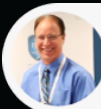# 90

10
70
10

Stock It

04
Business Model

"Plan for what is difficult while it is easy, do what is great while it is small."

-Sun Tzu

Experts

Expert
Dr. Mark O. Oleksak

Expert
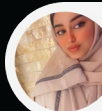**Prof. Arif Ansari**

Expert
Yasser Al Farhan

Expert
Ali Al Rekabi

Facilitators

Facilatator
Hamed Mahmoud

Facilatator
Lina Al-Harthy

Facilatator
Mazen Abuljadalel

Facilatator
Ali Bamallem

Facilatator
Nader Kadrawi

Business Intelligence: Stock IT

Challenge Background

When planning a business venture, the first thing to determine is the desirability, , feasibility and viability of the innovative product and/or services that will be offered. Desirability addresses if there is a need that customers have that they will use and/or pay for. Feasibility addresses the ability to make the product and/or services give existing technology and staff capabilities. Viability addressed the long-term implementation and sustainability, which can be planned using a business model. The business model will identify the target market, products and services, anticipated expenses, and address all the key components to effectuate a successful strategy.

المستقبل الجديد ٢٠٢٢
رحلة نحو
JOURNEY TOWARDS THE
NEW FUTURE 2022

موهبة
مؤسسة الملك عبدالعزيز ورجاله للموهبة والإبداع
King Abdulaziz & his Companions Foundation for Giftedness & Creativity

المؤتمر العالمي
للموهبة والإبداع
Global Conference for
Giftedness & Creativity

شركة الأنظمة
والتقنيات المتقدمة
Advanced Systems & Technologies

شركة
برينز فالي
لتقنية المعلومات

Business Intelligence: Stock IT

The Global Talent Platform must have a clear delivery purpose when launched, so the target users must be identified and shown the value of the services offered. Then there needs to be a financial model that will determine expenses, generate revenue so the platform can become self-sustaining in nature. The key activities must be determined so that a Gantt chart can be created and a project manager selected to keep track of the progress.

المستقبل الجديد ٢٠٢٢
JOURNEY TOWARDS THE
NEW FUTURE 2022

مؤسسة الملك عبدالعزيز ورجاله للموهبة والإبداع
King Abdulaziz & his Companions Foundation for Giftedness & Creativity

موهبة

المؤتمر العالمي
للموهبة والإبداع
Global Conference for
Giftedness & Creativity

شركة الأنظمة
والتقنيات المتقدمة
Advanced Systems & Technologies

شركة
برينز فالي
لتقنية المعلومات

Business Intelligence: Stock IT

Problem Statement

Based on the design principles of The Global Talent Platform, as this large-scale project is just in the starting stages, GTP team requires a business model to be built in order to identify the target market and create all the components necessary to carry out the plan. This will support new businesses investment, recruiting talent, and motivating management and staff.

Business Intelligence: Stock IT

Solution Requirements

The "StockIT" challenge is to design a draft business model to identify the high-level plan for building the MAWHIBA platform. This includes developing the value proposition canvas and the business model canvas

Tools

- Background Links

  https://crowdfavorite.com/the-value-of-balancing-desirability-feasibility-and-viability/

- Resource Links
  - Business Model Canvas Explained | Enterprising Oxford
  - The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips - Bing video
  - https://www.helpscout.com/blog/value-proposition-examples/

- Subject matter experts and challenge pathway

Business Intelligence: Stock IT

Communication Tips

- Ask the *subject matter experts* to get insights

- Create sticky notes, drawings and data/graphs, if necessary

- Clearly summarize all components of the canvases

- Upload your solution to the platform

Business Intelligence: Stock IT

Ready, Set, GO!

- Leaders of the group discuss the strategy, define roles to fill out the canvases

- As a group, discuss the background and review any relevant links and literature

- Assign group tasks for the allotted time

- Reconvene the team approximately 20 minutes prior to session end

- Communicate your solution in the formats provided to the group

Business Intelligence: Stock IT

Specific Results

Designing a business model

Very generic statement. what is it exactly that you expect from the applicants? The scope, the size, the criteria... etc.

