Not Just for Startups

Using the Business Model Canvas™ to Introduce Students to Business Information Resources

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The Idea

Would structuring library instruction around strategic planning frameworks like the Business Model Canvas increase student engagement?
The Motivation

- Reduce time lecturing
- Increase active learning in sessions
- Illustrate connections between course content and information sources
- Encourage critical thinking and contextualization
- Decouple sources from purpose labels (IBISWorld = industry info, etc.)
- Students make tangible progress on their assignments
What is the Business Model Canvas?

A visual framework to help users describe, design, and modify the operational model of an organization.

The Business Model Canvas

Key Partners
- Facebook?
- Other: I'm bored
- Sites?
- Nature deficit disorder NGO's
- Parents
- Strategic alliances
- Server place
- Website builder?

Key Resources
- Human resources
- Your team
- Intellectual resources
- Your database
- Physical resources
- Your servers

Key Activities
- Problem solving
- Debug - testing
- Platform - website & services

Value Propositions
- Newness
- Customization
- Accessibility
- Cost reduction
- Tapping into the internet addiction gap

Customer Relationships
- Pretty much automated, but we do want to stick with a customer over time to ensure satisfaction & profiles?
- Awareness → attach promo to any internet addiction tagged online
- Binge? Okay, content
- Eval → direct feedback on site
- Engage advertisers after increasing user base

Customer Segments
- Ages 13-21
- People who self identify that they want to spend less time online
- Niche market

Channels
- Multi-sided platform?
- Advertisers?

Cost Structure
- Value-driven economies of scale

Revenue Streams
- Advertisers can promote business
  - As hang out/activity spot
  - Multi-sided platform, free as a business model
The Setup

Students

- 3-5 person groups
- Familiarity w/ BMC
- Own or assigned topic
- Flat classroom (ideal)

Supplies

- Sticky Wall Pads
- Colored markers
- BMC examples
- Database printouts (optional)
The Process

1. Distribute supplies
2. Review purpose of BMC
3. Explain activity
4. Assign 1st source to groups
5. Groups have 10-15 min to connect source w/ BMC categories
6. Repeat 4 & 5
7. Groups report back re: info found in each source & locations assigned in BMC
8. Instructor-led review
Outcomes

- Incredible student engagement & energy
- Bulk of class time was spent interacting with students while they worked
- Questions focused on dealing with “good-enough” information, related sources, and clarifying purpose of BMC sections
- Students used information sources where they fit versus where the purpose labels matched
Next Steps

- Alternate Canvas mediums
  - Online canvases
  - Whiteboards
- How to use in lecture style classrooms?
- How to assess effectiveness?
- Alternative reporting back methods
- Applying to other strategic analysis frameworks
Questions?

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Source List

Alexander Osterwalder: http://alexosterwalder.com/

Strategyzer: https://strategyzer.com/

Canvanizer: https://canvanizer.com

Steve Blank: https://steveblank.com