A**

**BUSINESS MODEL WORKBOOK**

**(Based on BUSINESS MODEL CANVAS BY ALEXANDER OSTERWALDER AND YVES PIGNEUR)**

**For candidates proposing to to start their own enterprises or intrapreneurs and in my workshop sessions.**

**Designed by Dr. Radhika Meenakshi Shankar- Entrepreneurship Management Consultant @WISE OWL CONSULTANCY SERVICES –HYDERABAD.**

**----------------------------------------------------------------------------------------------------------------------------**

A Business model describes the rationale of how an organization creates delivers and captures value.-Alexander Osterwalder.

Each block has certain set of questions to be answered. These questions are only indicative pointers to your thinking and not exhaustive.

1. **Value created by the venture.**
2. Define the problem and solution offered
3. How different is the solution from competition(differentiator)
4. What visible change in your organization does your idea propose to bring about.
5. Multiple benefits or single large benefit
6. Bundling of benefits
7. Temporary or life long(timespan of benefit)
8. Describe the jobs, pain and gains of the product solution
9. Is it novel or is it time tested?
10. **Beneficiaries /customers identified:**

Describe various customers who would use it:

Macro size of the customer

Micro size of the customer

Target customer

Customer needs articulated

Beneficiary’s pain killers offered- product features

Do they need it

How do they currently solve this problem

Is the problem real enough

1. **Channels**
2. How do you propose the value created will reach the customer-work process
3. How it will fit into the scheduled workflow
4. Where it will be present
5. Process in charge
6. How will you launch this product
7. How will you Communicate the benefit to the world

Proposed plan of action to impact the target identified.

1. **Customer Relations**
2. How do propose to retain your customers for a long time
3. What benefits you will accrue to existing long term customers
4. Would customer service be given importance- if so how
5. How will customer complaints be addressed
6. **Revenue model:**

The various revenue streams or various ways in which cash is generated by the company will be identified in this block. Will your cash inflow be through sale of product or its usage/subscription/liscense fees/leasing etc. Here the pricing mechanism must be clearly defined.

