

Project Deliverable F: **Business Model**

GNG 2101 – Intro. to Product Dev. and Mgmt. for Engineers

Faculty of Engineering – University of Ottawa

Objective:

Identify a potential business model that would be well suited to commercializing your team's final product and develop a business model canvas.

Instructions:

As a group, imagine you have completed your final prototype and are preparing to sell your product. Assume you have started a company and no longer have access to the University's facilities:

1. Identify and describe a type of business model that would be well suited to commercializing your team's product. Discuss the reasons for your choice.
2. Fill in a business model canvas by answering the how, what, who and how much of your chosen business model.
3. Describe the core assumptions that you have made in developing your business model canvas and comment on its feasibility. Important: These core assumptions should be based on the business model you have chosen and not on your prototype (e.g. what type of clients do you assume your product will attract?).

Project Plan Update:

1. Update your project plan to include any missing tasks, task responsibilities, milestones, or dependencies, based on feedback you have received from your PM/TA and your better understanding of the project.
2. Include more detailed sub-tasks for the tasks that will need to be completed over the next two weeks. Important note: It should be possible for ONE person to complete each identified task or sub-task in the allotted time. The allotted time should also be reasonable, based on the task owner's availability.
3. Verify and update task start dates and end dates for each task, based on project progress.
4. Ensure you have taken into account each team member's actual availability over the next two weeks, as well as events such as particularly high course loads, exams or travel, which may limit actual project work progress.
5. Include an updated version of your project plan as part of this submission.

Submission:

Each team (**only one person from each team**) must submit a PDF copy of this deliverable by uploading the file as an attachment into Brightspace.

Due Date:

See Brightspace.