



ESPRIEX Business Model COMPETITION ASEAN 2017



INFORMATION PACKAGE

in partners with



The 2017 ESPRIEX Business Model Competition
Designed by The Department of Business
Faculty of Administrative Science
Brawijaya University

Defining the business model for your company is very important now days. Many of today's businesses fail because they couldn't innovate or even define what their business model is. For those who are passionate about entrepreneurship and starting an early startup for your own, you are liberated with a tool that enables you too minimize the risk of failure in an early startup. By using the business model canvas, entrepreneurs are now able to design and test their assumptions about who is the customer, what is the value proposition and other elements in the business model. It is also believed that by figuring out the business model in the early stage of the entrepreneurial venture may safe valuable time and resources while also minimizing the risk of early stage failure.










So what is Business Model?

Business model is not a business plan. The business model describes the rationale of how an organization creates, delivers, and captures value (Osterwalder & Pigneur, 2010). In reality, a business model is very hard to understand and shared among others due to the complexity of what business has. Now, with the business model canvas we now have the ability to use it as a tool to help us design, define and discuss different business model possibilities.

BUSINESS MODEL CANVAS

The Business Model Canvas

Designed for: _____ Designed by: _____

<p>Key Partners</p> <p>Who are the partners? Why are they needed? What do they do for us? What do we do for them? What are the risks of not having them?</p> 	<p>Key Activities</p> <p>What key activities must we perform? Do they require special equipment? Are they hard to learn? Are they hard to do? Are they hard to scale?</p> 	<p>Value Propositions</p> <p>What value do we create for the customer? What are the customer's jobs to be done? What are the customer's pain points? What are the customer's gains to be realized? What are the customer's needs to be satisfied?</p> 	<p>Customer Relationships</p> <p>What type of relationship should we build with our customers? How do we acquire our customers? How do we retain our customers? How do we expand our relationship with our customers? How do we increase our customer loyalty? How do we increase our customer retention?</p> 	<p>Customer Segments</p> <p>Who are we creating value for? What are the segments? What are the segments' needs? What are the segments' pain points? What are the segments' gains to be realized? What are the segments' needs to be satisfied?</p> 
<p>Key Resources</p> <p>What key resources do we need to perform our key activities? Do they require special equipment? Are they hard to learn? Are they hard to do? Are they hard to scale?</p> 		<p>Channels</p> <p>Through what channels do our customers acquire, receive, and act on our offerings? How do we reach our customers? How do we retain our customers? How do we expand our relationship with our customers? How do we increase our customer loyalty? How do we increase our customer retention?</p> 		
<p>Cost Structure</p> <p>What are the costs incurred to create, deliver, and capture value? What are the fixed costs? What are the variable costs? What are the semi-variable costs? What are the costs of customer acquisition? What are the costs of customer retention?</p> 			<p>Revenue Streams</p> <p>What are the revenue streams? How do we generate revenue? How do we retain revenue? How do we expand revenue? How do we increase revenue? How do we increase revenue retention?</p> 	

www.businessmodelgeneration.com

The Business Model Canvas from the book Business Model Generation (Alexander Osterwalder & Yves Pigneur, 2010) explain that there is 9 elements that creates a business model which are called the 9 building blocks. The 9 building blocks of the business model consist of: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partners and cost structure.

The business model can be used in 4 ways:

- 1) the business model as tool or method,
- 2) A business model can be used to observe the 9 components separately from each components,
- 3) A business model used as a business strategy,
- 4) A business model used as shared language for strategy alignment.



Valuable reference of what the business model canvas can be found at this websites below:

www.businessmodelgeneration.com

Link Download Business Model Canvas

http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf

Link Download Business Model Generation Book (72 page, Free Preview)

http://businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

Link Youtube: Business Model Explain

<http://www.youtube.com/watch?v=QoAOzMTLP5s>



The Espriex Business Model Competition

This competition is not a business plan competition. The format of this competition is different. We are focusing in awarding the competition participants for their work in validating their assumptions, validating their opportunity recognition through the identification of the customer problem and also about the story behind how the entrepreneurial team tries to validate their business model.

