

Activity Title: E-Commerce Model Selection Workshop

Goal:

To help intermediate-level entrepreneurs critically evaluate different e-commerce models and determine which aligns best with their business goals, operational capabilities, and market opportunities.

Objective:

By the end of the activity, participants will be able to:

1. Analyze the advantages and challenges of various e-commerce models (B2B, B2C, B2B2C, etc.).
2. Assess the implications of customer acquisition cost (CAC) and lifetime value (LTV) in their chosen model.
3. Determine the necessary technology stack to support their e-commerce operations.
4. Formulate a strategic plan for scaling their business based on model selection.

Materials Needed:

- Whiteboard or flip chart
- Markers
- Handouts summarizing different e-commerce models and key concepts
- Case studies showcasing businesses that successfully navigated model selection
- Worksheets for model analysis and technology assessment

Activity Steps:

1. **Introduction (10 minutes):** Start with an overview of the key concepts related to choosing the right e-commerce model, emphasizing the importance of aligning model selection with scalability, profitability, and operational complexity. Introduce the different e-commerce models (B2B, B2C, B2B2C, etc.) and their characteristics.
2. **Group Discussion and Brainstorming (15 minutes):**

Divide participants into small groups of 4-5 members.

Each group will discuss their current business ideas or hypothetical scenarios related to e-commerce.

Prompt groups to consider the following questions:

- Which e-commerce model aligns best with your business goals?
- What factors (CAC, LTV, operational challenges) are most relevant to your decision?
- What technology tools will you need to support your chosen model?

3. **Model Selection and Analysis (25 minutes):** Each group will choose one e-commerce model to focus on and complete a worksheet that includes:

- **Model Overview:** Briefly describe the chosen model and its characteristics.
- **Advantages and Challenges:** List the benefits and challenges associated with this model.
- **CAC and LTV Analysis:** Discuss how they will manage customer acquisition costs while maximizing lifetime value.
- **Technology Requirements:** Identify the technology stack necessary to support their operations (e.g., CRM, inventory management systems).
- **Scalability and Growth Strategy:** Outline how they plan to scale their business using this model.

4. **Group Presentations (20 minutes):** Each group will present their analysis and rationale for selecting their e-commerce model (approximately 3-4 minutes per group). Encourage groups to ask questions and provide feedback after each presentation, fostering a collaborative learning environment.

5. **Interactive Reflection and Wrap-Up (10 minutes):**

Conclude the workshop with a reflective discussion about the importance of selecting the right e-commerce model.

Ask participants to share insights they gained from the activity and how they might apply these lessons to their own business strategies.

Distribute a feedback form for participants to evaluate the activity and express areas they would like to explore further.