

You should write up a consulting report to Christopher Coleman and Nicholas Hinrichsen which examines the following questions: Your grade will be based upon the rubrics of style, breadth of content, depth of content, and creativity. you would probably do better by keeping your report to around 5-7 pages of double spaces (not including the title page, executive summary, or figures/graphs/exhibits).

Be sure to include an introduction (this is not an executive summary—both should be in the consulting report), a conclusion, and figures/graphs/exhibits. I expect to see a cool cover sheet that has a nice graphic on it, and an informative title. Your student identification number should only appear on the front cover, and your name should never appear on the document.

Questions:

1. Please draw up a lean canvas model for Carlypso as best you can for where it stands at the end of the case information. If there are any elements about the model that you are unsure about, estimate those but also make sure you indicate that those elements are estimated (perhaps highlight the lines that are estimated, or use a footnote indicator).
2. One of the differences between Carlypso and many of our other cases is that Carlypso is a peer-to-peer model (one that acts as an intermediary between the buyer and seller). As such, they had to “develop” both the buyers and sellers. Which of these two markets were more difficult to develop? Evaluate their processes for developing both groups (Do people care?), and make recommendations of how they might improve upon their “customer development” process.
3. Analyze Carlypso’s Exhibit 2 and consider ways that it might be improved upon. You should be able to utilize, from Week 4 (Business Models), the 11-slide pitch: Title slide (team bios); Executive Summary; Problem Positioning (pain); Product Positioning (solution); Business Network (ecosystem)--partners; Competition (substitutes)--current way pain is addressed; Customer benefits; Financials; Risks; Implementation, Status & Traction and Financing; Closing Slide (the ask); Handouts?; Hold-out slides: Responses to anticipated questions.
4. One of Carlypso’s investors has demanded Carlypso expand beyond the “Bay Area” of San Jose-San Francisco. What factors should they examine for a possible expansion, and what processes would you recommend to them?

Style: Clarity of the call to action: Use of figures & exhibits, clear problem statement, headings & subheadings, title (interesting & insightful, includes a graphic), executive summary, introduction, conclusion, grammar

Breadth of Content: Multiple perspectives (frameworks), volume of ideas considered *[Highlight the volume of unique ideas/insights here. By "frameworks", we would suggest the elements of the lean startup covered, and the degree to which you respond to all the questions above, demonstrate you comprehend the readings and in-class discussions]*

Depth of Content: Level of qualitative and quantitative detail offered. Go beyond the mentioning of ideas, to discussing them in depth. *[Use quotes from the case, estimate numbers instead of saying "really big", and show diagrams rather than just indicating an event--for example, if you were to say that Manchester United plays an aggressive form of soccer, depth would be a diagram of the alignment, and a description of how the midfield plays with respect to the responsibilities of the defensive backs--details represent depth of content]*

Creativity: Is there something unusual, surprising, cool in the analysis? Highly unlikely to get these points (you may wish to contrast the case to other cases we've discussed, or bring in frameworks from other classes which are relevant, or differentiate your response by creating a cool "WOW" factor).