# Eagleworks Business Model Template:

# Team Name

## Team Members

Nice options: photo, short bio background, why this team and these members

## Problem Identified (Value proposition)

Show understanding of the problem that you solve, why it matters and how. Consider how this problem is solved currently. Consider the impact/benefits of your solution to the problem.

## Customer Identified (Customer segment)

Demonstrate understanding of the customer and customer type. Describe the customer, what challenges they face, why they become your customer. Remember that most products have a customer segment that consist of multiple customer types within that segment. Be sure to describe these. (for example, if you are creating an assistive bicycle for children with lower body immobility, you would have the user (child), buyer (parent), recommender (therapist), etc.)

## Solution identified (Innovation/ Creativity of solution)

Describe the solution and why it is innovative. Present a review of existing solutions to your problem, and show your unique contributions – What does Google say? Do a Google patent search. What sets your solution apart from others? If your solution is technical, provide some evidence that the solution is viable and innovative. If your solution is a creative business model, show clearly how it changes the existing business approaches. If your solution is artistic, show the creativity of your development.

## Market size/ Go to market/ revenue model

Market size: give a measure of the size of market; number of customers (based on the ones identified above) x $/customer is one way to measure this. Will you sell, lease, subscribe your product.

Go-to-Market: To whom will you first market, how will you validate your solution, how will you build market interest, knowledge and drive demand

Revenue model: Show some thought in issues like: (sales price - cost to produce - marketing costs – other costs )\*number sold, what are the primary resources (people, physical things) needed to get your company going.

## Social Impact

Show an understanding of the entire impact of your product. In some cases, the social impact may be your primary concern: creating something for social use (art, etc), something you are creating for children or people in need, etc. In these cases, the social impact is probably close to what you are showing. Alternatively, your EagleWorks entry might be primarily business oriented with profit motives. In this case, you need to show a full understanding of the full impact of this product and its outcomes on society if fully implemented (how does it impact users, employees that create it, the environment, etc.).

## Conclusions

Some final thoughts in conclusion: 1) back up your statements with data, citations, etc. 2) use graphics to explain your concepts, 3) It would be helpful to include a business model canvas to show your current understanding of your business 4) proof-read, 5) 8-10 pages seems like a good length 6) include a cover page.