

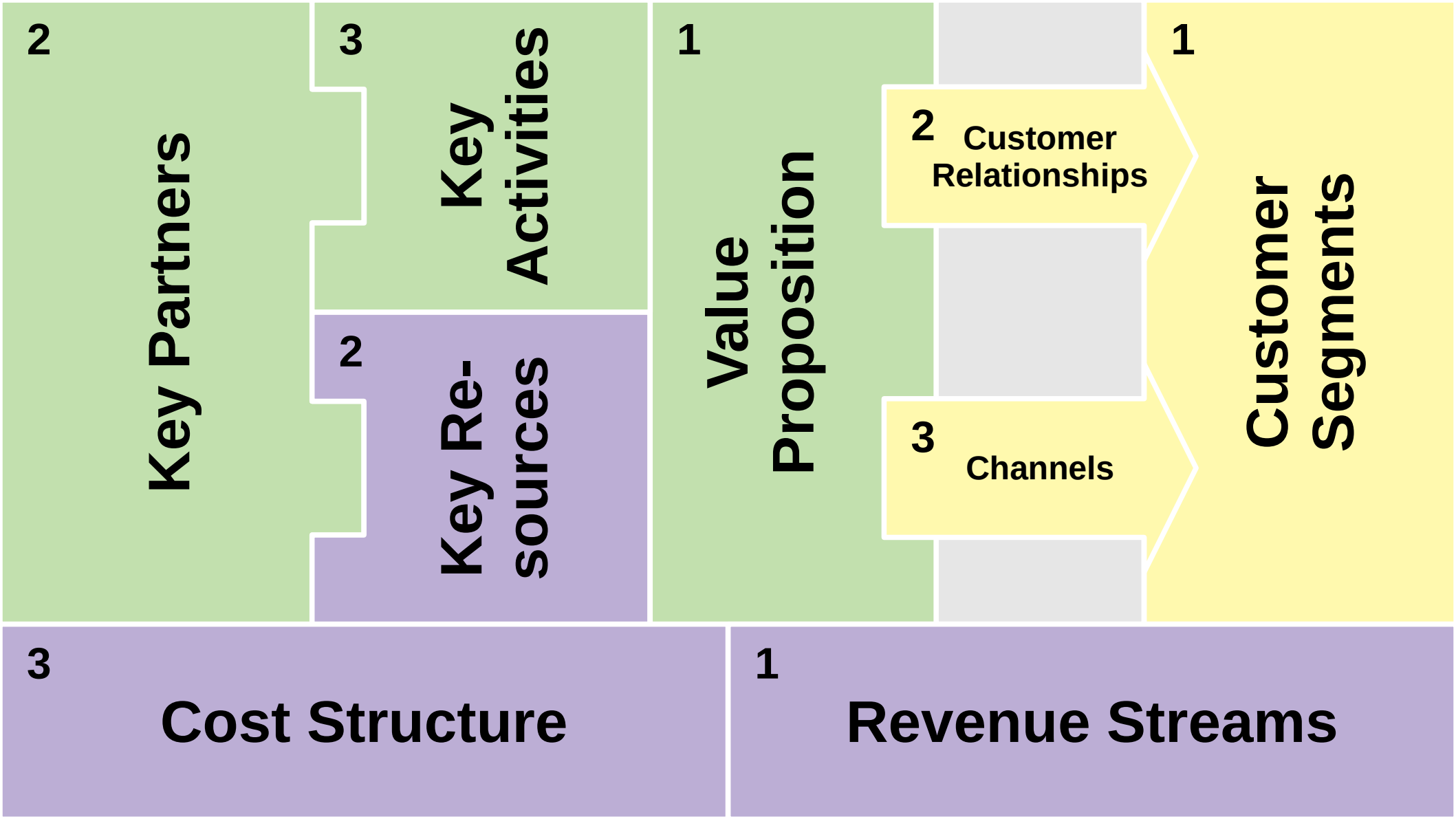
# The Business Model Canvas

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

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# Materials for the Business Model Canvas

- Step-by-step tutorial through all the Business Model Canvas sections
- Alexander Cowan shares deep insight in this fairly extensive blog post:
- <https://www.alexandercowan.com/business-model-canvas-templates/>
- In case you missed the Value Proposition Design book by Alex Osterwalder:
- <https://www.amazon.com/gp/product/B06X429CJH>
- Testing Business Ideas was published November 2019:
- <https://www.amazon.com/gp/product/B07ZZM9FDT>
- Brand new: The Invincible Company has just been released April 2020:
- <https://www.amazon.com/gp/product/B086GJZ3BN/>
- Free 100 page preview available at
- <https://www.strategyzer.com/books/the-invincible-company>

# Thank you! Questions?

[dirk.riehle@fau.de](mailto:dirk.riehle@fau.de) – <http://osr.cs.fau.de>

[dirk@riehle.org](mailto:dirk@riehle.org) – <http://dirkriehle.com> – [@dirkriehle](#)

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