**LEAN BUSINESS MODEL CANVAS WORKBOOK**

**(Based on LEAN BUSINESS MODEL CANVAS BY Prof. ASH MAURYA**

**& BUSINESS MODEL CANVAS BY ALEXANDER OSTERWALDER AND YVES PIGNEUR)**

**For candidates proposing to to start their own enterprises or intrapreneurs and in my workshop sessions.**

**SPEND NOT MORE THAN 20 MINS.**

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**---------------------------------------------------------------------------------------------------------------------------**A Business model describes the rationale of how an organization creates delivers and captures value.-Alexander Osterwalder.

Each block has certain set of questions to be answered. These questions are only indicative pointers to your thinking and not exhaustive.

**1.PROBLEM IDENTIFICATION**

1. DEFINE THE PROBLEM YOU SEEK TO ADDRESS.

->we can find many burglaries happening even though there are a lot of securities .

1. WHO HAS THIS PROBLEM- DEFINE SEGMENTS WHO FACE THIS PROBLEM

->people who need to keep their things secure . organizations like banks , gold shops , education organizations etc

3. WHEN DO THEY HAVE THIS PROBLEM

->whenever the burglaries happen and they get a huge loss .

1. WHAT ARE THE CONSEQUENCES OR IMPACT OF HAVING THIS PROBLEM

->all the business organizations need security ….. if there is no security they may get a lot of loss due to burglaries .

4. WHAT IS THE FREQUENCY OF THE OCCURRENCE OF THE PROBLEM.

->thefts happening in the society .

1. CURRENTLY HOW IS THE PROBLEM HANDLED

->at present the people are using cc cameras and maintaining security guards .

1. CAN YOU SIZE THE NUMBERR OF PEOPLE FACING THIS PROBLEM-LOCAL,STATE, COUNTRY ,CONTINENT AND WORLD AT LARGE.

->40-50% of the business organizations are facing this problem .

1. WHAT DO THE PROBLEM FACERS WISH FOR

->may be they need a lot of security more than the cc camera and the security guard .

1. ANY OTHER SUBPROBLEMS ASSOCIATED WITH PROBLEM INN HAND

->leakage of business information .

1. WOULD THEY PREFER YOUR KIND OF SOLUTION.

->our solution provides better security than the cc cameras so they may prefer our solution .

1. IDENTIFY 3 ALTERNATIVES BEING USED CURRENTLY WITH TOP3 FEATURES IN THEM

->our solution provides with the immediate message and alarm

->it accurately detects the thieves .

**2. YOUR SOLUTION OFFERRED**

1.Describe your solution.

------------>extension to the cc camera....which includes more specific security than cc camera , in which it recognizes the person whether he/she is authenticated or not and if not authenticated it immediately gets an alarm and sends a message to the owner and the police.

2. high light any important aspect

--------->our project provides an immediate alarm and message . the face detection is accurate.

**3.** **UNFAIR ADVANTAGE**

WHATS SO UNIQUE ABOUT YOUR SOLUTION

\*our project provides an immediate alarm and message. the face detection is accurate.

WHATS YOUR USP

DO YOU HAVE PATENTS/COPYRIGHTS

----🡪nooo

DESCRIBE YOUR CORE COMPETENCY THAT WOULD BE DIFFICULT TO COPY BY RIVALS.

**4.Value created by the venture.**

1. Multiple benefits or single large benefit

\*Multiple benefits

1. Bundling of benefits

\*yes

1. Temporary or life long(timespan of benefit)

\*Life long

1. Describe the jobs, pain and gains of the product solution.
2. IS there a fit between what the customer wants and what your product gives

\*yes

1. Have you tested it and your value proposition has been verified by target customers.

\*no

**5.Beneficiaries /customers identified:-who has the problems**

Identify customer,consumer,influencer,&sponsor

-------Customers and consumers are business organizations .

Decide segmentation-demographics/geographical/behaviourial

-------behaviourial

Describe various customers who would use it- identify from target segment the micro segment targeted

---------godown owners , gold shop owners , other business organizations

Profile persona of your target customer

Macro size of the customer-statistical evidences published with source-TAM

Micro size of the customer- statistical evidences published with source-SAM

Target customer- statistical evidences published with source-SOM

**6.Channels**

**A. CHANNEL OF COMMUNICATION:**

* 1. How do you propose to communicate with your target customer that you exist.

