

Session 7: Using a Business Model Canvas

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| 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 | <ul style="list-style-type: none"> ❖ 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 | <ol style="list-style-type: none"> 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 | <p>Guide to the Lean Business Model Canvas</p> <p>Lean Canvas Video from Ash Maurya</p> <p>Examples of Well-Known Business Models</p> |
| Possible Assignments | <ol style="list-style-type: none"> 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. |