

Business Models Activity

July 7, 2015

Practice Analyzing Business Models

Analyze 2014 IPOs

All **domestic** IPOs file an **S-1** with the US Securities and Exchange Commission

All **foreign** IPOs file an **F-1**
with the US Securities and
Exchange Commission

Nine Companies

OnDeck


Alibaba.com™


King.com


COUPONS.com


grubHub®


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GoPro®
Be a HERO.

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LendingClub

Major Goals

- Understand the business - what is it?
- What is the business model? (Business Model Canvas)
- How does the company make money?