Resources

- [Business Model Canvas Explained | Enterprising Oxford](#)

- [The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips - Bing video](#)
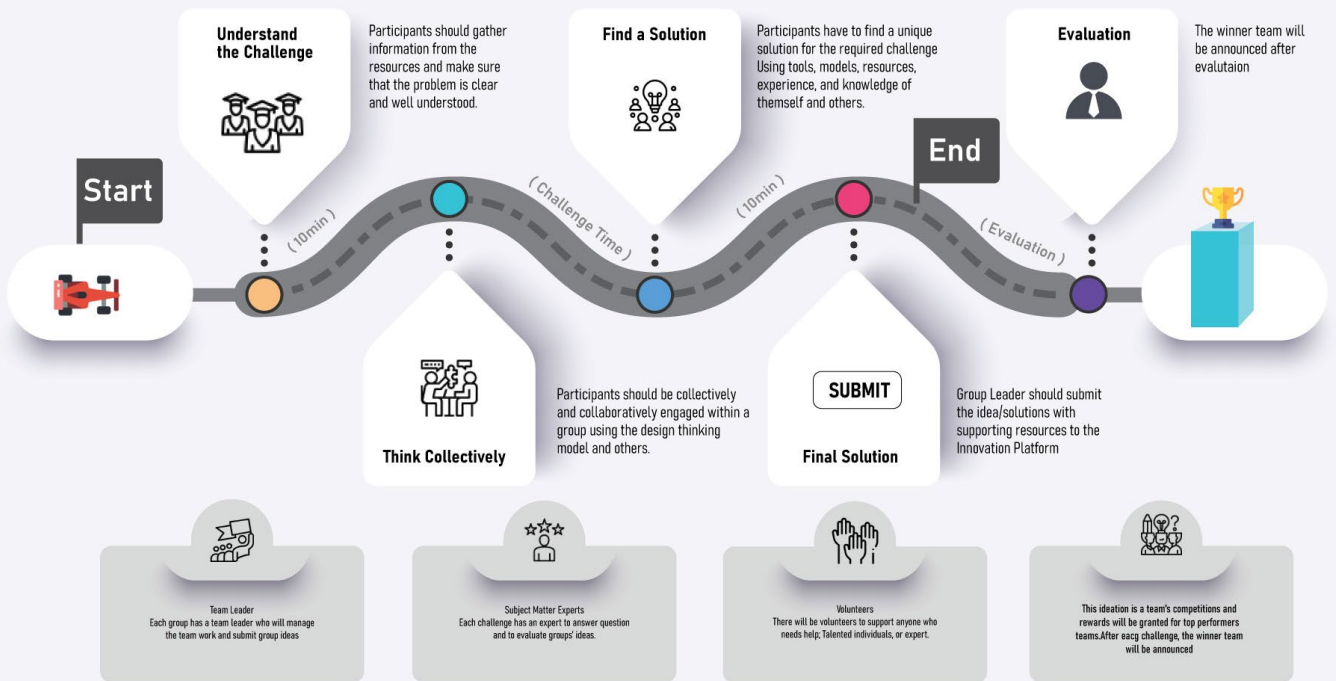
- [https://www.helpscout.com/blog/value-proposition-examples/](#)

Business Intelligence: Stock IT

How Ideathon Will Happen?
For each challenge

Understand the Challenge

Participants should gather information from the resources and make sure that the problem is clear and well understood.

Find a Solution

Participants have to find a unique solution for the required challenge Using tools, models, resources, experience, and knowledge of themself and others.

Evaluation

The winner team will be announced after evalutaion

Start

(10min)

(Challenge Time)

(10min)

End

(Evaluation)

Think Collectively

Participants should be collectively and collaboratively engaged within a group using the design thinking model and others.

SUBMIT

Final Solution

Group Leader should submit the idea/solutions with supporting resources to the Innovation Platform

Team Leader
Each group has a team leader who will manage the team work and submit group ideas

Subject Matter Experts
Each challenge has an expert to answer question and to evaluate groups' ideas.

