Course Description

In addition to creating a successful product, entrepreneurs have to know how to monetize the venture. Will it be commission based? Will they use specific data? Or can they use affiliation models? In this workshop, the students get acquainted with a large variety of business models, in order to understand which will be the most relevant for their venture.

Course Goals

a. Overview of key business models in the online (internet/mobile) world
b. Understanding of the key drivers behind each of the business models
c. Application of the knowledge above to each groups individual project
Grading
Attendance requirements and course assignments -100%

Additional Notes

Course Sessions:
* Session 1: Consumer & SaaS business models
· Session 2: Fintech business models & business plans
· Individual focus sessions on business models
Additional case study sessions with Tal Morgenstern, a partner at LightSpeed.

Reading List
As assigned by lecturer