**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. A NON REGULAR VISITOR TO AN ARENA OF STALLS OR LOCATIONS IN A MULTI STOREY BUILDINGS WILL FIND DIFFICULT TO LOCATE HIS DESIRED DESINATION FLOOR.
2. Physically handicapped people face problem in using the conventional elevator switch board.
3. Visually impaired people cant use the elevator without a helper most of the situations.
4. SEGMENTS: ALL THE COMMUTERS OF THE ELEVATOR IN MENTIONED SITUATIONS.
5. FREQUENCY: MOST FREQUENTLY OR EVERY TIME THEY USE AN ELEVATOR.
6. CONSEQUENCES: WITHOUT OUR PROJECT A NORMAL USER HAS TO WAIT IN THE QUEUE IRRESPECTIVE OF EMERGENCY.
7. WHAT IS THE FREQUENCY OF THE OCCURRENCE OF THE PROBLEM: EVERY TIME A COMMUTER USES AN ELEVATOR.
8. CURRENTLY HOW IS THE PROBLEM HANDLED: USING THE BUILDING STRUCTRAL MAP AT A PAARTICULAR LOCATION.SOMETIMES IN A UNNOTICABLE LOCATION.
9. CAN YOU SIZE THE NUMBERR OF PEOPLE FACING THIS PROBLEM-LOCAL,STATE, COUNTRY ,CONTINENT AND WORLD AT LARGE: EVERY COMMUTER (GLOBAL)
10. WHAT DO THE PROBLEM FACERS WISH FOR: ADVANCED SOLUTION OVER PRESENT KEYS.
11. ANY OTHER SUBPROBLEMS ASSOCIATED WITH PROBLEM IN HAND. PHYSICALLY HANDICAPPED AND VISUALLY IMPAIRED ISSUES ARE ALSO SOLVED.
12. WOULD THEY PREFER YOUR KIND OF SOLUTION. DEFINITELY
13. IDENTIFY 3 ALTERNATIVES BEING USED CURRENTLY WITH TOP3 FEATURES IN THEM. MAPS, RECEPTION, LIFT MAN.

**2. YOUR SOLUTION OFFERRED**

1. Describe your solution. We are using voice user interface in addition to the present elevator switch board to address all the problems.

2. high light any important aspect: duplex communication can be achieved easily to enhance the user interface.

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

WHATS SO UNIQUE ABOUT YOUR SOLUTION: advanced solution over traditional switch board using VUI.

WHATS YOUR USP: ALL THE USERS CAN USE IT IRRESPECTIVE OF PHYSICALLY DISABILITY.

DO YOU HAVE PATENTS/COPYRIGHTS:PLANNING TO BE.

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

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

1. Multiple benefits or single large benefit : TIME SAVIOUR; SPACE,WEIGHT OF A LIFT MAN.
2. Bundling of benefits
3. Temporary or life long(timespan of benefit) lasts long till another advancement over rides
4. Describe the jobs, pain and gains of the product solution: accent problems may arise.
5. IS there a fit between what the customer wants and what your product gives: yes
6. Have you tested it and your value proposition has been verified by target customers. Not yet

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

Identify customer,consumer,influencer,&sponsor

Decide segmentation-demographics/geographical/behaviourial

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

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.
  2. Decide on paid, owned and earned media channels-POEM FRAMEWORK.
  3. DRAW A MARKET PLAN TO COMMUNICATE TO TOP 25 CLIENTS WITH SPECIFIC WORKFLOWS.
  4. How will you launch this product
  5. How will you Communicate the benefit to the world

**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)
2. Value delivery is post or pre payment for it
3. Identify the various streams of cash inflows into system.
4. Will your payment for the products be received in one time or across multiple time periods.
5. Are their payments in kind? E.g. work off hours at unit instead of pay fees.
6. Any Credit system offered
7. Cash receipt direct into bank or vide cashbox(manual intervention)
8. 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 ?
2. Identify CAPITAL COSTS AND OPERATINNG COSTS
3. Identify the various fixed and variable costs in the operating costs.
4. Identify what your costliest manufacturing/administrative /marketing costs will be.
5. Identify your costly resources .
6. Total investment needed.
7. Cost of raising money.

**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

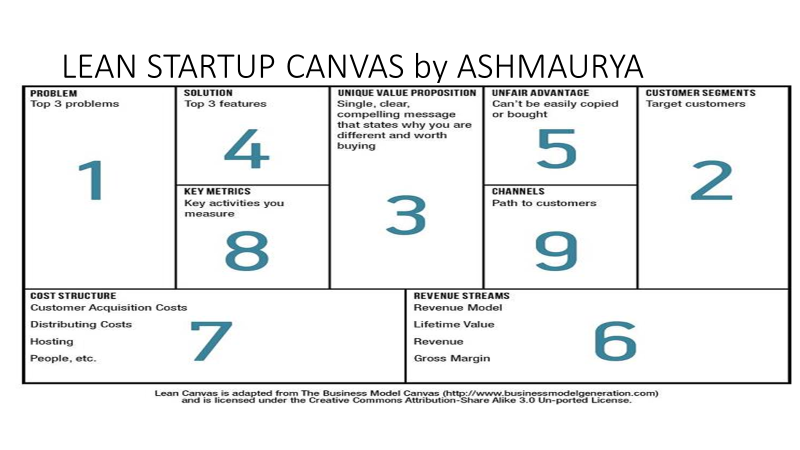
3.AVERAGE REVENUE PER UNIT SOLD-ARPU

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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