

Project #3

- Fill out 1) the **business model canvas** and 2) **value proposition canvas** after answering the questions given in the 3) **workbook template**.
- Sample canvas formats are uploaded to Ninova.
- You can find an empty canvas from internet or create your own.
- Please keep in mind that you have to print out the same canvas to an A4 paper and distribute it to all others groups during the project presentations so that they can evaluate your business model.
- The document of the project #3 is restricted to be submitted in English.

Business Model Design Workbook Template

Team: <Enter your company name here>

Task 1: Key business model questions







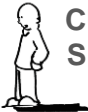


Write your responses to the following questions.

1. How do you acquire customers?
2. After you have landed a new customer, how do you plan to relate to that customer and manage the relationship (if at all)?
3. How do you charge your customers? What is your [revenue model](#)?
4. How much do you charge your customers? Can you calculate your revenues for the next [month, quarter and year](#)?
5. What assets are available to you or under your control?

Task 1: Key business model questions (cont'd)

6. Who are your key partners?
7. What key activities do you need to engage in to deliver your [value proposition](#)?
8. What are your fixed costs?
9. What are your variable costs? Can you calculate your total cost for the next month, quarter and year?
10. Does your revenue forecast demonstrate increased profitability towards the end of the forecast period?

Task 2: Create your own business model

<div><div>KEY PARTNERS</div><div><< list your partners here>></div></div>	<div><div>KEY ACTIVITIES</div><div><< describe your key activities here>></div></div> <div><div>KEY RESOURCES</div><div><< list the key resources available to you here>></div></div>	<div><div>VALUE PROPOSITIONS</div><div><< insert your value proposition here>></div></div>	<div><div>CUSTOMER RELATIONSHIPS</div><div><describe how you plan to establish and manage the relationship between the customer and your brand here>></div></div> <div><div>CHANNELS</div><div><< describe 1) how you plan to acquire customers, 2) how you plan to deliver your value proposition to them and 3) how you plan to communicate with your customers >></div></div>	<div><div>CUSTOMER SEGMENTS</div><div><< describe your target customer segment here>></div></div>
<div><div>COST STRUCTURE</div><div><< Describe your cost structure here>></div></div>		<div><div>REVENUE STREAMS</div><div><< describe your revenue streams here>></div></div>		

Task 3: Consider your business model

- Does it work? Do the revenues outweigh the cost? Try estimating revenues and cost for the next month (or the first month of sales, if you are without revenue for now)
- What are the risks to your business model? What parts of your business model are most critical for your business to grow in a profitable manner?
- Are there things that can or should be changed to strengthen the business model or reduce its risk?

Task 4: Clarify your business model assumptions

Check each response in the Building Model Canvas against the following criteria:

- How do you know what you wrote in each building block is true? Have you made an assumption or do you have solid evidence—in the form of documented facts?
 - In the cases you have facts, label the response as “Fact” and make a note of your evidence.
 - In the cases you have made assumptions, label the response as “Assumption.”
- Complete the activity by listing all the assumptions regarding your business model on the next slide.

Task 4: Clarify your business model assumptions (cont'd)

List your assumptions about your business model

No.	Question	Fact (with evidence)	Assumption
1.			
2.			
3.			
4.			
5.			

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Task 5: Value Proposition Canvas

Create a value proposition canvas for your business by following these steps:

- Identifying customer benefits
- Linking these benefits to mechanisms for delivering value
- Mapping the basis for differentiation or market play

