

SUBFLY Assignment 20-27 October 2019, Cluj

The groups are to choose one of the two businesses presented Tuesday/Wednesday. They will use Osterwalders Business Canvas to make an assessment and presentation of the business model. A short introduction to the model here: <https://www.youtube.com/watch?v=QoAOzMTLP5s>

Students will prepare questions for the presenters to enable them to the best of their ability describe all fields of the canvas.

Deliverables:

- Written report (1000 words appx.)
- Short group report (300 words appx.)
- Slideshow (5-8 slides)
- Deadline Thursday 20:00
- Oral presentation Friday.

The report could be written like this:

1. Short introduction to the company's context.
2. A figure of the business canvas.
3. Chapter with comments on each of the sections of the business canvas.
4. Conclusion: Final discussion on whether the model shows a representative picture of the business in questions, and whether it is possible to single out possible risks or opportunities through this analysis.

The group report should

1. Summarize main points of "group contract" from day 1
2. A short reflection on how the collaboration turned out, if you learned anything from it or would have done differently if done over.