

I want to
develop a clear plan
on how to grow
my idea into
something bigger



BUSINESS MODEL CANVAS

LEVEL OF INVOLVEMENT

CREATED BY

Osterwalder A., Pigneur Y (2010) Business Model Generation



MORE COMPLEX TOOL that should ideally be done over a few days. Given the strategic nature of the inputs/outputs, this needs consultations with seniors, peers and ideally needs to be revised after a first pass.

What is it & why should I do it?

The **Business Model Canvas** is a one page overview that lays out both what you do (or want to do), and how you go about doing it; enabling structured conversations around management and strategy by laying out the crucial activities and challenges involved with your initiative and how they relate to each other. This visual format, first introduced by Osterwalder and Pigneur, is useful for both existing and new organisations and businesses. Existing programmes can develop new initiatives and identify opportunities while becoming more efficient by illustrating potential trade-offs and aligning activities. New programmes can use it to plan and work out how to make their offering real.

The individual elements prompt thoughts within the separate activities or resources, while the capability to have the complete overview encourages fresh perspectives and ideas about how those pieces fit together. This structure also helps to keep group discussions more focused and bring everyone onto the same page.

? HOW TO USE IT

To make a Business Model Canvas, the easiest way to start is by filling out what you do. This helps keep the focus on your main goal as you fill out the other building blocks of the canvas. From there you can build on that goal and see how it can be achieved by adding details about the other activities and resources you have.

Start from a blank canvas and add notes with keywords to each building block of the canvas. If you use 'sticky notes' for this, you can move ideas around as you fill out each building

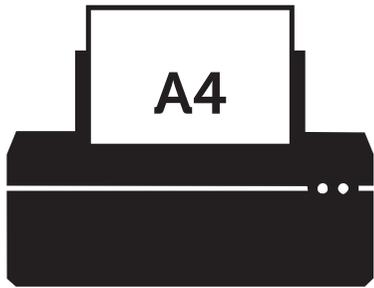
block in the canvas. You may want to colour-code elements related to a specific client segment.

However, be careful not to fall in love with your first idea and instead sketch out alternative business models for the same product, service, or technology.

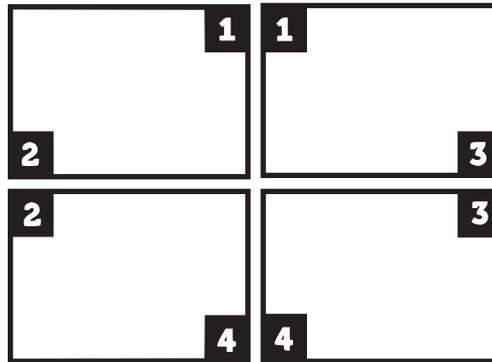
You could even practice and learn new ways of doing things by mapping out new/innovative business models that you admire or come across.



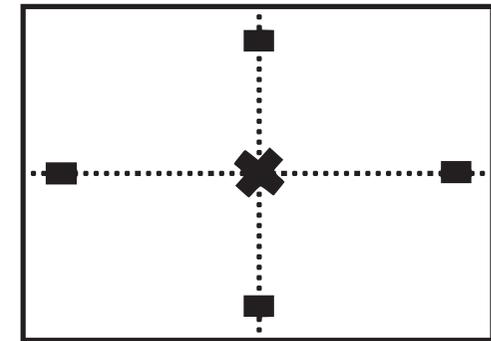
DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES



1 Download the PDF file and print it in a normal A4 printer.



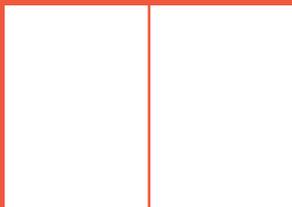
2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.



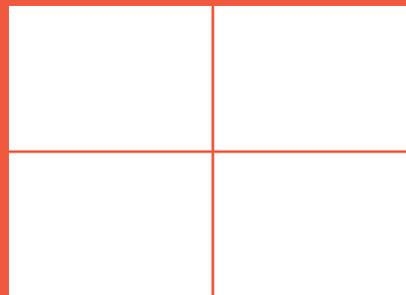
3 Join the aligned prints with cello tape or tacks and get started!

SIZE AND ORIENTATION GUIDE

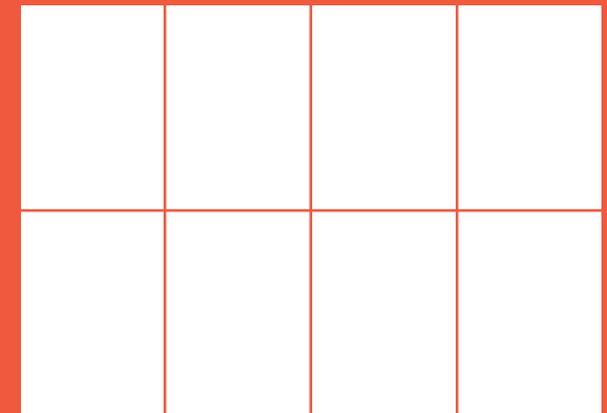
A3



A2



A1



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Who will help you?
KEY PARTNERS

Who are your key partners/suppliers?
What are the most important motivations
for the partnerships?

How do you do it?
KEY ACTIVITIES

What key activities does your value
proposition require?
What activities are most important for your
distribution channels, customer relationships,
revenue streams etc.?

What do you do?
VALUE PROPOSITION

What core value do you deliver?
Which needs are you satisfying?

What do you need?
KEY RESOURCES

What key resources does your value proposition
require?

What will it cost?
COST STRUCTURE

What are the most important costs in your work?
Which key resources/activities are most expensive?

BUSINESS MODEL CANVAS

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How do you interact?
AUDIENCE RELATIONSHIPS

What relationship that the target audience expect you to establish?
 How can you integrate that into your work in terms of cost and format?

Who do you help?
AUDIENCE SEGMENTS

Which groups are you creating value for?
 Who is your most important audience?

How do you reach them?
DISTRIBUTION CHANNELS

Through which channel does your audience want to be reached?
 Which channels work best? How much do they cost?
 How can they be integrated into your and your audiences routines?

How much will you make?
REVENUE STREAM

For what value are your audiences willing to pay?
 What and how do they recently pay? How would they prefer to pay?
 How much does every revenue stream contribute to the overall revenues?