

1

00:00:03,820 --> 00:00:07,519

Now, what is this language about? It's about nine building blocks.

2

00:00:07,520 --> 00:00:11,488

Nine building blocks that allow you to describe

3

00:00:11,490 --> 00:00:15,638

or design every business model you can imagine,

4

00:00:15,738 --> 00:00:18,729

ultimate possibilities, thousands of alternatives.

5

00:00:18,829 --> 00:00:20,658

So, let's watch a little movie,

6

00:00:20,758 --> 00:00:23,948

two minutes that will explain what the Business Model Canvas is.

7

00:00:24,049 --> 00:00:26,026

If I explain it, it will probably take 15 minutes.

8

00:00:26,127 --> 00:00:28,189

So that's why we made a movie so you can get

9

00:00:28,290 --> 00:00:30,784

a quick overview of the Business Model Canvas.

10

00:02:44,554 --> 00:02:47,153

So nine building blocks,

11

00:02:47,253 --> 00:02:51,176

pretty straight forward, the individual building blocks are not new.

12

00:02:51,275 --> 00:02:54,023

Probably most of you know every piece of it, right?

13

00:02:54,123 --> 00:02:55,578

If you looked that business a little bit

14

00:02:55,678 --> 00:02:57,184

you have an idea of what this is.

15

00:02:57,483 --> 00:03:01,102

But the important thing here is that we have all nine

16

00:03:01,202 --> 00:03:05,909

on one slide or on one poster if we print it out

17

00:03:06,009 --> 00:03:09,226

and that we understand how they all fit together.

18

00:03:09,525 --> 00:03:13,693

So we get the big picture understanding, not just the product,

19

00:03:13,793 --> 00:03:15,234

it's for the engineers in the room

20

00:03:15,334 --> 00:03:17,925

products, great products are becoming a commodity.

21

00:03:18,225 --> 00:03:23,515

It's the combination between great products and a great business model

22

00:03:23,614 --> 00:03:26,970

is going to keep you ahead in competition in the coming decade.

