CONNECTING THE DOTS

Master's Programme "Digital Entrepreneurship"

X

STEPup Project

1.

SOCIAL BUSINESS MODEL CANVAS

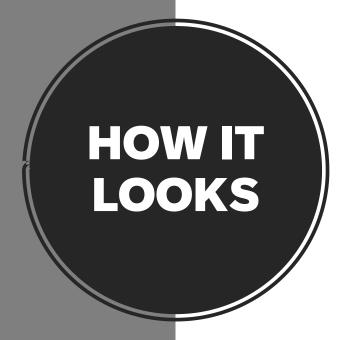


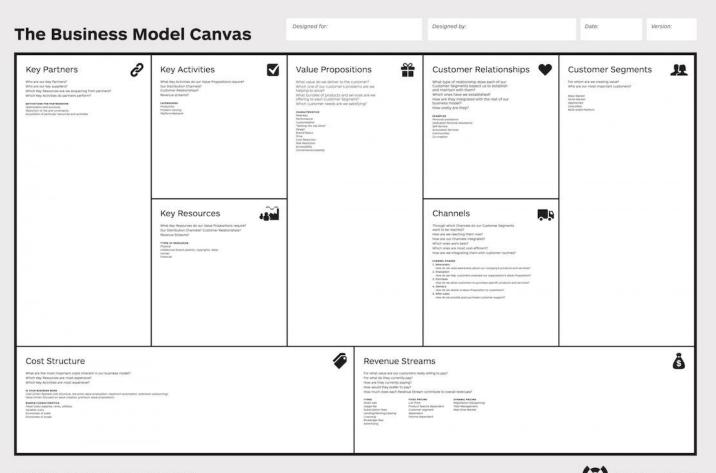
WHAT you are trying to do, FOR WHOM & HOW it's going to work



ASPECTS

- Creating value
- Delivering value
- Capturing value





cc (b) (a) (b) (cc) DESIGNED BY: Business Model Foundry AG
The makers of flusiness Model Generation and Strategyzer



HOW WE AT STEPup USED IT

2. PERSONAS

1

understanding users' needs, experiences, behaviors & goals

2

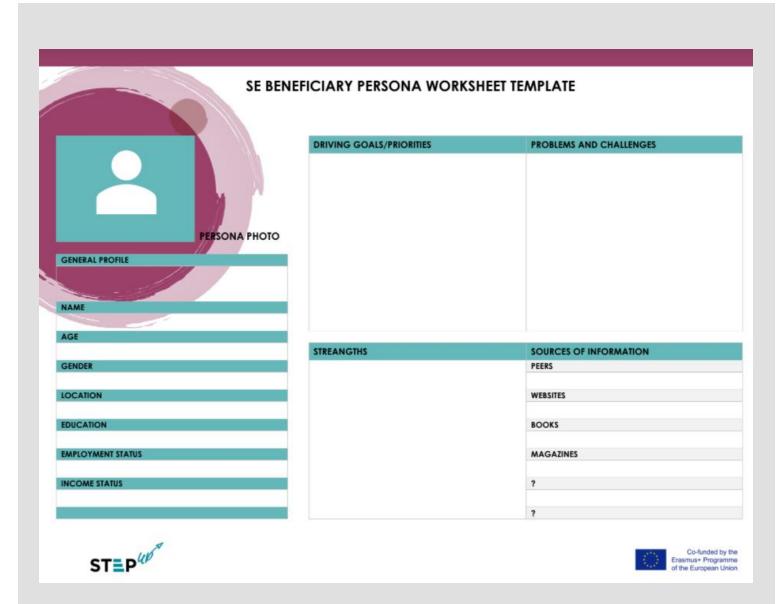
helping with stepping out of yourself

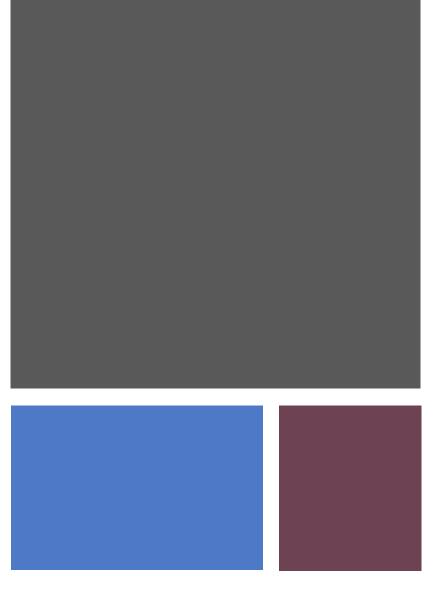
3

identifying which user you are designing for 4

enabling the creation of a good user experience

HOW WE AT STEPup USED THEM





3.

CASE STUDIES



Telling A STORY



Getting **INSPIRED**



Capturing **REALITY**

HOW WE AT STEPup GOT INSPIRED



Coolfinity











TheBrandling