



BUSINESS MODEL YOU WORKSHOP

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TU EINDHOVEN APRIL 8, 2013



BUSINESS
MODELSINC

**ON THE APRIL 8, 2013,
THE STUDENTS OF
INDUSTRIAL DESIGN
GATHERED TO LOOK
AT THEIR PERSONAL
BUSINESS MODEL**



**WHY ARE YOU HERE
TODAY?**



WHY SIGNUP?

- * WHAT I WANT TO DO?
- * ~~EXPAND MY OWN BUSINESS~~
- * COMPANY PRESENTATIONS?
- * WHAT DESIGNERS CAN DO
- * PEOPLE WHO KNOW WHAT THEY WANT + MOTIVATED
- * LEARN ABOUT MYSELF
- * LEARN MORE ABOUT BUSINESS

INSIGHTS

- I GOT KIND OF STUCK, THAT IS WHY I AM HERE
- TORN BETWEEN WHAT I AM DOING NOW & LATER
- USING MY KNOW-HOW TO GET STUFF DONE
- DIFFICULT TO MAKE CHOICE
- TRIED TO FILL IT IN AS HONEST AS POSSIBLE ↔ WHAT COMPANIES LOOK FOR

**HOW CAN THE
BUSINESS MODEL
YOU CANVAS HELP
YOU?**

PASSION AS DRIVER

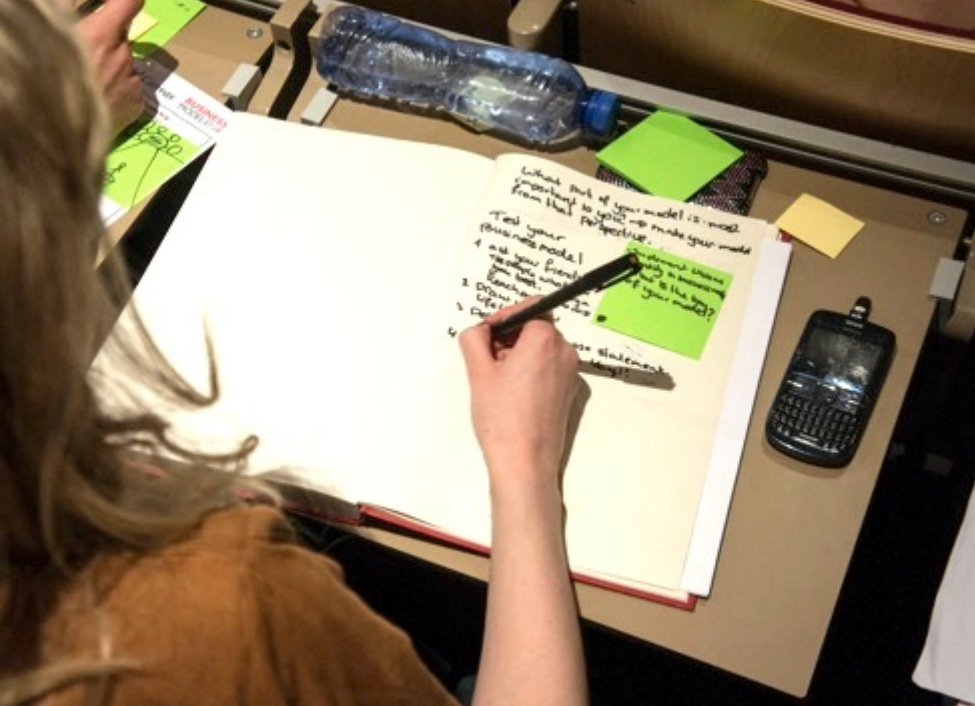


PASSION?

