

# Business Model Canvas variants and actionable one-page business plans

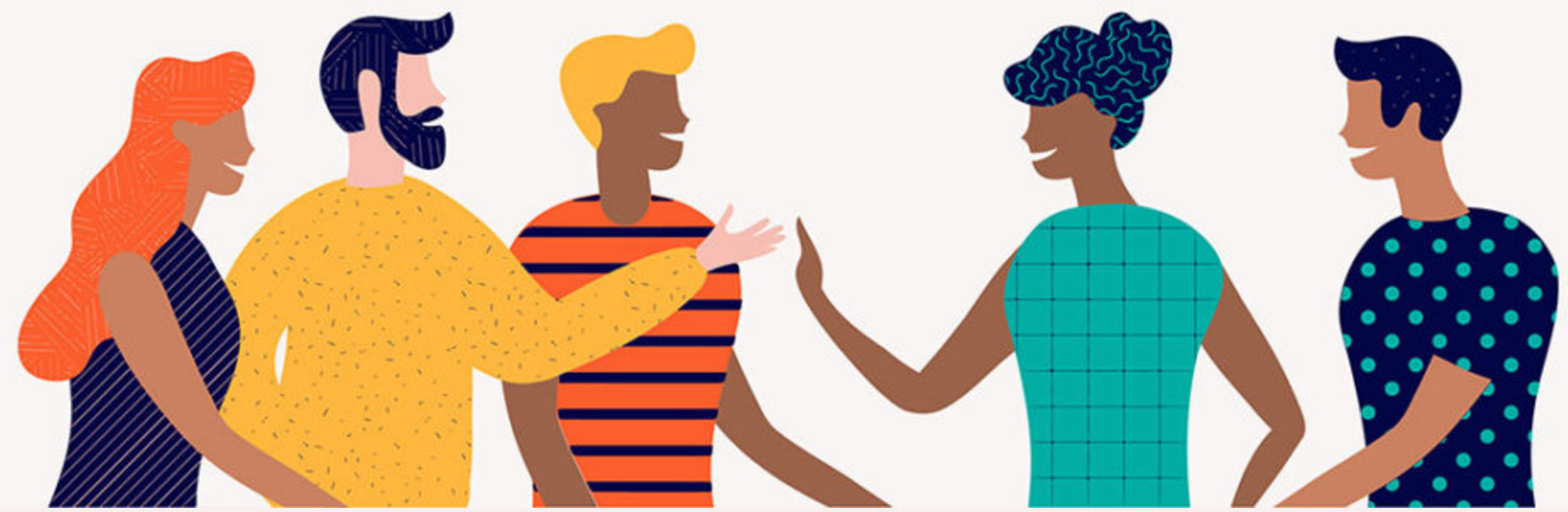
**Kadeza Begum**

16<sup>th</sup> December 2024

Enterprising  
Futures at **LSBU**

 **South Bank**  
**WORKS**

# هلا!!







**Is your idea worth doing?**



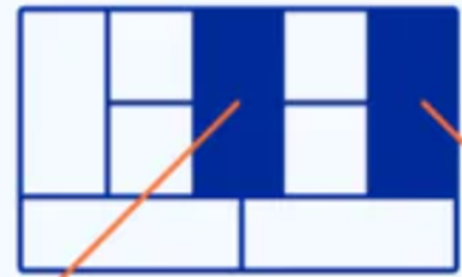
**What is your value proposition**



For **(target customer)** who has **(customer need)**, **(product name)** is a **(market category)** that **(one key benefit)**. Unlike **(competition)** the product **(unique differentiator)**.

