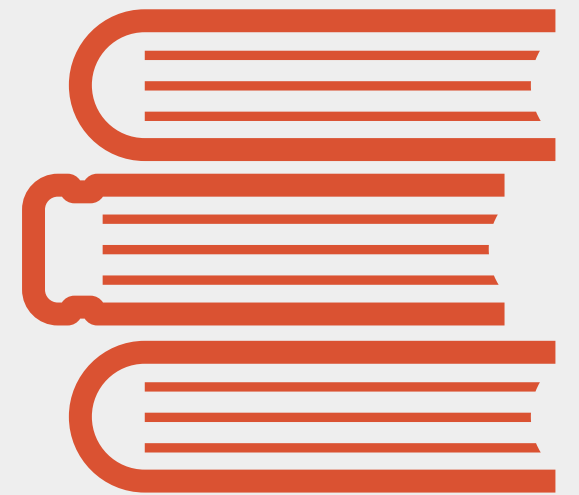




today



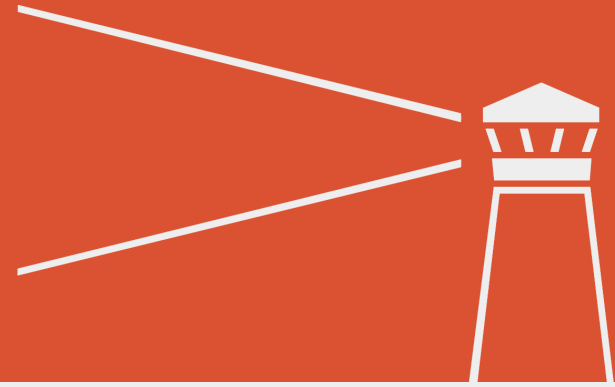
Business cases, plans & models
Value proposition recap
Canvas work
Necessary resources
Suggested method of approach
Details on specific sections
Exercise & timeframe



cases

plans

models



An examination of a
potential market opportunity
on the project level



An examination of a
potential market opportunity
on the company level



business plan



A business plan answers the questions:

1. What are you trying to do?
2. How are you doing it?
3. What is the proof it's going to work

business plan



Or in more practical terms:

Collect stuff

Convince people





The most central part of a
business plan



In fact - so central it might
be the only part you need
except for the budget

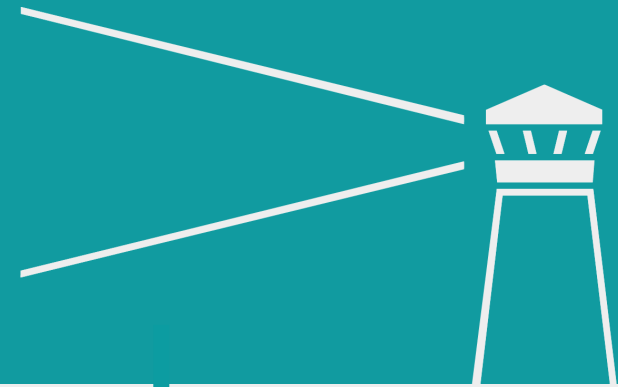
value
prop
recap

value prop recap



Tell us:
What is it?

value prop recap



key
partners

key
activities

value
prop.

customer
rel.

customer
segments

key
resources

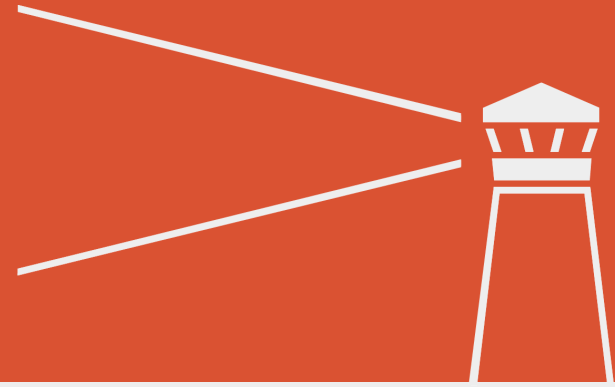
channels

cost structure

revenue streams

**canvas
work**

canvas work



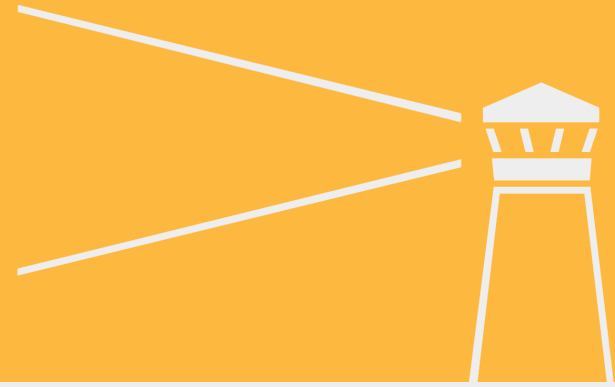
Individual work
'Invent' a business
Fill a canvas

