70-415 INTRODUCTION TO ENTREPRENEURSHIP - Fall 2022 Assignments IV – Profile of a High Growth Venture – Business Model DUE DATES: 11/05 @ midnight For this assignment, you will continue to write about the startup company you chose to cover, but you will shift your focus on the company’s business model, specifically, how the company generate revenue as well as all other aspects of its business model. You task is to write a second blog post about the startup you chose to cover in assignment III and you will need to address three main questions: 1. The Revenue Model: How does the company generate revenue? What do they sell to their customers/users and what is their revenue model? Be as specific as you can (e.g., how much exactly do they charge, etc.), and give some examples of their customers/users the way they charge and collect revenue from these customers. 2. The Customer Channels: Describe how the company reaches it’s end customers/users. a. How do these customers hear about the company? What are the marketing channels which the company utilizes to find new customers and make them aware of its offerings? b. How does the company deliver its product/service to the customers? Directly or indirectly? Online or offline? 3. The Partners: Who are the main partners that the company has which helps it in its business operations: product development, operations, sales, marketing, etc.? Can you find a way to categories these partners depending on what services they provide to the company that enables it to deliver its value proposition to its customers/clients? As in the previous assignment, you have flexibility in the way you want to organize and structure the content your case study, so try to be creative. However, you should make sure to site your sources (by linking to them). Your blog post must be at least 1000 words long.