Business Model Canvas of Existing Products

Task 2.1: Working out the iPod Business Model Canvas

Fill a BMC for the iPod. The iPod appeared in the beginning of the 2010s and revolutionized the music industry. The reason was its new business model. Fill every field of the BMC with questions first, and then, answer them.

1a) Start with the value proposition of the iPod. Think about 5 value proposition questions, and note them down. Then, answer them.

1b) Which new channels did the iPod need?

1c) Which resources do you need? Think about 5 resource questions, and fill them into the canvas. Also, note the answers.

1d) Think about how much the parts of the iPod product will cost you. How is your cost structure? Which contracts do you have to negotiate?

1e) What are your customer segments? Compare the payment channels with classic CD industry.

1f) Try to find out on the internet what Apple's revenue is.

Task 2.2: Working on the Virality of the iPad Business Model

Under `https://de.wikipedia.org/wiki/Newton_(PDA)` and `http://www.macprime.ch/applehistory/story/apple-newton-im-kreuzfeuer-des-digital-hub/` you find the story of the Apple Newton (1995), one of the first hand-held devices that inspired the Palm Pilot and the Apple iPad.

2a) Start with the value proposition of the Newton. Can you think of a *viral* feature of a hand-held device?

2b) Compare the Newton with the iPad. Which *viral features* does the iPad have the Newton did not?

2c) Look at the Hololense of Microsoft `https://de.wikipedia.org/wiki/Microsoft_HoloLens` Try to combine it with an iPad. Which new *viral features* could result? Try to find two of them.

2d) Think about a customer of the Clinton class. How could you show your two new viral features of the new *HoloPad* vision to him and test the virality?

Task 2.3: An Elevator Pitch for the iPad

Plan an elevator pitch for the iPad, consisting of 6 sentences. Imagine you had been Steve Jobs in 1992 and you want to start a project for a new product.

3a) What could be your stakeholders to convince them of the new mobile tablet computer?

3b) Plan one sentence for a Need.

3c) Plan one sentence for your Approach.

3d) Plan one sentence for your Benefit for Cost. What is your benefit of the iPad? What are its costs? what is the efficiency factor, i.e., the ratio of benefit and efficiency?

3e) Plan one sentence for your Competition.

3f) Plan one sentence for your Hook.

3g) Plan one sentence for your Conclusion.

Task 2.4: An Elevator Pitch for the Drone Breakfast

Plan an elevator pitch for the Drone Breakfast, consisting of 6 sentences.

4a) What are your stakeholders to convince them of the new mobile coffee and broetchen service Drone-Breakfast?

4b) Plan one sentence for a Need.

4c) Plan one sentence for your Approach.

4d) Plan one sentence for your Benefit for Cost. What is your benefit of the iPad? What are its costs? what is the efficiency factor, i.e., the ratio of benefit and efficiency?

4e) Plan one sentence for your Competition.

4f) Plan one sentence for your Hook.

4g) Plan one sentence for your Conclusion.