To start you off with the Espriex Business Model Competition, here are some guides to help you:

1. You must have a business idea to start with;
2. Describe your idea by explaining what customer problems that your business is trying to address and how your business gives solutions to that problem or filling the gap in the market place (it can be a product/ service);
3. Map out how you intend to deliver your business by designing your business model using the business model canvas. Try to make as many or different type of business model and not only just one design. After you have enough ideas with different business model possibilities then discuss it with your team and choose the best suitable one to start testing;
4. Test your assumptions of the business model by getting out of the building and start talking to real customers, potential partners etc. and see if your assumptions are valid.
5. Record your key findings and insights, if your assumptions turns out to be different from reality that make adjustments to your business models this is what is called the pivot. Pivot is done to make changes in the business model, it can be the value proposition or the features in the value proposition, or maybe the customer segments and all of that which you believe is important and needed to be adjusted after talking to customers and validating each building blocks of the business model.
6. If you make a lot of progress with your business, demonstrate how well you did by showing some market traction. Market traction is about a quantitative proof of market demand from potential customers. It can be shown as a raw data or customer testimonial about a product or service. Market traction can be describe as these followings:
 - Profitability
 - Revenues
 - Active users
 - Registered users
 - Customer Engagement
 - Partnership clients
 - Traffic
7. The last step is to tell us the whole progress of what you and your team did in finding out about the business model. Show and tell us your journey in trying to find your innovative business models. Show us which business model design you start with and what business model failed your test and which one that you believe might work in the market place. Explain how you end up with the business model that is ready to be executed.



Business Model Competition Prize Money & Important Dates

Prize Money



1st Place Winner

Will Receive USD 5000 and Eligibly to IBMC at Harvard
"Representing ASEAN Country"



2nd Place Winner will Receive USD 1000

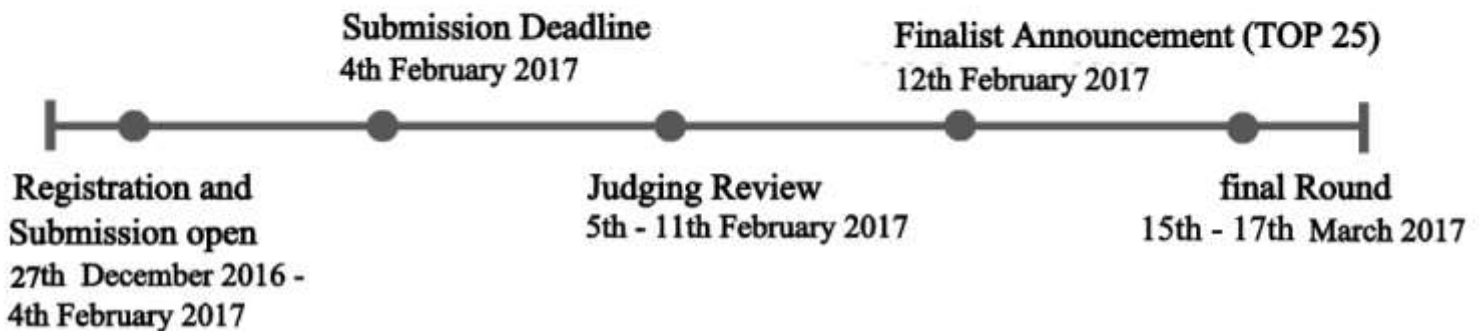


3rd Place Winner will Receive USD 750



TOP 5 will Receive USD 400 (Total for all team)

Important Dates





Terms and Condition of The Business Model Competition:

