

Assignment 1/2: Demonstrating HOW I would mobilise resources in an enterprise/venture.

Task 1: Three Business Model Canvas (BMC) Iterations:

Each iteration will focus on a different type of accommodation:

Sustainable housing.

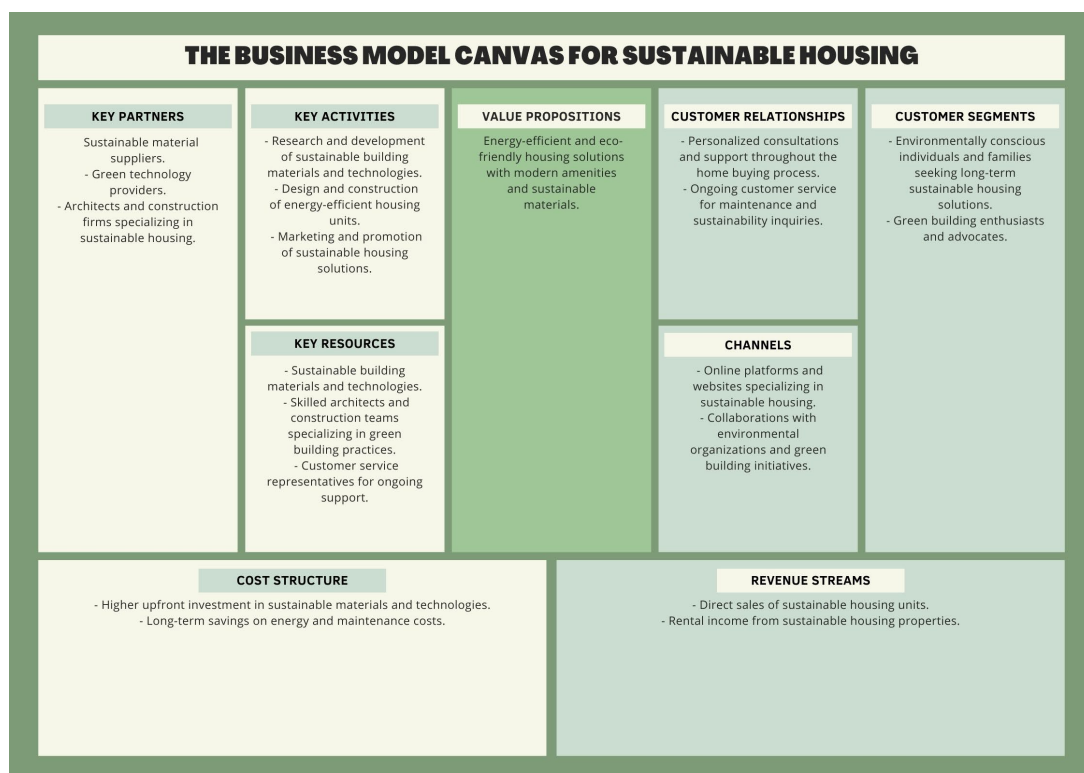
Chalets.

Timber shepherd huts.

Each iteration will capture the critical elements of my enterprise, to include Key Partners, Key Activities, Key Resources, Value proposition, Customer relationships, Customer Segments, Channels, Cost Structure and Revenue streams.

I will explain the changes made in each iteration following each canvas image.