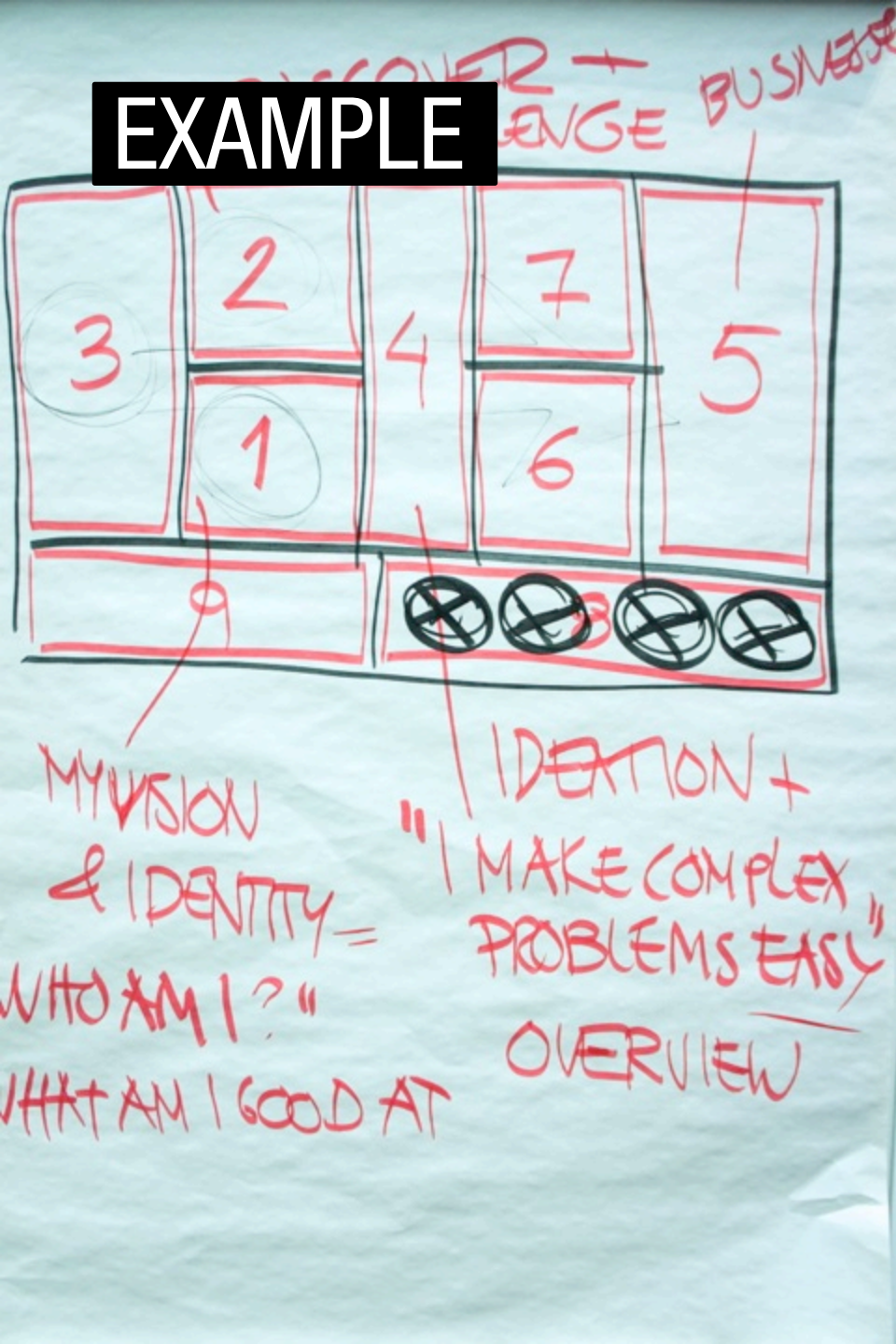
- MAKING MUSIC
- MANAGING
- FORM GIVING
- TALKING TO PEOPLE
- MAKING PEOPLE HAPPY
- BE RESPONSIBLE
- DISCIPLINE
- COMMUNICATION

VISION



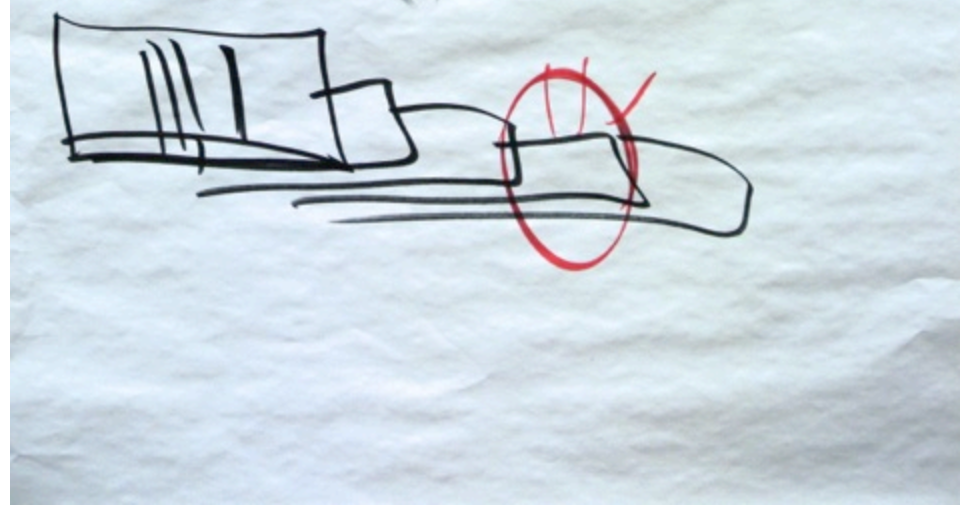
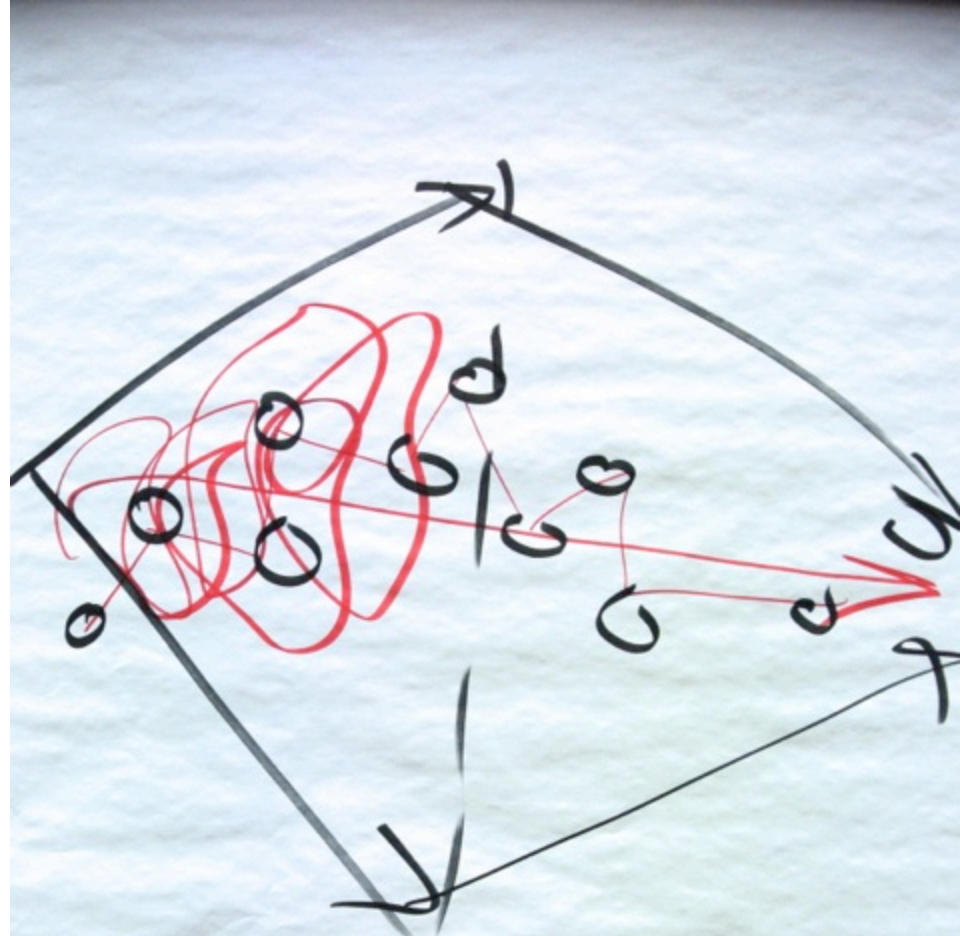
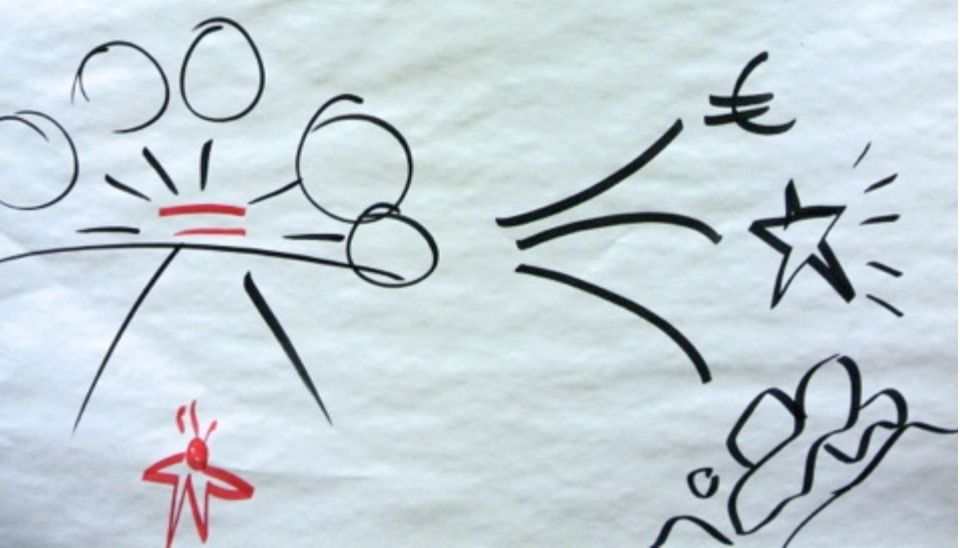
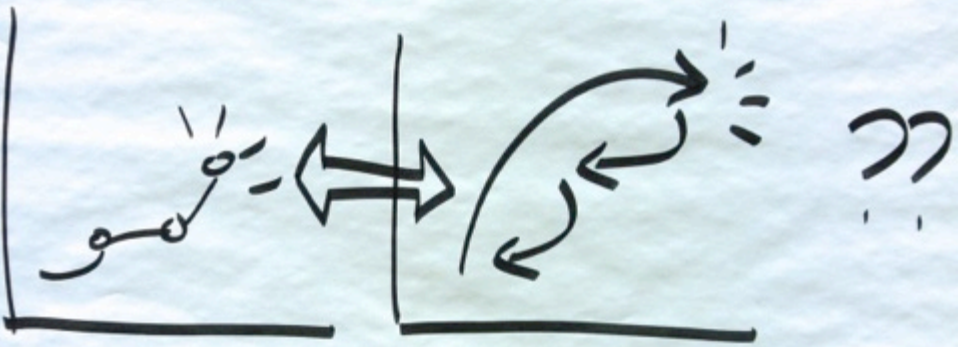


EXAMPLE





NEXT STEPS





IN DE 2^e WEEK VAN DEZE
SDL-WEKEN, ORGANISEREN
WE OOK EEN ONTWERP-
WEDSTRIJD, WAARBIJ DE
NADRIJK LIGT OP HET
BEDENKEN VAN EEN
NIEUWE BUSINESS
OPPORTUNITY.

Mens Agitation

TU/e



THANK YOU ALL



 @camillavandenbo

CAMILLA
VAN DEN
BOOM
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MODELS INC



 @jixzzz

JIH
STEENBAKKERS
BUSINESS
MODELS INC

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DESIGNING BETTER BUSINESSES