1. Every participant of the business model competition, may form a team consist a maximum of 5 members in a team (from Diploma, undergraduate or graduate students from both domestic and regional ASEAN University).
2. The submission of business model business model should be in English.
3. The Business models that you submit is the original work of your team and developed by each members of a team. The members of the team may consist of the owner (and founder or co-founder) and the manager (management role) according with the agreement of each member of a team.
4. A team is allowed to get a professional mentor from any lecturer and other professionals who know about business models and business startup as an advisory member of the team.
5. Participant of the business model competition can register their team through www.espriex.co website.
6. All participants of the Business Model Competition retain the copyright on business models in which they submit through Espriex.
7. The decision of the jury and the organizing committee is final.
8. We are releasing a guide of the business model competition that we hold relating to criteria, stage of competition, and the collection of business rules model which can be downloaded

Business Model Competition Stage

Stage 1- Registration

Please register your team through our website www.espriex.co. You only have until the 4th February 2017 to submit your business model. Please remember the submission deadline manage your work systematically and seriously for better result.

Stage 2 – Submission

Send your business model design through these following multimedias format file:

- a. power point, keynote, or prezi with an audio explanation file in less than 10 minutes or
- b. a video with maximum duration 10 minutes.

and have it submitted through our email at espriexbmc@gmail.com.

Stage 3 – Reviewing

All submitted business model will be downloaded by the committee and reviewed by the reviewer team selected by the committee. The reviewer team will be published soon in the website. All business models will be judge according to the 4 criteria of the judging points.

Stage 4 – Final Presentation

The finalist announcement will be publish through the faculty of administrative science website www.fia.ub.ac.id and through the event website www.espriex.co on the 12nd February 2017 Final presentation will be conducted at the Faculty of Administrative Science on 17th-19th February 2017. 30 teams will have the chance to give their business model presentation in front of the Judging panel.

The Judging Panel these year consist of:

1. One Venture Capitalist or Entrepreneur
2. One Prof. of Business School from Indonesian Top University
3. One Judge from Startup Company
4. One Judge from International University



Submission Guideline

The Espriex committee does not request a specific format for a successful presentation in the competition but we do have some pointers to give you.

TITLE SLIDE

Who you are and what does your business do.

ASSUMPTION SLIDE

What was your initial hypothesis? Did you identify a customer problem, what was the key hypothesis of your business model (customer problem and the customer solution).

ACTION SLIDE

How did you test the hypothesis? What specific test did you conduct? What did you discover? What facts remind to be uncovered? if you find a customer solution what is the data to proof it?

PIVOT SLIDE

What was the initial assumption proved right or wrong? What pivot did you make?

VALIDATED BUSINESS MODEL SLIDE

Diagram your business model and present the facts, How does the business model make and deliver values? Consider the following critical points:

Solution Slide explaining the current solution for a customer problem.

Present evidence of this solution (customer statements, pilot commitment, project order etc)

Go-to-Market Strategy indicates the decision makers and influencers of getting to a consummated sale. Share the facts and opinion gathered from the customer.

Size of Market tell the potential market available TAM (Total Available Market) and SAM (Served Available Market).

Lesson Learned can be sure to communicate the lesson learned, including pivots and failure.

For each round of the business model competition are generally judge according to these criteria (score of 0-100 point) and weights below:

1. Creativity, Originality and innovative business model. The ability to identify the customer pain or problems. **(25%)**
2. The ability to iterate and pivot the business model based on the process of discovery. **(25%)**
3. Progress made in arriving to a "nailed" business model. **(25%)**
4. Clear identification of assumptions, description of assumption test and findings **(25%)**

More details check on our website



Judging Points

Qualifier Competition

Hosts

Harvard University



Brigham Young University



Stanford University



Qualifier Competitions

Boise State University



Dalhousie University



Indian Institute of Technology (Kharagpur)



Japan BMC (Waseda University)



Jump Chile (Pontifical Catholic University of Chile)



Mekong Challenge



Michigan State University



San Diego State University



Tulane University



University of Central Florida



University of Iowa



Univ. of CA - Santa Barbara



Worcester Polytechnic Institute



FIA-Universitas Brawijaya (Indonesia)





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