

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 product and develop a business model canvas.

Instructions:

As a group:

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 and comment on its feasibility.

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.