**Stage 2 Business Innovation**

**Assessment Type 2: Business Model**

**Purpose**

This task enables you to demonstrate you understanding of:

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| --- | --- |
| * Innovation
* Decision Making and Project Management
 | * Financial Literacy and Information Management
* Global, Local and Digital Perspectives
 |

by working collaboratively to develop a viable business model accompanied by an individual evaluation of the overall model and your specific contribution to it.

**Task Description**

**Supporting Documents**

1. **Business Model**

You may choose to develop your business model on a customer problem or need identified through your Business Skills tasks. Alternatively, you may choose to identify and explore a new customer problem or need.

As part of this task, work collaboratively to develop a business model that represents the core aspects of a new or existing business. Your Business Model needs to address the key elements of the [Business Model Canvas](https://strategyzer.com/canvas/business-model-canvas):

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| --- | --- |
| **Element** | **Description** |
| **Customer Segments & Value Proposition** | Who are the customers? What is the need being addressed and value delivered? |
| **Customer and stakeholder engagement and retention** | What physical and digital strategies does the business use to build and maintain relationships with customers and stakeholders? |
| **Distribution Channels** | How does the product or service reach the customer? |
| **Revenue streams** | How does the business earn money from delivering the value proposition? |
| **Key stakeholders** | Who are the most important partners that can provide resources and perform key activities? |
| **Key resources** | What resources are needed to create and deliver the value proposition? |
| **Key activities** | What are the core activities performed to create and deliver the value proposition? |

In addition to the points above, your business model needs to be supported by appropriate supporting documents including:

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| --- | --- | --- |
| * Lean Validation Board
 | * Value Proposition Canvas
 | * Customer Archetypes
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| * Market Analysis
 | * Get/Keep/Grow Cycle
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1. **Portfolio**

During the development of the business model, you will need to maintain an individual portfolio that includes evidence of:

* The decision-making and project management tools and strategies that you used to develop the business model.
* Your individual contribution to the collection of data from a range of sources to create business intelligence.
* Your use of business intelligence to develop the business model.
* The pivots that you made in response to validated and invalidated assumptions.
* The different tools and strategies that you used to collaborate with your team members.
* Peer and self-assessment of your contribution to the effective functioning of the team.

The portfolio is **not directly assessed**, but forms the basis of your individual Business Model Evaluation.

**Assessment**

**Business Model Evaluation:**

On completion of the collaborative development of your business model and completion of your individual portfolio of evidence, you develop and present an individual evaluation of the business model. This evaluation should incorporate evidence of the development of the business model such as photographs, video clips, reflective podcasts and provide commentary on:

* the effectiveness of the decision-making and project management tools and strategies used to develop the Business Model
* risks and opportunities, including those posed by digital technologies, and recommendations to improve the business model
* student’s individual contribution to the development of the Business Model including the creation and application of business intelligence
* evaluation of the group’s collaborative skills.

The business model evaluation may be presented in multimodal, oral, or written form.

 **Assessment Conditions**

**Format:**  Financial Overview / Presentation

**Word Count:** A maximum of 12 minutes or 2000 words if written, or the equivalent if multimodal.

**Assessment Design Criteria**

**Contextual Application**

CA1 Contextual application of decision-making and project management tools and strategies

CA2 Create and apply business intelligence to iteratively develop business models and plans

CA3 Contextual application of communication and/or collaborative skills.

**Analysis and Evaluation**

AE1 Evaluate business models and plans

AE2 Analyse and evaluate opportunities and challenges for business in the digital age

AE3 Analyse and evaluate social, economic, environmental, and/or ethical impacts of global and local business.

| - | **Finding and Solving Problems** | Contextual Application | Analysis and Evaluation |
| --- | --- | --- | --- |
| A | Insightful identification and exploration of problems and/or needs using customer-focused approachesHighly creative generation of innovative and viable solutions to problems and/or needs using customer-focused approaches | Perceptive and highly effective contextual application of decision-making and project management tools and strategiesAstute and highly strategic creation and application of business intelligence to iteratively develop business models and plansAstute and perceptive contextual application of communication and/or collaborative skills. | Discerning evaluation of business models and plansCritical analysis and perceptive evaluation of opportunities and challenges for business in the digital ageInsightful analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business.  |
| B | Well-considered identification and exploration of problems and/or needs using customer-focused approachesCreative generation of viable solutions with some innovation to problems and/or needs using customer-focused approaches | Well-considered and mostly effective contextual application of decision-making, project management and change management tools and strategiesStrategic creation and application of business intelligence to iteratively develop business models and plansMostly perceptive contextual application of communication and/or collaborative skills. | Mostly discerning evaluation of business models and plansMostly critical analysis and evaluation of opportunities and challenges for business in the digital ageWell-considered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business.  |
| C | Considered identification and exploration of problems and/or needs using customer-focused approachesMostly creative generation of viable solutions to problems and/or needs using customer-focused approaches | Considered contextual application of decision-making, project management and change management tools and strategiesCompetent creation and application of business intelligence to iteratively develop business models and plans Effective contextual application of communication and/or collaborative skills. | Considered evaluation of business models and plansSome critical analysis and evaluation of opportunities and challenges for business in the digital ageConsidered analysis and evaluation of social, economic, environmental, and/or ethical impacts of global and local business.  |
| D | Some identification and exploration of problems and/or needs using customer-focused approachesSome generation of solutions to problems and/or needs using customer-focused approaches | Some application of decision-making, project management and change management tools and strategiesSome creation and application of business intelligence to iteratively develop business models and plansSome contextual application of communication and/or collaborative skills.  | Some analysis and description of business models and plansSome analysis and description of opportunities and challenges for business in the digital ageSome analysis and description of social, economic, environmental, and/or ethical impacts of global and local business.  |
| E | Attempted identification and exploration of problems and/or needs using customer-focused approachesAttempted generation of solutions to problems and/or needs using customer-focused approaches | Attempted application of decision-making, project management and change management tools and strategiesAttempted creation and application of business intelligence to iteratively develop business models and plansAttempted application of communication and/or collaborative skills. | Attempted description of business models and plansDescription of opportunities and challenges for business in the digital ageDescription of social, economic, environmental, and/or ethical impacts of global and local business.  |