


Business model canvas

 1.5-3 hours

 Pens, A3/A0 paper, canvas, post-it notes

 2-4



What?

An enterprise's business model describes how a business creates, delivers and captures value over time. This can be economic, social or other forms of value. The business model canvas helps you to incorporate ideas, concepts and prototypes into general business logic.

Why?

The object is to use a business model canvas early on in the process to evaluate ideas or prototypes alongside other elements in the canvas. This tool is used to prototype and communicate different business concepts in a dynamic and continuous way, and it is an important tool when you want to communicate ideas and outlines to other employees.

How?

1. Print out the business model canvas in at least A3 size. The best size is A0, as the canvas can then be hung on a wall.
2. Add 9 building blocks to the canvas.
Fill in the canvas in the following order: Customer segments, Value propositions, Channels, Customer relationships, Revenue streams, Key resources, Key activities, Key partners, Cost structure. Use post-it notes.
3. The value proposition must have a proposed solution
If you already have an idea or prototype for a product or service, describe the solution at a general level. If you don't yet have a solution in mind, you must first brainstorm solutions (using Crazy 8, for example) and outline the solutions using a variety of techniques (for example, paper prototyping).
4. Experiment with the various building blocks
Explore different payment methods, channels, cooperation models, etc. You should come up with at least three prototypes with a set of hypotheses that you test based on insight from various sources.
5. Test with partners
Once you have decided on a preferred canvas and tested the associated hypotheses, it is important to discuss this with potential partners and other external stakeholders. By reviewing the model with external input, you may identify strengths and weaknesses, which puts the business in a better position to achieve profitability.

What do you get out of this?

It is often easier to develop or communicate a business concept through a business model outline than a business plan.