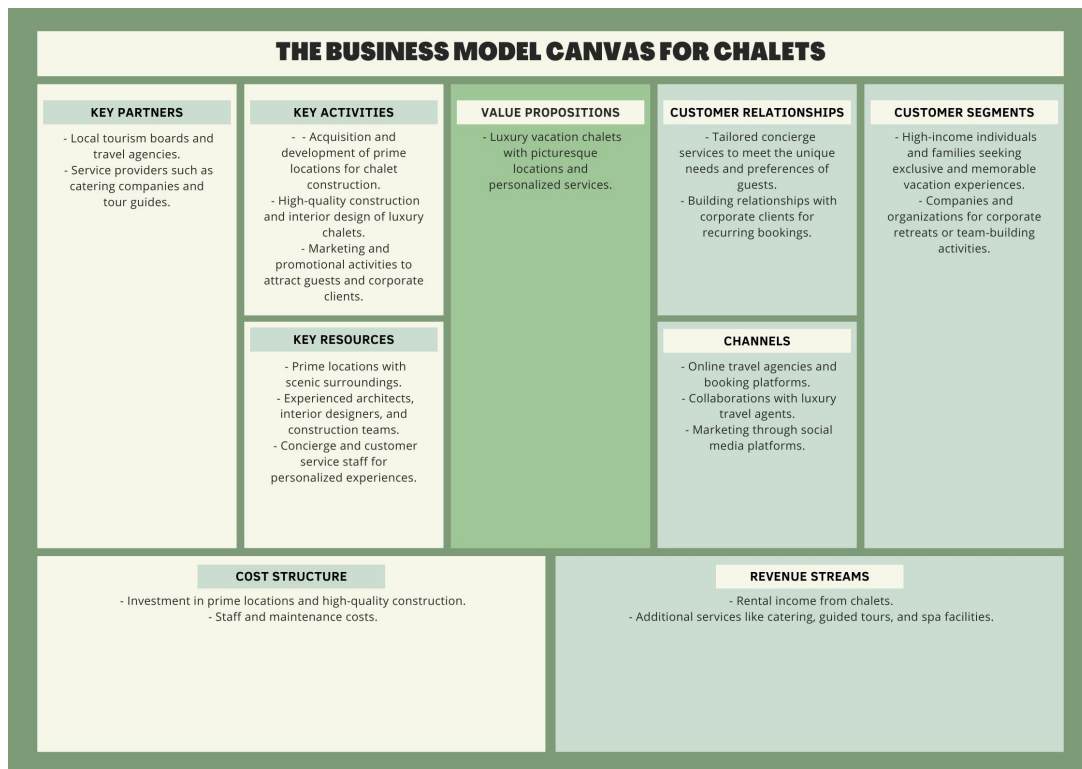
1. Sustainable Housing BMC:



Explanation of Changes:

In this iteration, the focus is on providing sustainable housing solutions. The value proposition emphasizes energy efficiency and eco-friendliness. The customer segments include individuals and families looking for long-term sustainable housing, as well as enthusiasts and advocates of green building. The channels and key partners are aligned with the target audience, aiming to reach them through online platforms and collaborations with environmental organizations. Although there will be higher costs due to the need for sustainable materials and technologies this will be outweighed by the long-term savings on energy and maintenance costs.

