BUS436 Entrepreneurship & New Venture Development

Representative Documents:

- **Course Material**
  - EMORY UNIVERSITY LIBRARIES
  - BUS436 Entrepreneurship & New Venture Development
  - http://guides.business.library.emory.edu/bba-entrepreneur

- **Business Plans**
  - Writing a Business Plan (U.S. Small Business Administration)
    - An excellent guide that walks you through and analyzes each section of the plan; particularly good for putting together financials
  - SCORE Business Plans
    - SCORE "Counselors to America's Small Businesses" is a nonprofit association dedicated to educating entrepreneurs and helping small business start, grow, and succeed. Check this site for business plans for non-profits, start-ups, finance templates and more.
  - Entrepreneur.com Business Plans
    - Start-up Essentials/Business Plans
  - Inc.
    - Great section by section, step by step description; supplemented by articles from Inc. magazine.
  - Bolans
    - Does a good job of walking you through all the sections of a business plan; site includes examples of business plans, market plans, and mission statements, many for free.
  - Business Plan Samples
The Business Model Canvas

- Key Partners
- Key Activities
- Value Propositions
- Customer Relationships
- Customer Segments
- Key Resources
- Channels
- Cost Structure
- Revenue Streams
IOWA STATE UNIVERSITY LIBRARY
AESHM 474-574: Entrepreneurship in Human Sciences
http://instr.iastate.libguides.com/AESHM474574

Introduction

Rationale: Family and consumer Sciences curricular provide many opportunities for entrepreneurship and small business ownership in various product and service areas. In this course students will explore issues, challenges and opportunities related to entrepreneurship in areas such as apparel retailing, restaurants, hotel operations, and childcare. Issues related to family owned businesses, home-based businesses, and rural based enterprises will also be addressed. Independent business owners and industry representatives will serve as resources for panel discussions.

Course objectives:

- Identify characteristics of entrepreneurs, environmental conditions which foster entrepreneurship, and the role of entrepreneurs in the broader economy.
- Understand contributions of the family and Consumer Sciences profession to small business and entrepreneurship opportunities.
- Assess motivations for starting a small business, success factors and failure rates associated with independent business ownership.
- Evaluate personal and financial resources needed for starting a small business and sources of assistance for business start-ups. Identify funding sources that contribute to the capital base required for entrepreneurship.

Course Coordinator: Dr. Linda Neihms
Office: 1066 LeBaron
Office Phone: 515 294-1930
BUS 170: Intro to Business Model Creation
Laura Leavitt ~ Guest Speaker: September 16, 2016

Business Model Canvas
http://businessmodelgenerator.com

Nine Building blocks:
- Customer Segments
- Value Propositions
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure

CASE STUDY #1

Square is a provider of payments technologies for retail businesses. The company’s devices include the Square Reader and Square Stand and its software includes Square Register, Market, Cash and Order (repeating label).
1. VALUE PROPOSITION
- What value do you deliver to the customer?
- Which one of the customer's problems are you solving?
- What bundles of products/services do you offer to each customer segment?
- Which customer needs are you satisfying?

2. CUSTOMER SEGMENTS
For whom are we creating value? Who are our most important customers?
- Mass Market
- Rich Market
- Segmented
- Diversified
- Multi-sided Platform

3. CHANNELS
Through which channels do our customer segments want to be reached?

4. RELATIONSHIPS
How will we get, keep and grow customers?

5. KEY ACTIVITIES
What key activities do our value propositions require?

6. KEY RESOURCES
What key resources do our value propositions require?

7. KEY PARTNERSHIPS
Who are our key partners?

8. REVENUE STREAMS
What is the revenue model? What are pricing tactics? For what value are our customers willing to pay?

9. COST STRUCTURES
What are the most important costs in our business model?
CASE STUDY #2

https://youtu.be/44s3VInnfRs

BMC w/ Library Resources

MSU Library Resources for BMC Building Blocks

Customer Channels & Relationships
- Mintel
- E-Marketer
- SimplyMap
- Demographics
- PolicyMap

Product or Service
- Revenue (Pricing)
- Biz Miner
- E-statement Studies
- Financial ratios & analysis by industry

Key Activities
- ABI/Inform
- BSC
- Factiva
- IBISWorld

Articles about industry trends and news, case studies, manuals

Key Resources
- ABI/Inform
- BSC
- IBISWorld

IBIS – Operating conditions section

Key Partners (Suppliers)
- Mergent
- Horizon
- ThomasNet

Suppliers, Import/Export Data

Costs
- Biz Miner
- E-statement Studies

Includes averages by industry of business costs

Need more help?

Entrepreneurship & Small Biz Online Research Guide
http://libguides.lib.msu.edu/entrepreneur

Contact me!
Laura Leavitt
leavitt9@msu.edu
517-355-4647
Welcome to the EBV LibGuide!
This guide is here to help you discover the appropriate resources needed for entrepreneurial research while you’re at MU. Feel free to contact me after leaving campus if you have questions.

EBV Info Portal
Thanks to the generosity of numerous database vendors, EBV participants from all 10 institutions will have free access to highly valuable business research tools for the year they are in the EBV Program. Your EBV librarians have created the EBV Info Portal, where you can find the donated databases as well as many free websites which are always available. Check out this resource at the below link:
EBV Info Portal

Librarian
Gwen Gray

128 Representative Documents: Course Material