We demonstrate our prototype and explain about it by meeting them personally .

* 1. Decide on paid, owned and earned media channels-POEM FRAMEWORK.

customer ->business organizations

finance->affordable

competition->limited compitition

* 1. DRAW A MARKET PLAN TO COMMUNICATE TO TOP 25 CLIENTS WITH SPECIFIC WORKFLOWS.
  2. How will you launch this product

By advertising

* 1. How will you Communicate the benefit to the world

By adds

**B.CHANNELS OF DISTRIBUTION.**

1. How do you propose the value created will reach the customer-work process
2. How it will fit into the scheduled workflow
3. Where it will be present
4. Process in charge
5. Proposed plan of action to impact the target identified.

**7.Revenue model:**

The various revenue streams or various ways in which cash is generated by the company will be identified in this block. Will your cash inflow be through sale of product or its usage/subscription/liscense fees/leasing etc. Here the pricing mechanism must be clearly defined.

1. What value is the customer willing to pay-(Pricing your services)

20,000

1. Value delivery is post or pre payment for it

Pre payment

1. Identify the various streams of cash inflows into system.

Investment and sales .

1. Will your payment for the products be received in one time or across multiple time periods.

One time

1. Are their payments in kind? E.g. work off hours at unit instead of pay fees.
2. Any Credit system offered
3. Cash receipt direct into bank or vide cashbox(manual intervention)
4. Time span between value delivery and cash receipt.

**8.Cost Model**

This block will clearly help in identifying the various costs associated in operating the various activities of the business model envisaged.

1. Is your product strategy cost driven or value driven ?

\*value driven

1. Identify CAPITAL COSTS AND OPERATINNG COSTS

Not more than 20,00,000/-

1. Identify the various fixed and variable costs in the operating costs.

15,000/-

1. Identify what your costliest manufacturing/administrative /marketing costs will be.

Costliest manufacturing

1. Identify your costly resources .

Camera

1. Total investment needed.

20,00,000

1. Cost of raising money.

20,00,000

**9.KEY METRICS**

**1.** Identify 3 top metrics you are going to measure your performance.

2. decide on TARGET PROFIT MARGINS/SALES VOLUME/ CUSTOMER SATISFACTION Index

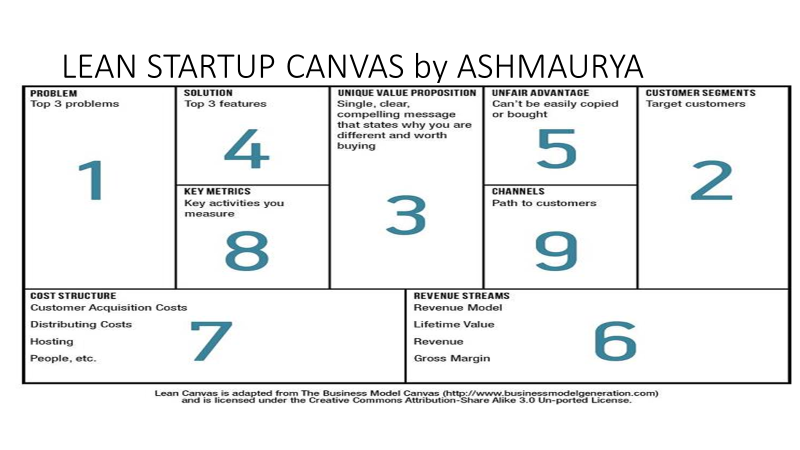
3.AVERAGE REVENUE PER UNIT SOLD-ARPU

4. NUMBER OF VISTIORS-FOOTFALL/EYEBALLS/CLICKSRATE

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**Thi*s* work book is based on the book ”BUSINESS MODEL GENERATION ‘ written by ALEXANDER OSTERWALDER & YVES PIGNEUR. The above book has also been co- created by 470 practitioners from 45 countries. Subscribe vide WILEY.COM.**

**This workbook is also based on LEAN BUSINESS MODEL CANVAS BY PROF.ASH MAURYA.**

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