

Creative Problem Solving
Business Model
Lesson Plan

<u>Objective:</u> Participants will be able to understand and create business model	
<u>Total Time:</u> 90 Minutes	
<u>Materials Required:</u> Whiteboard	
<u>Instructor Note:</u> After framing the business idea and decoding the target customer, participants will now work on their business model. This session will help them understand the components of a business model and will give them practice time to use the learned concepts. Trainer should read up about “Business Model Canvas” & Revenue Models/Streams: https://strategyzer.com/books/business-model-generation	
<u>Opening Protocol:</u>	
<ul style="list-style-type: none"> ● Greet the participants ● Take attendance ● In pairs, ask participants to share with each other how they are feeling ● Recap the previous session by asking 1-2 participants to share with the class, what they learnt and did in the previous session 	5 Minutes
<u>Opening Activity: Business Model</u>	
<ul style="list-style-type: none"> ● Write examples of some companies and ask learners “How do these businesses earn money?”. ● Let participants use internet if they don’t know about these companies’ business models ● Some possible examples: <ul style="list-style-type: none"> - Saavn - Ola - Zoom (Video Conferencing) - Boeing - YouTube - Keventers 	15 Minutes

<p><u>Concept Discussion</u></p> <ul style="list-style-type: none"> ● Divide the class in 9 groups and ask them to open their handbooks ● Involve them in a discussion by checking their understanding of business model ● Give 10 minutes to each group to read and understand 9 parts of Business Model Canvas. Each group will get to read and understand 1 part each ● After 10 minutes, ask group members to share their learnings ● Involve everyone in the discussion to ensure that all the participants understand all the concepts ● Explain: One of the greatest assets of an entrepreneur is that they think differently. This thinking drives entrepreneurs towards innovation. 	<p>20 Minutes</p>
<p>Activity: Business Model</p> <ul style="list-style-type: none"> ● Draw the Business Model canvas format on the whiteboard ● Tell the participants that they have to remain in the same 9 groups ● Tell the participants, “Before we go to use the business model canvas for our business ideas, let us try to handle a challenge. I am one of the founders of Flyrobe, an online rental service of designer clothes. I want to be a service that runs across India, such that my customers rent clothes only from me. I am trying to figure out my business model and you are my team members. So now, I need your help. You have already understood the parts of the business model canvas in detail, now you have to define the assigned part of the canvas for me. - You have 10 minutes for the exercise. - You may also choose to interact with any of the teams working on other components to get more ideas. - After ten minutes, each team has to come and present the answers they came up with for their component - Feel free to ask me if you have any questions or doubts.” ● Give real time feedback to participants to ensure that they are doing the exercise correctly 	<p>25 Minutes</p>
<p>Project Time</p> <ul style="list-style-type: none"> ● Tell participants to sit with their “business idea” groups ● Give them 10 minutes to decide 9 components of business model for the business idea they are working on ● After 10 minutes, ask them to present their canvas to other groups to get feedback and suggestions from each other 	<p>15 Minutes</p>

<p>Closing activity:</p> <ul style="list-style-type: none"> ● Ask any one group to come in front and share their business model in front of everyone ● Trainer can use this group's business model as an example to share feedback and suggestions to guide participants 	5 Minutes
<p><u>Closing Protocol:</u></p> <ul style="list-style-type: none"> ● Thank the participants for their time ● Announce the next time you will be visiting them ● Share the topic of the next session ● Collect 1-2 most interesting activity sheets/artefacts from students and show to Nodal officer and institution head after session ● Click pictures of the artefacts for documentation 	5 Minutes