Volunteers
There will be volunteers to support anyone who needs help; Talented individuals, or expert.

This ideation is a team's competitions and rewards will be granted for top performers teams.After eacg challenge, the winner team will be announced

Challenge pathway (90m)

1

Specify the Purpose of the Business

You need to have clarity on what exactly the purpose of GCGC's platform is.

2

Identify Target users and Value Propositions

Start with the target users and the value you are providing to them. Who will likely use the GCGC's platform to generate revenue for the business?

3

Channels and Customer Relationships

Identify what channels are the best to reach and grow those user bases and how you will establish the relationship with users to retain them.

4

Key Resources, Key Activities, and Key Partners

- **Key Resources** are the people and servers that are used for business functioning. Without these resources, your business will not function.
- **Key Activities** are the processes or tasks that need to be carried out. These could be making calls, handling marketing tasks, etc.
- **Key Partners** are the external people and organizations to**Fill in the Business Model Canvas**
- whom you can outsource some of the responsibility which is not your core skills. They might be agents sponsoring your services .

5

Cost Structure and Revenue Streams

- **Cost Structure** describes how much money your business spends on what and what is the frequency of spending money. This includes salaries, commissions, marketing, purchase and maintenance of machines, etc.

- **Revenue Streams** are the payments made by customers and also the frequency of returning customers

6

Submit your ideas!

- **Fill in the Business Model Canvas**

Condition "Design Principles

Platform thinking variables to be consider for designing a successful platform

Condition "Design Principles"

Platform thinking variables to be consider for designing a successful platform

SMART

STEM
Only it serve to talent domain of Science Technology , Engineering and Math.

MODULAR
Module design with micro-services to be integrated with other Sponsor platform

AGE
The Platform will be for the age group above `19+ to early 30s.

REVENUE
The platform to sustainable with business model characteristics in terms revenue generation.

TECHNOLOGY
Platform Virtual
The Platform to be virtual space allows diverse stakeholders to benefit or contribute towards its value.

Platform Objective

Digital Platform is required to design with future talent business needs and priorities, complexity, and technical maturity. We Mawhiba then merge with our patterns, practices, and principles of enterprise platform towards the existence of a Global talent platform – one of its kind at a global scale whose objective is to "Inspire and empower" talent that can create a positive impact on humanity

Platform Objective

Digital Platform is required to design with future talent business needs and priorities, complexity, and technical maturity. We Mawhiba then merge with our patterns, practices, and principles of enterprise platform towards the existence of a Global talent platform – one of its kind at a global scale whose objective is to "Inspire and empower" talent that can create a positive impact on humanity

رحلة نحو المستقبل
المستقبل الجديد ٢٠٢٢
JOURNEY TOWARDS THE
NEW FUTURE 2022

موهبة
مؤسسة الملك عبدالعزيز ورجاله للموهبة والإبداع
King Abdulaziz & his Companions Foundation for Giftedness & Creativity

المؤتمــر العــالـمي
للمـوهـبـة والإبـداع
Global Conference for
Giftedness & Creativity

شركة الأنظمة
والتقنيات المتقدمة
Advanced Systems & Technologies

FI

شركة
برينز فالي
لتقنية المعلومات
Bv

Design Principle Cheat List

◆ **What is Platform Thinking**
- It is Software Based open environment with open infrastructures,
- It is orchestrator for connecting diverse systems across sectors with our border
- It is harnesser the network affect
- Connecting Multiple stake holder towards resource benefit and value output

In nutshell : The new way of thinking and executing is in terms of participants that interact to create and consume value e.g., Uber,

Ref: https://www.thoughtworks.com/insights/blog/art-platform-thinking

◆ **What is Platform Design**
Platform design involves a spectrum of design choices regarding the infrastructural capabilities and governance mechanisms employed by a platform. These choices are made within the framework of the market within which the platform operates, the interactions that market participants engage in, and the incentives needed to attract participation.
Ref: https://platformthinkinglabs.com/materials/the-three-design-elements-for-designing-platforms/