

List of potential projects

Project 1. Challenge the concept of food business. Design an innovative business model that transform the way food is served to customers. Try to incorporate as many different elements patterns as possible. Be precise on where you want to stablish your business, how much money you need to operate and what kind of cuisine you are going to serve. It is not enough focusing only on the type of food you are going to serve; you should go beyond current trends (healthy, vegan, Asian) and propose something that incorporate innovations in the channels and revenue stream of the food business.

Examples:

Ghetto Gastro: <https://ghettogastro.com> Several articles written about this company.

Les Ateliers des Chefs. You teach the customer how to make their own meal.

<https://www.atelierdeschefs.fr/>

Project 2. Create sustainable products. Elaborate a project whose core is a product that uses recycled materials. For this project you need to research about current recycling technologies and propose a new product using these technologies. Important; although the project is fictitious it should be based on existing well documented technologies. The core of your work will be in the value proposition but I expect that you work as well in detailing the key resources and the channels used to deliver the final product.

Examples:

Karst recycled stone paper: <https://karststonepaper.com>

Le Green Griot <http://legreengriot.com/>

Project 3. Create a company that provides services/products low income households. The objective of your project is to focus on the bottom of the pyramid; people with low resources. Your goal is to create a product /service that caters people with low resources and at the same time generates profits for the company. Your business idea should be beneficial to your customer as well as your company. Be creative, the product/service is completely free as long as it targets customers with low resources.

Examples:

Pensium. www.pensium.es Spanish enterprise that helps old people to pay their nursing home by providing reverse mortgages secured on the residential property.

https://elpais.com/economia/2019/09/19/actualidad/1568911958_220775.html article in Spanish.

Reliance Jio. <https://www.jio.com/> . Indian company that offers telecommunication products and services at very affordable prices.

Project 4. Design a business model that innovates in a mature industry. Mature industries are those whose average return is low and competition is quite hard from major incumbents. The idea is that in order to survive in this kind of hostile context; the entrepreneurs must come up with very original ideas that could touch any business model component. For this project there are only three industries available: bookstores, travel agencies and news media. Go beyond the simple ideas such as combining a cafeteria with a bookstore; here the emphasis is on creativity.

Examples:

Round table books: books that sells children's books which talk about diversity. <https://bookclub.booksmadebetter.com/roundtable/>

Tripconnection.fr It is a French travel agency that links future travelers with local experts in the destinations they plan to visit.

Project 5. Create a company that earns money while at the same time tackles a social issue. The idea is that a company could be profitable and altruistic simultaneously. The challenge is to find the right balance the company should be profitable while avoiding look "exploitative" against the people that it is trying to help. The commitment with the society should be credible. The term that has been used to describe this type of companies is "Social Entrepreneurship".

Examples:

TOMS One-for-one: a shoe maker that donates a pair of shoes for every pair sold. <https://www.toms.fr/one-for-one/>

Group Vitaminet. A French corporation devoted to occupational integration of people who has been excluded from the job market. <http://www.groupevitaminet.com/>

Project 6. A company that incorporates the use of Artificial Intelligence (AI) to satisfy a customer need (a customer could be a company). The project should be based on existing technology and it should emphasize how much efficiency or savings are gained by using AI in the production process. An estimate of the total costs of implementing the AI system should be provided and a comparison between two business models; one with AI and the other without it should be included in the final document.

Examples:

AB Tasty: a french company specialized in using AI to improve digital marketing and customer experience in the digital world. <https://www.abtasty.com/>

BenevolentAI : British company who uses AI to do research on the medical field, in particular about the efficacy of some drug treatments. <https://benevolent.ai/>