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| Author(s) Marco Rigano | | | |
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| Supervisor(s) Abdelazim Hannoura, Tuomo Eskelinen | | | |
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| <p>Abstract</p> <p>This thesis objective was to investigate how the project Akseli of Savonia's University of Applied Sciences helped two groups of students of Design shape their ideas and prepare them to start a business. The research aimed at analyzing the Akseli project practices and analysis tools, focusing the attention on Osterwalder, Pigneur & Clark Business Model Canvas which was used as a base to construct Savonia's own expanded business model canvas and InTo tool, an analytic program devised to facilitate the creation and evaluation of a model.</p> <p>The research method used was two qualitative semi-structured open-ended interviews to collect the feedback from the two groups and investigate their growth process before, during and after the participation in the Akseli project. The literature research was aimed at exploring Osterwalder's canvas in order to compare it with the modification made by the Savonia RDI experts.</p> <p>The data collected indicates that the project was of great value for both groups, who obtained a better understanding of their business idea; it also outlines some shortcomings of the analysis tool InTo providing suggestions for improvement.</p> | | | |
| <p>Keywords</p> <p>business model canvas, business planning, Akseli project, into tools</p> | | | |