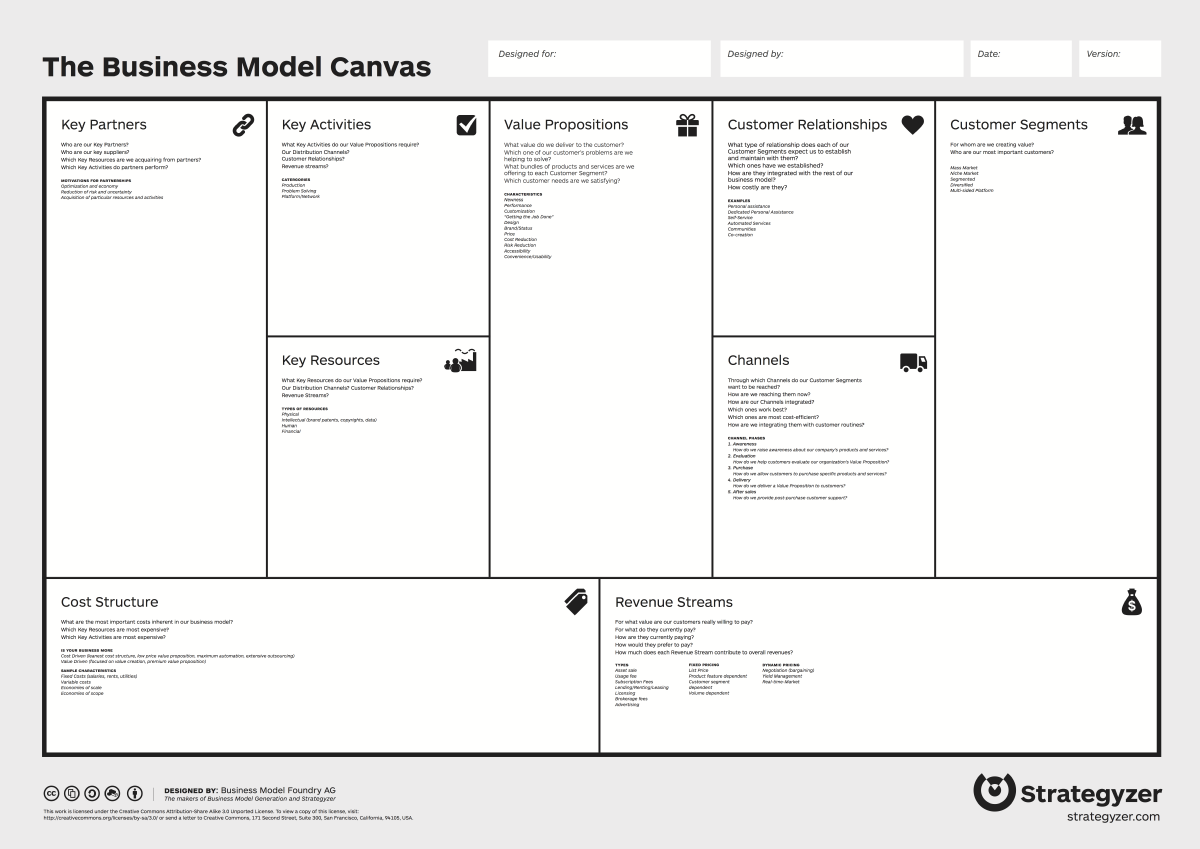
1. What value is the customer willing to pay-(Pricing your services)
2. Value delivery is post or pre payment for it
3. Identify the various streams of cash inflows into system.
4. Will your payment for the products be received in one time or across multiple time periods.
5. Are their payments in kind? E.g. work off hours at unit instead of pay fees.
6. Any Credit system offered
7. Cash receipt direct into bank or vide cashbox(manual intervention)
8. Time span between value delivery and cash receipt.
9. **Key activities**
10. What are the various activities that need to be done
11. Operational plan with work process flows
12. Fit into schedule
13. **Key resources**
14. What resources are required: men, money, machine, material& technology
15. Where can it be procured
16. How much of resources are shareable
17. **Key Partners**
18. Who are the possible people/deptts /companies that we can collaborate with ?
19. Which of the vendors can we key in
20. Do we depend on third party e.g. freight carriers as crucial partner to the process
21. **Cost Model**

This block will clearly help in identifying the various costs associated in operating the various activities of the business model envisaged.

1. Is your product strategy cost driven or value driven ?
2. Identify the various fixed and variable costs?
3. Identify what your manufacturing/administrative /marketing costs will be.
4. Identify your costly resources .
5. Costly activity.
6. Total investment needed.

**--------------------------------------------------------------------------------------------------------------------------**

**Thi*s* work book is TOTALLYbased on the book ”BUSINESS MODEL GENERATION ‘ written by ALEXANDER OSTERWALDER & YVES PIGNEUR. The above book has also been co- created by 470 practitioners from 45 countries. Subscribe vide WILEY.COM.**



**WORKSHEET- 4**

**MARKET**

**Reference Pages: 18 to 21**

**WORKSHEET- 5**

**COMPETITION ANALYSIS**

1. For the problem identified describe what solutions does the customer profilers CURRENTLY use?
2. Describe any five top currently used solutions for the identified problem & describe their unique features.

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Solution name/competition | Features | Remarks |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |
| 04 |  |  |  |
| 05 |  |  |  |
| 06 |  |  |  |

1. What is the price range they pay for these solutions?

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Solution name/competition | Price | Remarks |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |
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1. Evaluate the current solution (My Product) designed by you..

( e.g costly, aesthetic, short, economical, value for consideration but low on satisfaction or has a host of other points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.No | MySolution features | benefits | Possible challenges | Differentiation/changes to make/remarks |
| 01 |  |  |  |  |
| 02 |  |  |  |  |
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1. Identify the current solution(My Product) weaknesses. ( e.g. costly, time, design, not compatible)-why they will not buy my product?

