



Using Business Model Canvas to plan for success.

2018 Aleutian Marketplace Fellowship, Workshop 1

Presented by: Jake Carpenter, eMBA



Agenda

1. Welcome & Introduction
2. Why choose the business model canvas?
3. Getting Started
4. Customers/Problem (Who)
5. Unique Value Proposition (What)
6. Solution (How)
7. Channels (Where)
8. Cost & Revenue (Why)



Why do we use this weird worksheet?

- Business Ideas are not Businesses
- Many things can and will change
- How you describe and think about your business matters
- Speed
- Iteration



Dissecting the worksheet

(we're using the customer-centric model, you can use a different order if you want)


Problem Top 3 problems 1	Solution Top 3 features 3 Key Metrics Key activities you measure 6	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying 2	Unfair Advantage Can't be easily copied or bought 7 Channels Path to customers 4	Customer Segments Target customers 1
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc. 5		Revenue Streams Revenue Model Life Time Value Revenue Gross Margin 5		

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.



Notes and Tips

- Do it all in one sitting!
- Its ok to leave things blank
- Think about the present...don't try to predict the future
- Use whatever order you want, as long as you can get it done.




Define the customer and their problem

Be as specific as you can.

le: “Moms with kids under 10” is better than “women” or “parents”

Problem Business Models need to be more portable Measuring progress is hard work Communicating learning is critical Existing alternatives: Intuition, business plan, spreadsheets	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments Startup Founders (Creators) Advisors/Investors (Collaborators) Early Adopter: Familiarity with Lean Startups, Customer Development, Business Model Canvas
	Key Metrics		Channels	
Cost Structure			Revenue Streams	

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.



What do you have to offer?

What is 1 simple sentence that describes what you're going to do.

Problem Business Models need to be more portable Measuring progress is hard work Communicating learning is critical Existing alternatives: Intuition, business plan, spreadsheets	Solution	Unique Value Proposition Helps startups raise their odds of success. High level concept: Github Meets Weight-watchers for business models. Startup report card.	Unfair Advantage	Customer Segments Startup Founders (Creators) Advisors/Investors (Collaborators) Early Adopter: Familiarity with Lean Startups, Customer Development, Business Model Canvas
		Key Metrics	Channels	
Cost Structure			Revenue Streams	

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.




What is your solution?

These should be direct answers to the listed problems.

Problem Business Models need to be more portable Measuring progress is hard work Communicating learning is critical Existing alternatives: Intuition, business plan, spreadsheets	Solution Lean Canvas Progress Dashboard Sharing Learning Key Metrics	Unique Value Proposition Helps startups raise their odds of success. High level concept: Github Meets Weight-watchers for business models. Startup report card.	Unfair Advantage Channels	Customer Segments Startup Founders (Creators) Advisors/Investors (Collaborators) Early Adopter: Familiarity with Lean Startups, Customer Development, Business Model Canvas
Cost Structure		Revenue Streams		

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.



How will you get the solution into the hands of the people that need it?

A great idea that nobody uses or knows about is worthless. This isn't Field of Dreams.

<p>Problem</p> <p>Business Models need to be more portable</p> <p>Measuring progress is hard work</p> <p>Communicating learning is critical</p> <p>Existing alternatives: Intuition, business plan, spreadsheets</p>	<p>Solution</p> <p>Lean Canvas</p> <p>Progress Dashboard</p> <p>Sharing Learning</p> <hr/> <p>Key Metrics</p>	<p>Unique Value Proposition</p> <p>Helps startups raise their odds of success.</p> <p>High level concept:</p> <p>Github Meets Weight-watchers for business models.</p> <p>Startup report card.</p>	<p>Unfair Advantage</p> <hr/> <p>Channels</p> <ol style="list-style-type: none"> 1. Blog/Book/Workshops 2. Startup Accelerators / Investors 	<p>Customer Segments</p> <p>Startup Founders (Creators)</p> <p>Advisors/Investors (Collaborators)</p> <p>Early Adopter:</p> <p>Familiarity with Lean Startups, Customer Development, Business Model Canvas</p>
<p>Cost Structure</p>		<p>Revenue Streams</p>		

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.



Dollars & cents.

How much money can you make,
and how will make it?

What is it going to cost you to make
the money?

<p>Problem</p> <p>Business Models need to be more portable</p> <p>Measuring progress is hard work</p> <p>Communicating learning is critical</p> <p>Existing alternatives: Intuition, business plan, spreadsheets</p>	<p>Solution</p> <p>Lean Canvas</p> <p>Progress Dashboard</p> <p>Sharing Learning</p>	<p>Unique Value Proposition</p> <p>Helps startups raise their odds of success.</p> <p>High level concept:</p>	<p>Unfair Advantage</p>	<p>Customer Segments</p> <p>Startup Founders (Creators)</p> <p>Advisors/Investors (Collaborators)</p> <p>Early Adopter:</p> <p>Familiarity with Lean Startups, Customer Development, Business Model Canvas</p>
<p>Key Metrics</p>		<p>Github Meets Weight-watchers for business models.</p> <p>Startup report card.</p>	<p>Channels</p> <ol style="list-style-type: none"> 1. Blog/Book/ Workshops 2. Startup Accelerators / Investors 	
<p>Cost Structure</p> <p>Hosting Costs - heroku (currently \$0)</p> <p>People Costs - 40hrs * \$65/hr = \$10K/month</p> <p>Break-even point: 743 customers</p>			<p>Revenue Streams</p> <p>30-day Free Trial @ \$14/mo (1 private canvas / 3 collaborators)</p>	

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.



Bonus Round!

How are you going to measure and improve your business?

What separates you from the crowd?

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Business Models need to be more portable Measuring progress is hard work Communicating learning is critical Existing alternatives: Intuition, business plan, spreadsheets	Lean Canvas Progress Dashboard Sharing Learning Key Metrics Create Lean Canvas Track Experiment Invite Collaborator	Helps startups raise their odds of success. High level concept: Github Meets Weight-watchers for business models. Startup report card.	Channels 1. Blog/Book/Workshops 2. Startup Accelerators / Investors	Startup Founders (Creators) Advisors/Investors (Collaborators) Early Adopter: Familiarity with Lean Startups, Customer Development, Business Model Canvas
Cost Structure Hosting Costs - heroku (currently \$0) People Costs - 40hrs * \$65/hr = \$10K/month Break-even point: 743 customers		Revenue Streams 30-day Free Trial @ \$14/mo (1 private canvas / 3 collaborators)		

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Business Models need to be more portable Measuring progress is hard work Communicating learning is critical Existing alternatives: Intuition, business plan, spreadsheets	Lean Canvas Progress Dashboard Sharing Learning Key Metrics Create Lean Canvas Track Experiment Invite Collaborator	Helps startups raise their odds of success. High level concept: Github Meets Weight-watchers for business models. Startup report card.	Personal Authority "Expert" endorsements Channels 1. Blog/Book/Workshops 2. Startup Accelerators / Investors	Startup Founders (Creators) Advisors/Investors (Collaborators) Early Adopter: Familiarity with Lean Startups, Customer Development, Business Model Canvas
Cost Structure Hosting Costs - heroku (currently \$0) People Costs - 40hrs * \$65/hr = \$10K/month Break-even point: 743 customers		Revenue Streams 30-day Free Trial @ \$14/mo (1 private canvas / 3 collaborators)		

Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.



Questions?

Email: marketplace@apicda.com with any questions you have after today's workshop.