

Introduction (5 min)

When you already know your customer, your idea and if you have already clear vision and mission, you may draw a picture of how your business will look like. For this reason, we suggest you a useful tool – Business Model Canvas – widely used tool for beginners as well as for experienced players in business and management. The main purpose of business model is a tool that describes organizational components and activities that create and capture value. The value proposition and the customers are at stake of this model. That is why we have already clarified both in previous chapter. During this workshop we will go briefly through the Business Model Canvas which is described more detailly in a book “Business Model Generation” by Alexander Osterwalder & Yves Pigneur on which this workshop is based.

Main Activity (80 min)

Activity name: “Business Model Canvas”

The purpose: To give participants a tool for designing the process and resources needed for creation value to the customer.

Depends on attendants, the instructor may divide the whole audience in small groups of 4 people in each or distribute the templates for each participant for individual work. We recommend working in groups or at least in pairs, since brainstorming on some idea is more effective and resultative in bigger groups.

When groups are organized, share the materials among groups and continue with rules (5 min):

This template is consisted of nine main parts, which need to be filled. Business Model Canvas requires a specific order in filling each block. So, your tasks is to follow the right order and brainstorm on the each block’s questions and generate lots of ideas-answers. Each of them write on separate sticky note and put in right segment:

1. In a **Customer Segments** indicate your aimed customer –groups of people or organizations you want to reach and serve (5 min);
2. In a **Value Proposition** block indicate the specific value that your products or services create to your customer (5 min);
3. In **Channels** list different ways how your company will communicate to customer, raise awareness about your products and services (5 min);
4. In **Customer Relationships** block point out different types of relationships you would like to establish with your customer or your clients expects you to establish. (5 min);
5. In **Revenue Streams** list the ways you will generate profit/cash for your business (for what and how your customer will pay). (5 min);
6. In **Key Resources** list all the necessary resources (human, material, non-material) you need to make a business model work (5 min);
7. In **Key Activities** list the most important things your company must take to create a value (what are you going to do in your business) (5 min);
8. In **Key Partners** mention the main partners, suppliers without whom your business model will not work, and which key activities do they perform (5 min);
9. In **Cost Structure** describe all your kinds of expenses in your business, which key resources and activities are most expensive (5 min).

After filling the Canvas, put all filled models on the walls in room. In following 25 minutes organize an elevator pitch, where each team should present their business model in 3 minutes staying next to their model and get the feedback from other groups.

Conclusion (5 min): Business model Canvas is a tool that helps you to clarify all the main factors and processes in starting and functioning of your business. Doing this activity with all team members is of high importance for successful start and achieving positive results.