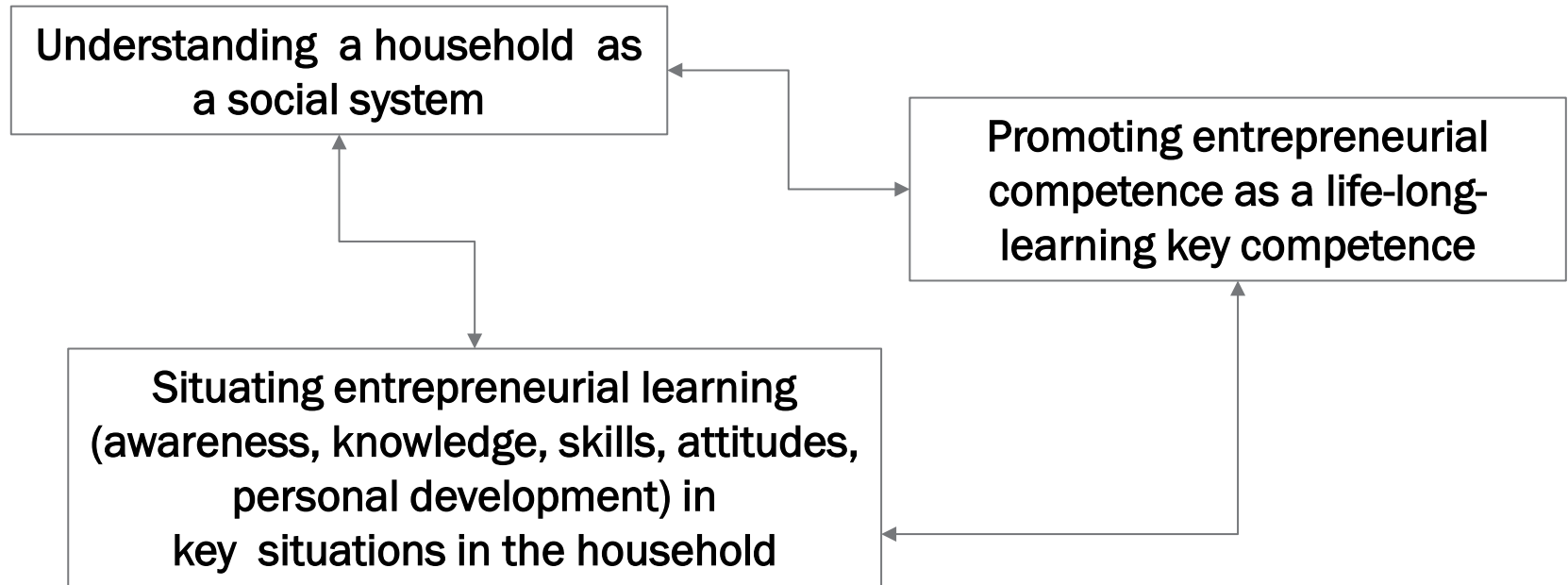


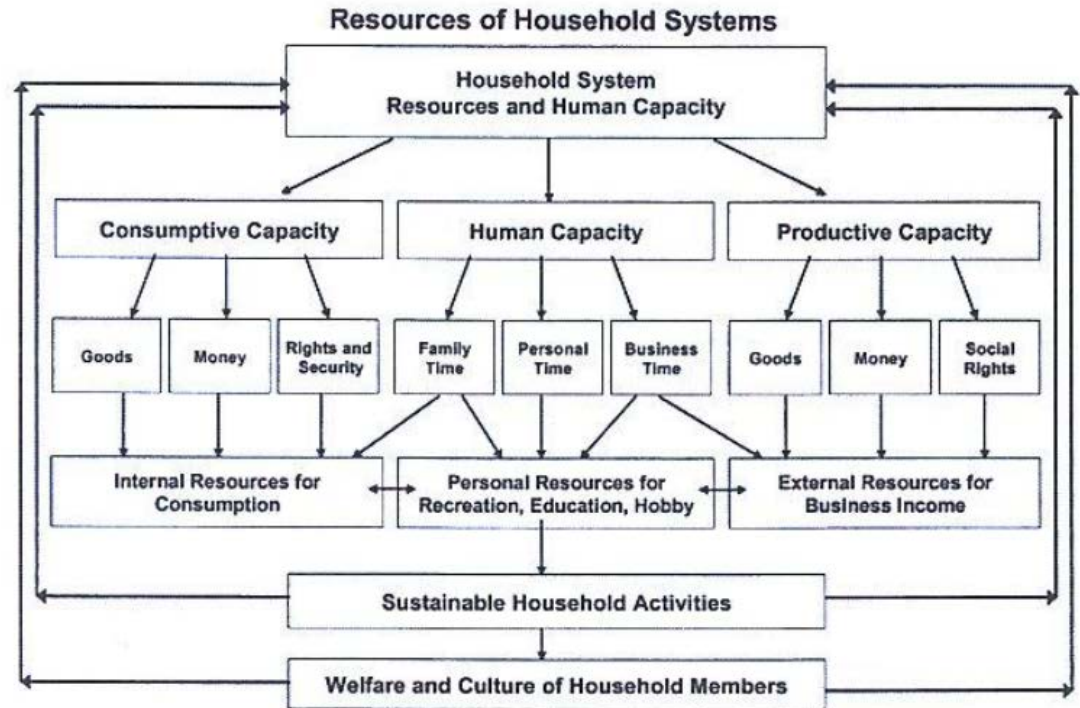
M-HOUSE COURSE DESIGN CONCEPT BUILDS ON SYNERGIES BY...



