

Name:

Date:

Class:

Lesson 3.3

Practice Your Understanding

1. Pretend you are an entrepreneur launching an app development company. Determine the initial steps you should take to start your business using the lean start-up method. (3.3-1)

Answer:

2. Analyze each statement to determine which of the nine building blocks of the Business Model Canvas it represents. (3.3-2)

Answer:

- a. A sandwich shop has programmed its app to offer a free sandwich to customers on their tenth purchase.

Answer:

- b. A babysitting service advertises “peace of mind” to customers while they are away from their children.

Answer:

- c. A retail store is planning to sell merchandise officially licensed by the Disney Company.

Answer:

- d. An online tutoring service offers new clients the option of joining as a paid member to receive discounts on sessions.

Answer:

- e. A high-end restaurant plans to target customers who earn a high income and live within five miles from their location.

Answer: