Notes from Nuts, Bolts, and Business Modeling Workshop with Jim Hart
11/14/14

Background: experience with two arts ventures in Norway

“Business Model You” packet given out to participants at the beginning of the workshop. Packet detailed modeling template. Jim Hart briefly went through the packet and showed a video showing how to use the model building template.

SMU:
- Non-profit business
  - 501(c)(3)
  - any money left over goes back into the business/infrastructure
  - tax-incentives for this type of non-profit
    - tax breaks for the institution and people who donate to the university

Breaking down the business model of SMU

Value:
- education
- networking (develop these relationships while you are at school!)
- infrastructure
- brand name
- location
- research
- jobs
- housing

Customers:
- students
- parents
- donors
- surrounding community
- alumni affairs

Key Partners:
- City of Dallas, Park Cities
- Athletic Programs
- Professors
- Utility Providers
- Cleaning services
- Food
- Barnes and Noble
- Starbucks

Customer Relationship:
- Retain
- Acquire new customers
• Additional Revenue

Revenue Streams:
  • Tuition
  • Merchandise
  • Fees
  • Dining
  • Housing
  • Endowments
    o take money and invest it (interest paid to endowed chair)
      ▪ $2.5 million minimum at SMU

Channels:
  • Classroom
  • Campus
  • Dining Halls
  • Greek System
  • Website

Key Activities:
  • Teaching
  • Hosting
  • Athletics
  • Boulevarding
  • Extracurricular Education

Key Resources
  • Buildings
  • Super Computer (purchased from the Navy)
  • Staff
  • Professors
  • Libraries
  • administrations
  • Board of Trustees

Cost Structure
  • Facilities
  • Construction
  • Taxes
  • Insurance
  • Salaries

Participants then used the template to create a model for an idea of their own and were allowed to share their ideas with the group.