

Formulating Open Data-Based Value Propositions: An Evaluation and Comparison of Two Canvas Tools

Supplementary material – Full questionnaire

Part 1 – About you and your project

Q1. What course did you take?

- ☐ Data analytics Project
- ☐ Entrepreneurship and business development

Q2. In which studies are you enrolled?

- ☐ Computer science
- ☐ Management engineering
- ☐ Management Sciences
- ☐ Other: _____

Q3. Please describe your value proposition in a few words (and your group number)

Part 2 – The Business Model Canvas

Q4. Please describe your experience with the Business Model Canvas prior to the course project.

- ☐ I had never heard of the Business Model Canvas before the course
- ☐ I was aware of the Business Model Canvas but had never used it before the course
- ☐ I have used the Business Model Canvas once before the course
- ☐ I have used the Business Model Canvas several times before the course

Low experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	High experience
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Q5. On a scale from 1 to 5, please express your agreement with the following statements on the usefulness of the **Business Model Canvas** in the conduct of your project. *Note: TD = Totally Disagree, D = Disagree, N = Neutral, A = Agree, TA = Totally Agree.*

	TD	D	N	A	TA
I think the Business Model Canvas provides an effective solution to the problem of formulating a value proposition from open data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value propositions formulated using a Business Model Canvas would be difficult for users (colleagues, partner companies, etc.) to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using the Business Model Canvas would make it more difficult to communicate the value proposition to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I found the Business Model Canvas used in the course project to be useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. On a scale from 1 to 5, please express how difficult it was to understand the cells of the **Business Model Canvas**.

Very difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very easy
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