# Session 7: Using a Business Model Canvas

## Overview
This session introduces the notion that businesses can be decomposed into ideas about the customer, problem, solution, unique value proposition, revenue model, and other components.

## Key Points
- No business plan survives first contact with customers; therefore, it is better to start by trying to validate a business concept.
- Your job as a startup is to develop a business model— a description of how an organization creates, delivers and captures value.
- The best place to start the process of developing a new business model is by considering: who the customers are, what their problem is, what solution you will provide, and how/why your solution is better than current offerings.

## Discussion Questions
1. How is it possible that an entrepreneur can spend a lot of time writing a business plan and still fail when he or she actually tries to go to market?
2. When does it make sense to spend time writing a business plan?
3. With the amount of effort and resources that are needed to transform an idea into a successful business, do you think ideas are assets or liabilities?

## Additional Resources
- Guide to the Lean Business Model Canvas
- Lean Canvas Video from Ash Maurya
- Examples of Well-Known Business Models

## Possible Assignments
1. Pick a **business model** that attracts you and brainstorm other business ideas that could use a similar model.
2. Download a copy of the **lean business model canvas** and begin to fill in the first draft of your idea. If you don’t have an idea yet, practice using the canvas with a **business model** that attracts you.
3. Pick two or three companies you are familiar with and compare their business models, e.g., Apple, Google, Amazon, Microsoft, and Facebook.