



WEEK 2 CLASS ACTIVITY — BUILD A BUSINESS MODEL CANVAS

Startup Thinking & the BMC · LO6 · ~60 minutes (two rotating stations)

Goal. Put the lecture to work *with your hands*. You'll build a Business Model Canvas for a real problem, and sharpen a problem statement using the pain score. The canvas only "clicks" when you build one — so argue, scribble, cross things out, and fix them.

How it runs: the class splits in two and rotates. **Station A — Canvas Build** (whiteboard/teams). **Station B — Problem Clinic** (with the teaching team). ~25 minutes each, then swap, then a short whole-class debrief. Cross-campus teams pair up via the Google Meet breakout.

STATION A — BUILD THE CANVAS (~25 MIN)

Work in teams of 3–4. Use the big printed canvas (or the shared whiteboard / Google Jamboard). You'll work on **one shared starter idea first** (below) so everyone learns the blocks on the same example — then, if time allows, start a second canvas on *your own* problem.

Starter idea (everyone uses this first)

"StudyBuddy" — an AI study assistant for SPM/A-level students that turns a photo of a past-exam question into a step-by-step explanation in BM, English, or Mandarin, and gives a similar practice question.

Fill the nine blocks **in this order** (it's the order that actually works):

1. **Customer Segments** — who *exactly*? (Be specific. Students? Which level? Do *parents* pay? Then you have two segments — a *user* and a *buyer*.)
2. **Value Proposition** — the promise in one line. What pain does it kill / gain does it create? (Use a job-to-be-done: what is the student *really* trying to get done?)
3. **Channels** — how do they find it and get it? (App store? TikTok? Through schools or tuition centres?)
4. **Customer Relationships** — self-service app? A community? Human tutors in the loop?
5. **Revenue Streams** — who pays, and how? (Student subscription? Parent pays monthly? Free with limits, pay to unlock?)
6. **Key Activities** — the few things you must do well. (Keep explanations accurate? Localise languages? Moderate content?)
7. **Key Resources** — what you need. (The AI model, question bank, the brand, the team.)
8. **Key Partnerships** — who you rely on. (The AI provider, schools, a payment provider.)
9. **Cost Structure** — what it costs to run. (AI usage per question, building it, reaching customers.)

Coaching prompts (argue about these as a team):



- Is your value proposition *specific*, or could it describe any app? Rewrite it until a stranger would understand it instantly.
- Do your blocks **agree** with each other? (If parents pay, do your channels reach parents? If you promise localisation, is that in your key activities and costs?)
- What's your **edge** — data, distribution, workflow, or trust/compliance — so this isn't just a ChatGPT wrapper?

Worksheet — the nine blocks

(Use the printed A1 canvas, or copy this grid. One or two sticky-notes per block — keep it short.)

KEY PARTNERSHIPS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

STATION B — PROBLEM CLINIC (≈25 MIN, WITH THE TEACHING TEAM)

Bring the problem you posted before class. In small groups, run each problem through the **pain score** — score 1–5 on each, then **multiply**:

	Question	Your score (1–5)
Severity	How much does it hurt when it happens?	
Frequency	How often does it happen?	
Alternatives	How bad are the current workarounds?	
Willingness to pay	Will someone actually pay to fix it?	
	Pain score = S × F × A × W (max 625)	

Then sharpen it into a **one-sentence problem statement**: “[specific person] struggles to [do specific thing] because [reason], and currently [bad workaround].” The teaching team will pressure-test it: is it specific? real? would a customer recognise it?

If your score is low, that's a *win* — you just saved yourself weeks. Try another problem.



DEBRIEF (≈10 MIN, WHOLE CLASS)

- A couple of teams share their StudyBuddy value proposition. The room votes: *would a stranger understand it instantly?*
 - One reminder: the blocks must **agree**. A canvas where the cost structure ignores the AI bill, or the channel can't reach the payer, loses marks in Assessment 1.
 - **Take-away:** you now know the tool your whole assessment is built on. The students who win pick a problem they care about *this week* and start talking to real people.
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FACILITATOR NOTES (DO NOT DISTRIBUTE)

- **Timing:** 2 min setup → 25 Station A → swap → 25 Station B → 10 debrief. Keep stations hard-stopped; rotation discipline matters.
 - **Station A facilitation:** resist giving answers. Push with “is that specific?” and “do these two blocks agree?” The *arguing* is the learning. Watch for the classic trap — teams writing a beautiful Value Proposition that doesn't match their Customer Segments.
 - **Common errors to surface:** (1) Customer Segments too broad (“students”); (2) Value Proposition is a feature list, not a promise; (3) forgetting the *buyer ≠ user* distinction (parent pays, child uses); (4) Cost Structure that ignores AI usage.
 - **Cross-campus:** ensure MY+AU teams share one Jamboard so both campuses edit the same canvas; Lead B keeps the remote room building, not just watching.
 - **Bridge to assessment:** end by pointing every student at the Assessment 1 brief and the post-class task (draft 3 blocks for their own idea).
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