# RULEBOOK- BUSINESS IDEA COMPETITION 2024

### **RULES:**

1. Time constraints:

Presentation time- 7 minutes

Q/A round- 3 minutes

- 2. While two members will present the business pitch, ensure all team members contribute to the pitch preparation and are acknowledged during the presentation.
- 3. Attach your lean canvas model at the end of the ppt

#### **LEAN CANVAS MODEL**

Lean Canvas is a business plan template that condenses complex ideas into nine core components. It helps entrepreneurs validate their assumptions and iterate quickly through a visual, easy-to-understand format.

Customer Segments: Who are your target customers?

Problem: What pain point are you solving for them?

Solution: What is your product or service?

Value Propositions: Why should they choose you?

Channels: How will you reach them?

Customer Relationships: How will you interact with them?

Revenue Streams: How will you make money?

Key Activities: What are the most important things you need to

do?

Key Resources: What do you need to have in place?

Unfair Advantage: What sets you apart from the competition?

## Lean canvas model of Amazon shopping platform:

#### Business Model Canvas Amazon (2022) - focus: ecommerce segment Key partners Key activities Value proposition Channels Customer segments For consumers: - Suppliers - Continuous - New B2C channel Macro segments: - Low Prices mprovement - Website, app -Geo-demographic: age - Transport partners (incl - Add more demand & - Fast Delivery - Delivery network Flex drivers) bracket, gender, urban supply side participants - Large Choice of vs rural, lifecycle, - Online help / support - Manufacturers for Stimulate consumption products (and services). occupation, etc. - Various marketing chnls Amazon goods Behavioural (degree of loyalty, offers taken up, - Marketplace sellers Key resources / assets For sellers: Customer benefits saught, etc) relationships - Amazon Marketplace - Tech partners (tech - Fulfilment network - and more (w/ millions of buyers) infrastructure) - Self-serving/ - Brand - Fulfilment services (incl. Micro segmentation for convenience - Retail IT assets store front personalised offers - Low prices - Value delivery IT assets - Shipping services - Safe purchase (Subscription services) Cost structure - Subscription services: \$31.8b Cost of sales: 58% Online stores: \$222.1b Amazon Marketplace: \$103.4b Fulfilment: 16% Other: \$2.18h Physical stores: \$17.1b Technology & content: 12% https://www.sigitallivzmorieli.com/blog/irmazon-kusivesy-model-carvas Marketing: 7% | G&A: 1.8%