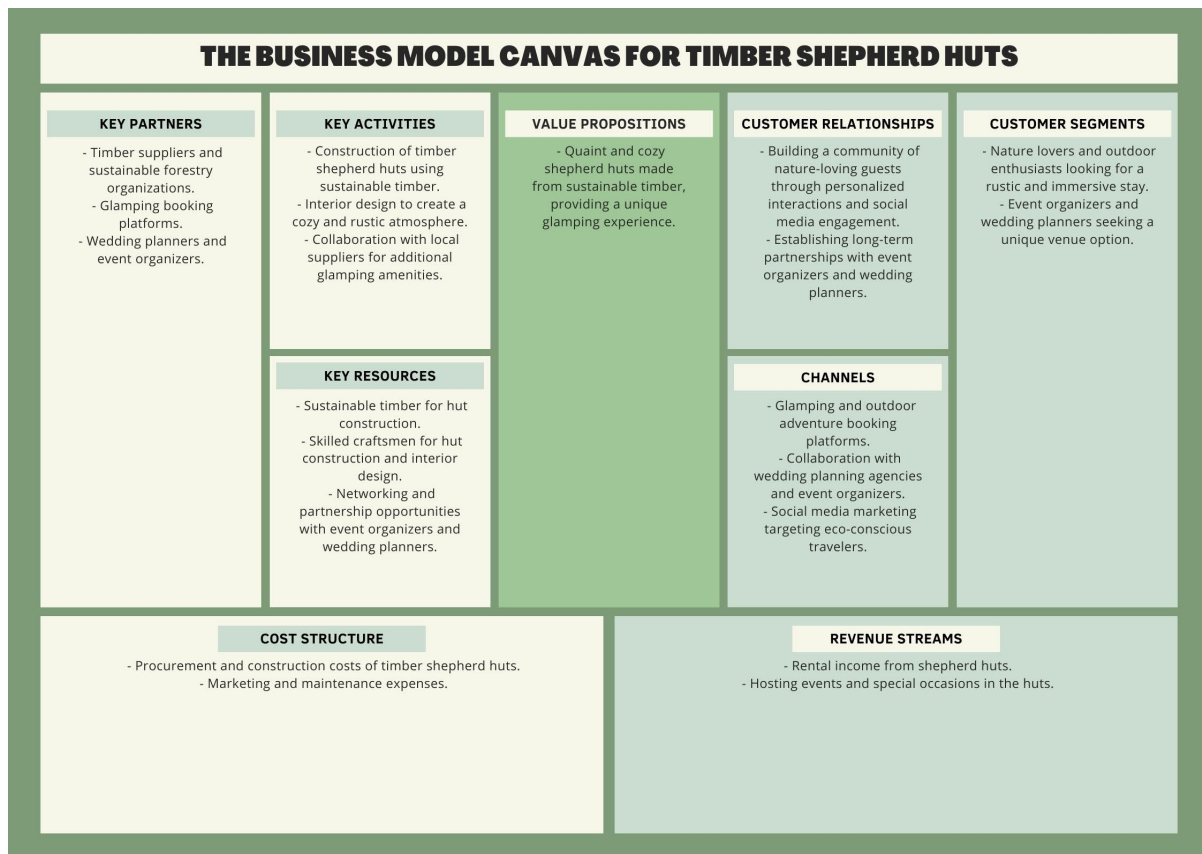
2. Chalets BMC:



Explanation of Changes:

In this iteration, the focus shifts to offering luxury chalets for vacation experiences. The value proposition highlights personalized services and picturesque locations. The customer segments include high-income individuals and families seeking exclusivity, as well as companies for corporate retreats. The channels now involve online travel agencies, luxury travel agents, and social media platforms. The revenue streams expand to include additional services, such as catering and guided tours.

3. Timber Shepherd Huts BMC:



Explanation of Changes:

In this iteration, the focus is on timber shepherd huts for a glamping experience. The value proposition emphasizes the quaint and cosy nature of the huts, made from sustainable timber. The customer segments include nature lovers and outdoor enthusiasts, as well as event organizers and wedding planners. The channels involve glamping booking platforms, wedding planning agencies, and social media marketing. The revenue streams expand to include hosting events and special occasions in the shepherd huts.

These iterations showcase the adaptation of the BMC elements to cater to different types of accommodation, ensuring alignment with the unique value propositions and target customer segments of each concept.

Assignment 2/2 Identify an authentic (real-world opportunity) source of finance appropriate to your enterprise/venture, such as an application for a grant, bank loan, crowd funding, or equity investor.

Task 2.1 Funding Application

Submit funding pdf document into Turnitin (see People and Places Lottery Funding application)

Task 2.2 - Using the comments feature of Adobe Acrobat (included as part of your UWTSD license) make the following comments using a total of 700 words between them:

i) Loving Critic (or Mentor) Feedback:

Demonstrate that you have sought feedback from a loving critic or mentor on your initial funding application by making comment where and how you have responded to improve it. This exercise should showcase your ability to reflect critically and incorporate feedback to improve the quality of your funding application. ***(Please see Adobe Acrobat comments on application form)***

ii) Emphasis on Personal Resource Mobilization:

Include comments on how you have identified and mobilized your personal resources to the enterprise. This should highlight your ability to leverage your personal strengths and resources to enhance the viability and sustainability of your enterprising venture. ***(Please see Adobe Acrobat comments on application form)***