Recognise the setbacks or risks or problems in building the product. minimum three

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Reasons not to buy | Risk/problem | notes |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |
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1. RECOGNISE THE DIFFRENTIATORS AND WRITE THE VALUE THEY PROVIDE.

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1. OUR PRODUCT VERSUS TOP TWO COMPETITION- A 5 FEATURES COMPARISON.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FEATURES | Compet-1 | Compet-2 | Our product | remarks |
|  |  |  |  |  |

**WORKSHEET- 6**

**WORK FLOW**

**Reference Pages: 22 to 23**

**WORKSHEET- 7**

**COST & REVENUE**

**Reference Pages: 13 to 15**

**WORKSHEET- 8**

**REVISED BUSINESS MODEL**

**WORKSHEET- 9**

**BUSINESS PLAN**

**Reference Pages: 24 to 27**

**WORKSHEET- 10**

**PITCH & EXECUTIVE SUMMARY**

**RULES OF THE GAME.**

1. PRE ASSIGNMENT& MY PROFILE NEEDS TO BE COMPLETED BEFORE DAY1 BEGINS.
2. ATTENDANCE DAILY TO BE SIGNED BETWEEN 9.00 AM AND 9.30 AM.
3. THE GAME TEAM NUMBER ALLOTTED ON DAY 1 WILL BE APPLICABLE FOR ALL SUBMISSIONS
4. ALL WORKSHEET SUBMISSIONS ACCEPTED ONLY IN HARD COPY.
5. A TEAM SHOULD COMPRISE OF 5-6 MEMBERS ONLY.The team will be formed on day 1. The team formation is by self selection. Multi college mix team is a must.

A team should have a mix of minimum 2 colleges atleast.

1. THE TEAM’S ELECTED CEO WILL BE THE POINT OF ALL CORRESPONDENCE from secretariat.
2. THE TEAMS WILL BE DIVIDED INTO COHORTS OF 5 TEAMS. EACH COHORT WILL BE GIVEN A TEAM COHORT COORDINATOR.-COCO

DUTIES OF COCO:

TO PASS ALL INFORMATION TO TEAM LEADS OF HIS/HER COHORT

EVERYDAY TEAM SUBMIT THEIR WORKSHEET TO THEIR RESPECTIVE COCO .THE COCO COLLECTS THE SHEETS AND SUBMITS IT TO MENTOR FACULTY./SECRETARIAT ENLITE

1. THERE WILL BE A PROGRESS TRACKER SHEET DISPLAYED ON BOARD FROM TIME TO TIME
2. THE JUDGES DECISION WILL BE FINAL
3. THERE WILL BE A PITCH OF THE IDEA ON LAST DAY 6th
4. JUDGEMENT CRITERIA FOR PRIZES:

PROGRESS TRACKKER: 50 MARKS- (timely submission,content,teamspirit,cohort spirit)

PITCH & BPLAN : 50 MARKS

1. MULTI COLLEGE TEAM ENCOURAGED ACTIVELY. Certificates for winners.

**COCO COLLECTION TRACK SHEET**

COCO: NAME -------------- COHORT TEAM NUMBER--------------

COCO EMAIL -------------------------------- COCO MOBILE NUMBER:------------------

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| DATE | SUBMISSION WRKSHEET NUMBER | SIGNATURE | REMARKS |
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ENLITE TRACK SHEET

FACULTY MENTOR NAME

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| TEAM NUMBER | WORKSHEET NUMBER | MARKS | TEAM LEADER | COCO | REMARKS |
| JVV01 |  |  |  |  |  |
| JVV02 |  |  |  |  |  |
| JVV03 |  |  |  |  |  |
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**TEAM ALLOTTMENT MASTER SHEET**

This sheet will allot the team numbers and gather information of the team

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| TEAM No | NAME OF STUDENT | COLLEGE | MOBILE | EMAIL | COMPANY NAME | PRODUCT | COCO  ALLOTTED |
| JVV01 |  |  |  |  |  |  |  |
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| JVV02 |  |  |  |  |  |  |  |
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