

IST 6090

You have now completed your MBA degree and thinking of putting together a business plan for your dream venture. You know you will have to present your plan to some venture capitalists. You recall that during the MBA program you learned about business models, the IT impact on business models and organizations, and how to make a business case for IT's role in creating sustainable competitive advantage.

1. Use the knowledge you have gained thus far from this class about business model strategy audit to analyze your new company's:
 - a. Business Context
 - b. Customers
 - c. Competitors
 - d. Business Network (suppliers)
 - e. Process/Infrastructure
 - f. People(Leadership)/Partners

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2. Describe the role IT will play to support your business model. Focus on:
 - a. Searching for product/service, market, business network, boundary positioning opportunities
 - b. Building capabilities in Process/Infrastructure, People/Partners, Organization/Culture, Leadership/Governance
 - c. Searching for Cost Savings, Revenue Growth, Asset Efficiency, and Sustainable Competitive Advantage.

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3. What are the opportunities for using IT to improve the business model performance? Can IT:
 - a. Change the Basis of Competition? Change the nature of relationships and the balance of power among your potential buyers and suppliers?
 - b. Build or reduce barriers to entry?
 - c. Increase or decrease switching costs?
 - d. Add value to existing products and services, create new ones or enter new markets?

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