**COVER PAGE**

**TEAM “Business Name”**

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| IMAGE |

***Prepared for:*** *Swat Tank 2016*

***Team Members:***

***Date submitted:***

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# Introduction

The purpose of this document is to….

## Overview

We decided to participate in the Center for Innovation & Leadership’s Innovation Incubator program that has led us to submitting our Business Canvas Model (BMC) to the Swat Tank 2016 competition…

This involved…

We met as a team…

We created a work plan to develop and test the BMC…

## Team Members

1. Name / class:

Minor/Major:

2. Name / class:

Minor/Major:

3. Name / class:

Minor/Major:

Team Mentor:

## Schedule of Meeting Times

See appendices….

# The Business Concept

## Context

Describe the problem

## Current Environment

Describe the current solutions

Pros and Cons

Gaps in service

Change in environment, customers needs etc. that requires a new or improved solution

## The Value Proposition

We identified the customers….

We assessed / analyzed their tasks, needs and what would add value to their lives

(Provide a table etc.)…

We identified the product and/or service that would be a stronger Value Proposition for our customers…

Describe how the business works….

## Developing the Business Model Canvas

Testing the BMC – How many testing cycles, with whom, when, where, (testing cycles = market research, customer research, speaking to suppliers, partners, funders etc.)

How did testing help clarify your final BMC?

# Final Business Model Canvas

## Business Mission Statement

## Value Proposition

## Customers

## Channels to Customers

## Customer Relationships

## Revenue Streams

## Key Resources

## Key Activities

## Key Partnerships

## Cost Structure

# Team Review

## Barriers & Enablers

What difficulties or barriers did you have to overcome?

What were enablers / strengths that played a key positive role in developing your business concept?

Team perspective…

Business operations perspective…

Business environment perspective…

## Application of Knowledge

How did you draw on and apply your learning from your Swarthmore classes and experience in this process?

## Reflection

What did you learn about yourself individually and also as a team?

## Business Model Canvas: Next Steps

What remaining steps would need to take place to continue to build or prove the BMC?

What would need to happen to make this business real?

Is there a plan to continue developing the business? Who would be responsible for continuing the work? (Development, delivery or exit strategy?)

# APPENDICES