

# Template for Group

Name	My Football Club exercise
Learning Objectives	<ul style="list-style-type: none"> <li>- Learn how to describe your business idea using the Business Model Canvas</li> <li>- Get feedback on your business model</li> <li>- Benefit from peer exchange</li> </ul>
Type of Activity	F2F group activity – small group work, presentation and discussion
Timeframe	50 min (up to 1 h 30 min if you present the BMC beforehand)
Materials needed	PPT presentation „My business idea: reality check“, flipchart, colourful markers, duck tape
Introduction	Participants need to be familiar with the slides introducing the Business Model Canvas before starting with this activity. If this is not the case, you could go through the slides together with them, in which case more time would be needed.
Activity description	<p><u>Step 1:</u> Divide the group in 3 to 5 small working groups, each consisting of 4-5 participants. Introduce the task:</p> <ul style="list-style-type: none"> <li>○ Each group becomes the <b>owner of a football club</b> and the infrastructure associated with the club (e.g. the stadium).</li> <li>○ The goal of the exercise is to <b>design a business model</b> for their club.</li> <li>○ Each group should think of a <b>strategy and positioning of the club</b> that is in line with the chosen business model.</li> </ul> <p><u>Step 2:</u> Explain to the participants that the criteria for a well-designed business model are mainly two:</p> <p>1) the consistency of the business model building blocks – as a separate as well as a whole model;</p> <p>2) the distinction and separate market approach of the different customer segments (e.g. different value propositions, channels, etc. for the different customer segments)</p> <p>You can urge the group: <i>Imagine you became the owner of a football club (together with the stadium infrastructure). Describe the business model of your football club.</i> To give them a framework you could even project the following questions on a screen:</p> <ul style="list-style-type: none"> <li>○ What <b>value proposition</b> would you offer to which customer segments?</li> <li>○ How do you <b>reach and win</b> your target customers?</li> </ul>



- How do you **build customer relationships**?
- What are the **revenue streams** of this model?

Step 3: Give final instructions - In order to fit the given time frame, not more than 10 min should be spent within the small group discussing the initial business model idea, concept and positioning. Ask participants to prepare their business model canvas on a flipchart and invite them to take the time to go through all building blocks.

Step 4: During the group discussions, make sure to monitor the work of each group and keep the time. If people have questions answer accordingly. Normally, the groups should spend 5-10 min on discussing and choosing the concept behind their business model; some 20 min on the right side of the Canvas (VP, CS, CH, CR and RS), and rest of the time (some 10 min) on the left side of the Canvas (KR, KA, KP and CS).

Step 5: When the time is up, ask each group to fix their Canvases on the wall. Ask the small groups to appoint a speaker who shall present the respective business model explaining the chosen positioning of their club, the business model specifics and how the building blocks interact with each other. Ask the other groups to listen and challenge the presenters with constructive questions about the integrity of the chosen business model.