Lessons Learned – Week 2

The second class started with the importance to have a good, diverse, and skilled team.

The more diverse team it is, in terms of nationalities, gender, and skills, the best for our project and for our experience it will be. So, we all briefly introduced our teams and the idea of our project in front of the class.

Then, we discussed how to get from an idea to business and the significance of using criterias to select our ideas. This is the method we had effectively used to pick the best idea among our top 10.

In front of the class we used an elevator pitch which made our idea clearer and easier to memorize for the audience. Too much information is not useful. Our project, entitled LeadTeam for now, will help university students to solve inefficiency and loss of time by providing them a multitask team work platform, that is better than Facebook, Dropbox, Google Drive, Moodle, etc, because all the functions will be combined in one tool linked directly to the university.

We watched a video concerning the realization of a business model explaining in detail what the 9 components are. We illustrated these 9 components by realizing the Business Model of the company "Citizen M" which is a concept of an affordable luxury hotel, with check-in fully automated 24/7, and prefabricated rooms that are easy to assemble.

For the next class, we will realize our own Business Model Canvas for the LeadTeam!