

Software as a Business (SaaB)

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Exercise Sheet No. 1

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Introduction to the Business Model Canvas (BMC)

Task 1.1: Starting a Problem Diary

One of the most important things for an entrepreneur is to collect *problems*, because a well-defined problem is half a solution. In the following, we collect some interesting B2C problems:

- How is your cat fed when you go on a holiday? Would a cat feeding machine or other IoT device help?
- How do old people live longer in their home? Can a service robot or other assistants help?

Here are some interesting B2B software industry problems:

- Many companies do not document their software development process. Newcomers cannot be accustomed to the rules; employees who leave take precious knowledge with them. How could you consult these companies?
- Some European countries do not have the Euro. How can you help companies to internationalize to these countries?

1a) Start a diary collecting problems. The diary may be in electronic or paper form.

Alternatively, you can contribute to the WS 18/19 problem diary of the course on LINC: <https://md.inf.tu-dresden.de/0yCBDfJ2QbuNONFmaGxEKA>

Task 1.2: Working with the Business Model Canvas

Get the Business Model Canvas from the web and print it in A3 on a printer. Fill every field of the BMC with questions first, and then, answer them.

2a) Develop a value proposition for the following business idea:

In the morning, people like to have fresh milk, coffee, and broetchen. Also, in the next years, drones will become much cheaper and can be used to provide services for people. Your new company **DroneBreakfast** uses drones to ship fresh broetchen to individual houses in the Dresden valley. Your base is in Reick, and you have access to a big baker shop.

Compare your business idea to the business of <http://www.morgengold.de/>. This service brings broetchen along if you order them via web.

2b) Fill the value proposition field first. First, think about 5 value proposition questions, and note them down. Then, answer them.

2c) Which resources do you need? Think about 5 resource questions, and fill them into the canvas. Also, note the answers.

2d) Think about how much the drones will cost. How is your cost structure?

2e) What are your customer segments and channels? Compare the payment channels with Morgengold.

2f) Plan the revenue.

Task 1.3: Printing the BMC in Wall Size

3a) Find a way, how to print the BMC fields on an A3 printer. Paste all parts together with Tesa stripes, so that you can put up the entire BMC in a huge form on an empty wall.

Buy a set of colored post-it notes.

3b) Repeat the previous Ex. on the wall, involving some friends.

Task 1.4: Business Model Canvas

4a)

Questions	Answers
1. Which statements are true about the BMC?	<input type="checkbox"/> Fill the canvas first with questions, then with answers, then with assessment <input type="checkbox"/> Fill the canvas always from left to right. <input type="checkbox"/> The value proposition field should be filled last. <input type="checkbox"/> Filling questions and answers should never be mixed, but always be run in separate phases. <input type="checkbox"/> The canvas should be filled in a collaborative process.

Task 1.5: Know-How about the Value Proposition Canvas

5a)

Questions	Answers
<p>1. Which statements are true about the Value Proposition Canvas (VPC)?</p>	<ul style="list-style-type: none"><input type="checkbox"/> The VPC is a subcanvas of the LeanCanvas.<input type="checkbox"/> Fill the canvas always from left to right.<input type="checkbox"/> The field Customer Jobs should be filled last.<input type="checkbox"/> Whenever a pain is identified, a pain killer must also be found.<input type="checkbox"/> The canvas' results should be filled into the field ValueProposition of the BMC.