Details come later



**necessary
resources**

necessary resources

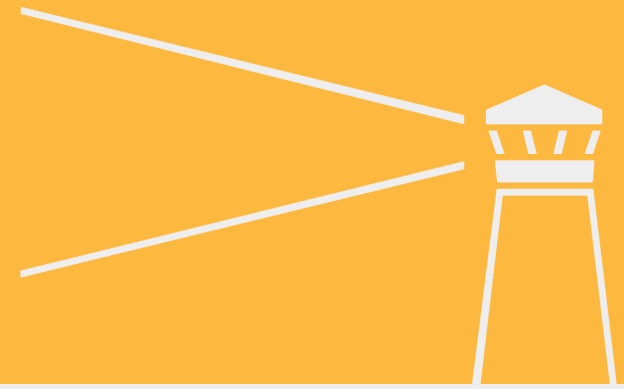


<https://www.cleverism.com/business-model-canvas-complete-guide/>

[https://www.bplans.com/
sample_business_plans.php](https://www.bplans.com/sample_business_plans.php)

<https://bmfiddle.com>

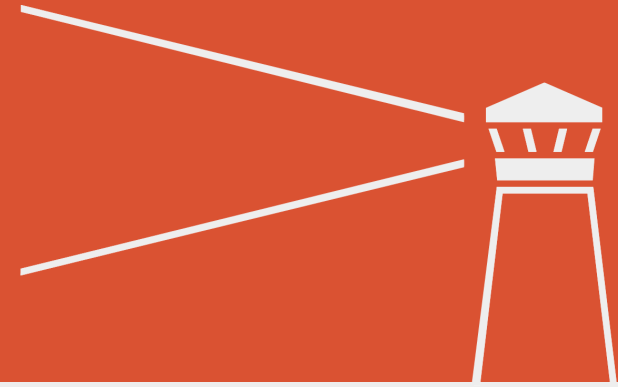
necessary resources



You will find contradictory information
The tool is malleable and often hacked

suggested
method of
approach

suggested approach



Value proposition
Customer segments
Revenue streams
Cost structure
Key activities
Resources
Partners
Customer relationships
Channels

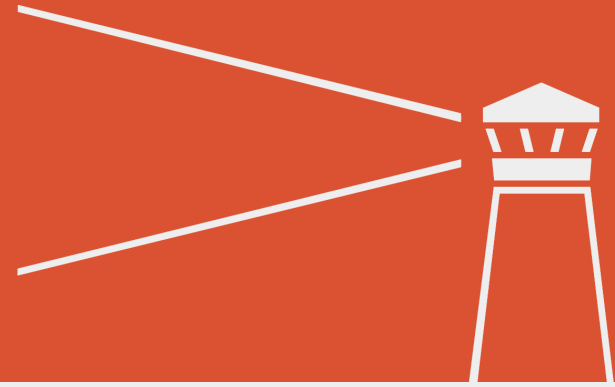
suggested approach



And in practice you'll probably jump around quite a bit. That's fine.



suggested approach

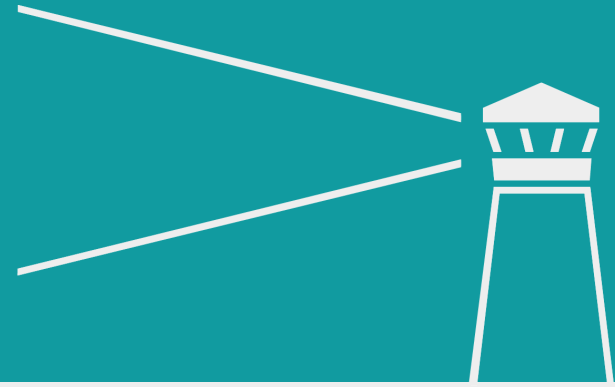


When things fit in multiple boxes,
just pick one.



section
by
section

section by section



Customer segments:

Your segmentation method will depend on your business. Examples:

Values

Language

Style

Personal vs. professional

etc

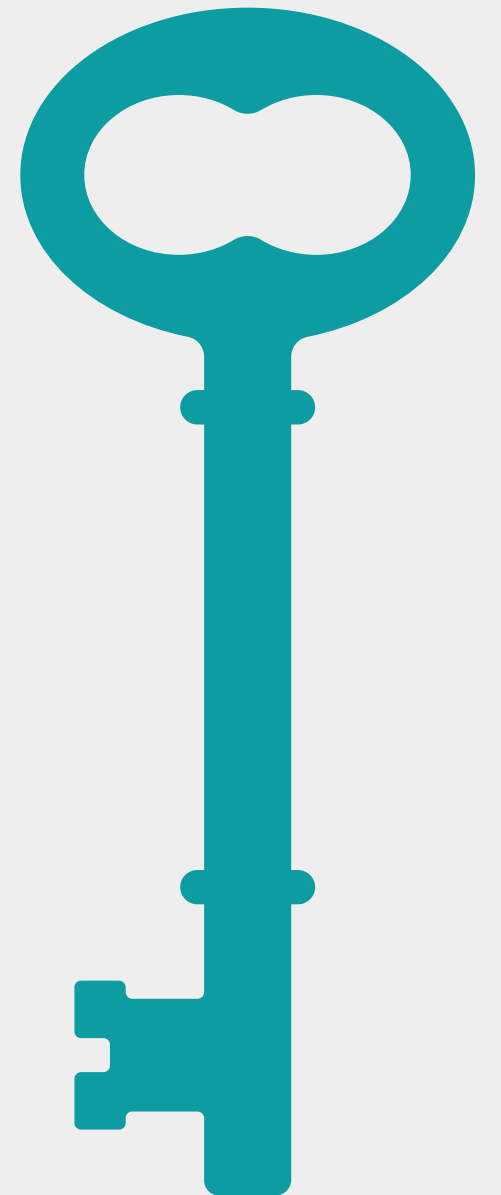


section by section

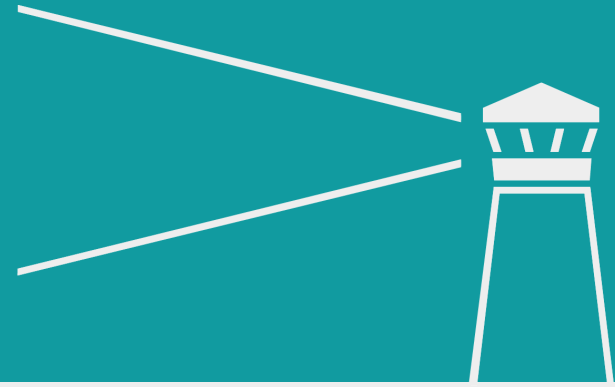


Key activities

The most important activities to undertake to fulfil business purpose. Skip the obvious ones.



section by section



Resources

Initial credit

Means of production

Skills & intellectual resources

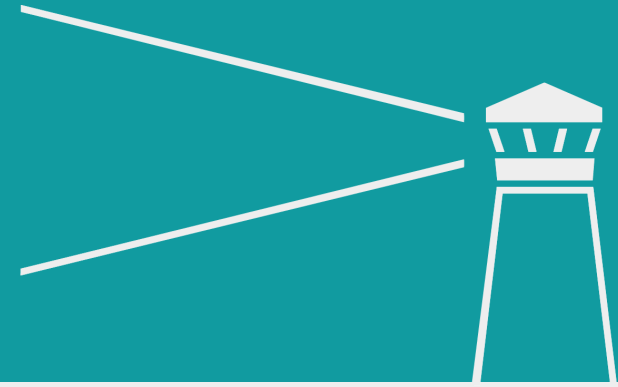
Human resources

etc



List could be endless. Keep it short.

section by section



Partners

Suppliers

Joint ventures

etc

But not your customers!
They're important enough
to have their own box.

section by section



Customer relationships

Values

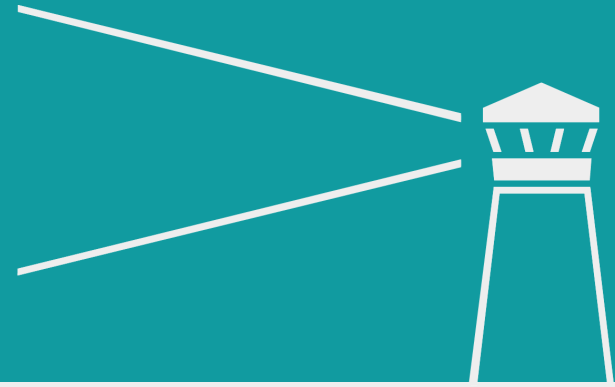
Language

Style

Personal vs. professional

etc

Think 'branding' here.



Channels

How to you deliver your value to the customer, practically?

Physical shop

Website

Home delivery

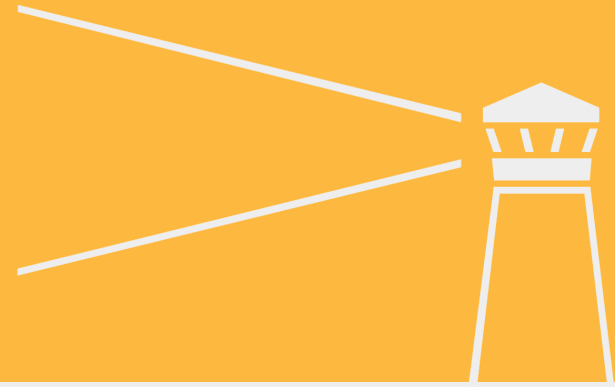
Via retailers

etc



exercise &
time frame

time frame



Today:

14.00 Check-out

With space for quick questions

Tomorrow:

10.20 Temp check

Space for receiving support
(attendance optional)

12.45 Presentations & feedback

go

go

go

Check-out:

Which sections
were the most
inspiring to work
with so far?



**Masquerade
check-in
tomorrow**

ok