HOUSEHOLD AS A SOCIAL SYSTEM

- Capacities / Resources
- Activities
- Welfare/Culture (Attitudes)

Source: Schweitzer (2006), see [WP3 Intranet](#) and proposal text



BUSINESS MODEL (YOU) – CANVAS FOR ENTREPRENEURIAL DEVELOPMENT

Key questions:

- Who helps me (Key partners)?
- What am I doing (Key Activities)?
- Who am I and what do I have got (Key resources)?
- How can I help (Value proposition)?
- How Do I interact (Customer Relationships)?
- How can someone get in touch with me and how do I deliver (Key channels)?
- What do I give /pay (Cost structure)?
- What do I get (Revenue Streams)?

Source: BusinessModelYou.com

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

DEFINITION
Participation and co-creation
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

DEFINITION
Production
Processes
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

DEFINITION
Performance
Customization
"Solving the Job Post"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

DEFINITION
Personal attention
Individual Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

DEFINITION
Mass Market
Niche Market
Segmented
Personalized
Multi-Sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PRIORITIES
1. Directness
2. Reachability
3. Scalability
4. Cost-effectiveness
5. Adaptability
6. Flexibility
7. Reliability
8. Supportability

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IN THIS BUSINESS MODEL
Cost Drivers (impact cost structure, low price value proposition, maximum automation, extensive outsourcing)
Total Direct Costs (costs that reduce customer perceived value proposition)

FIXED & VARIABLE COSTS
Fixed Costs (salaries, rent, utilities)
Variable Costs
Economies of scale
Economies of scope



Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

FIXED
Asset sale
Usage fee
Licensing
Licensing/Marketing/Leasing
Advertising
Brokerage fees

FIXED PRICES
License
Product/Service dependent
Volume dependent

HYBRID PRICES
Negotiation (Bargaining)
Fixed-Price Market



WP3: DEFINITION OF ENTREPRENEURIAL COMPETENCE

“Sense of initiative and entrepreneurship is

- the ability to turn ideas into action.
- It involves creativity, innovation and risk-taking,
- as well as the ability to plan and manage projects in order to achieve objectives.
- The individual is aware of the context of his/her work and is able to seize opportunities that arise.
- It is the foundation for acquiring more specific skills and knowledge needed by those establishing or contributing to social or commercial activity.
- This should include awareness of ethical values and promote good governance”

Source: Key competences for lifelong learning

WP3: ENTREPRENEURIAL SKILLS

The competence definition results in the following requirements:

- Knowledge of tools and methods and their application to « perform entrepreneurial skills »
- Abilities to communicate, negotiate, persuade
- Abilities of reflection about one self and about one's interaction with others
- (foreign) language and intercultural communication skills to perform entrepreneurial skills in a European or global environment
- Ability to motivate oneself and others

Entrepreneurship (including Intrapreneurship and social entrepreneurship) requires Knowledge, Skills, Attitudes and Empowerment

M-HOUSE - ENTREPRENEURIAL LEARNING PATHWAYS

- a) **Self employment pathway:** development of awareness and skills of starting an enterprise (including for profit and non-profit enterprises)
- b) **Career pathway:** development of entrepreneurial awareness and skills as a key to advance one's own career as an employee of an organisation (intrapreneurship)
- c) **Household management pathway:** development of entrepreneurial awareness and skills to manage a household



7/07/2014



M-LEARNING TO UNLEASH
HOUSEHOLDS BUSINESS POTENTIAL