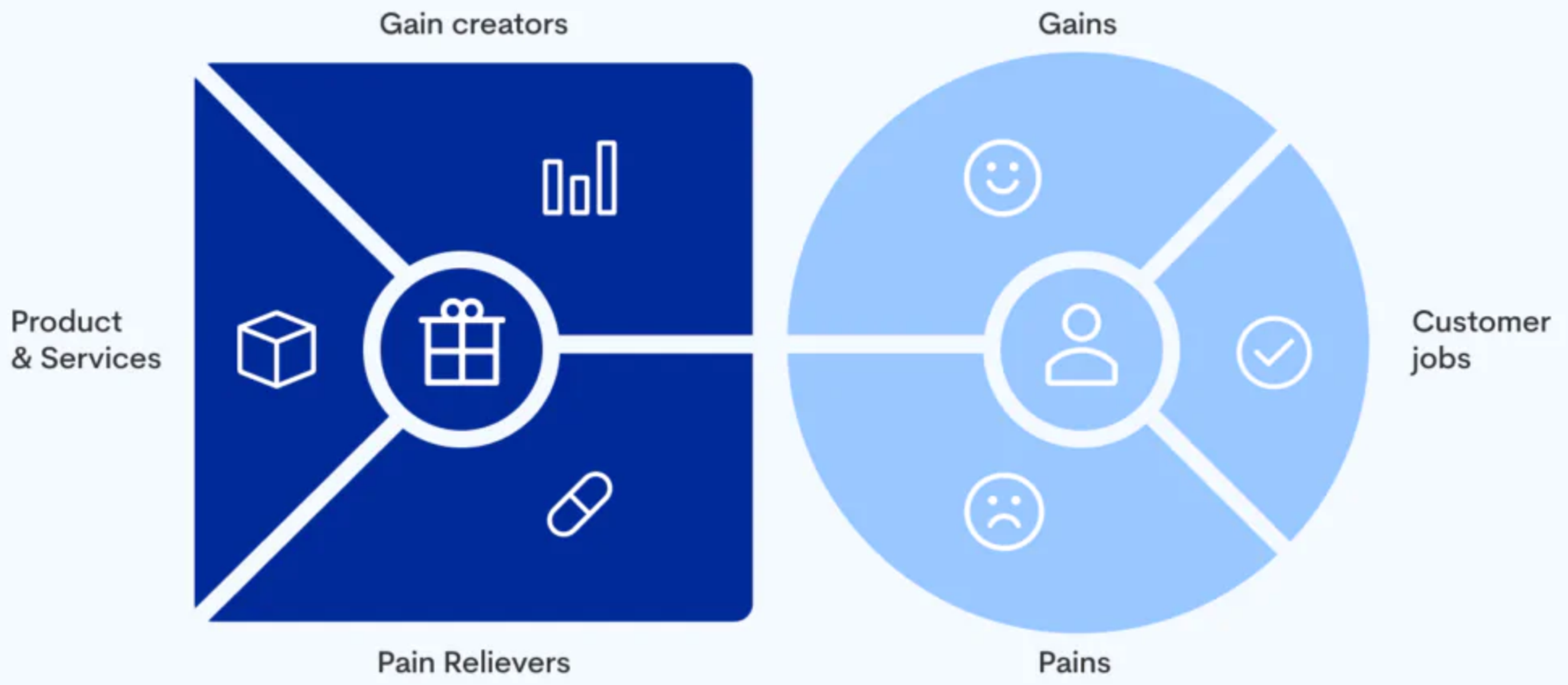


Business Model Canvas



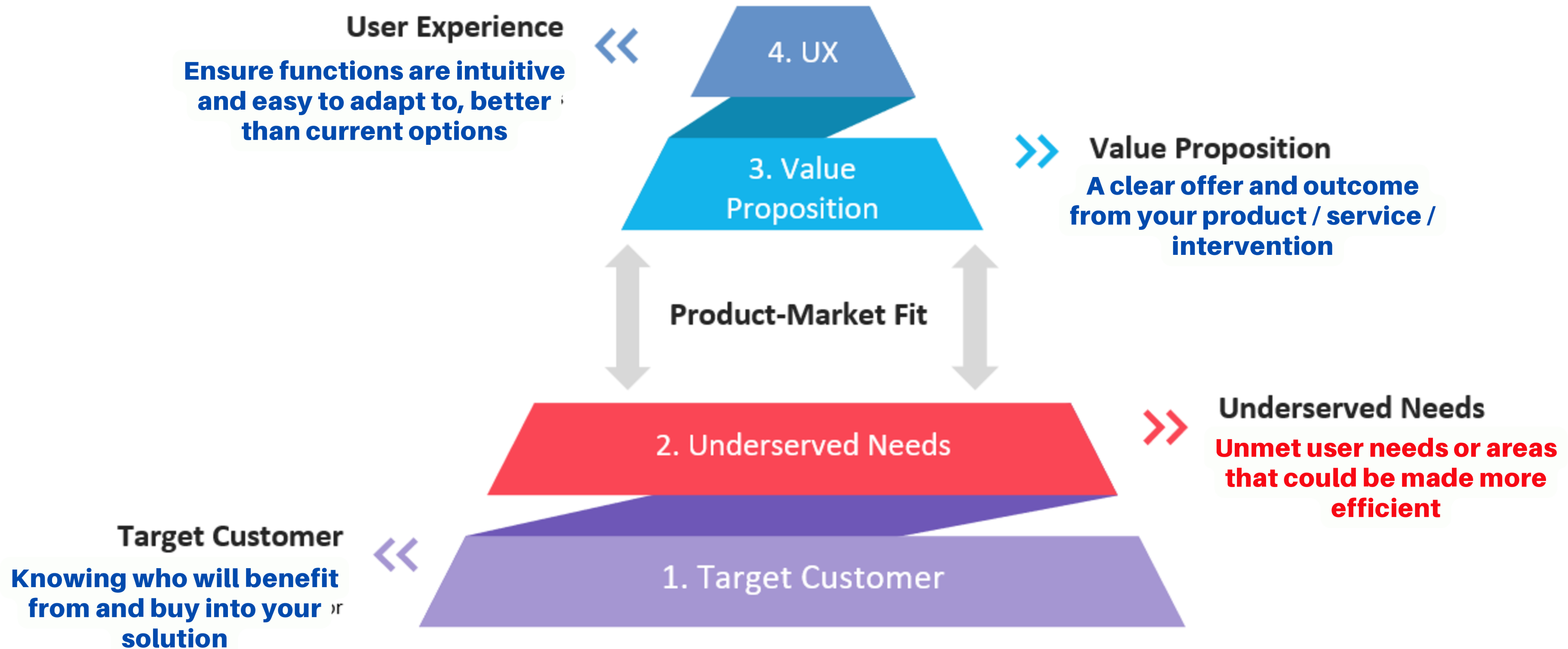
**Value Proposition**

**Customer Segment**

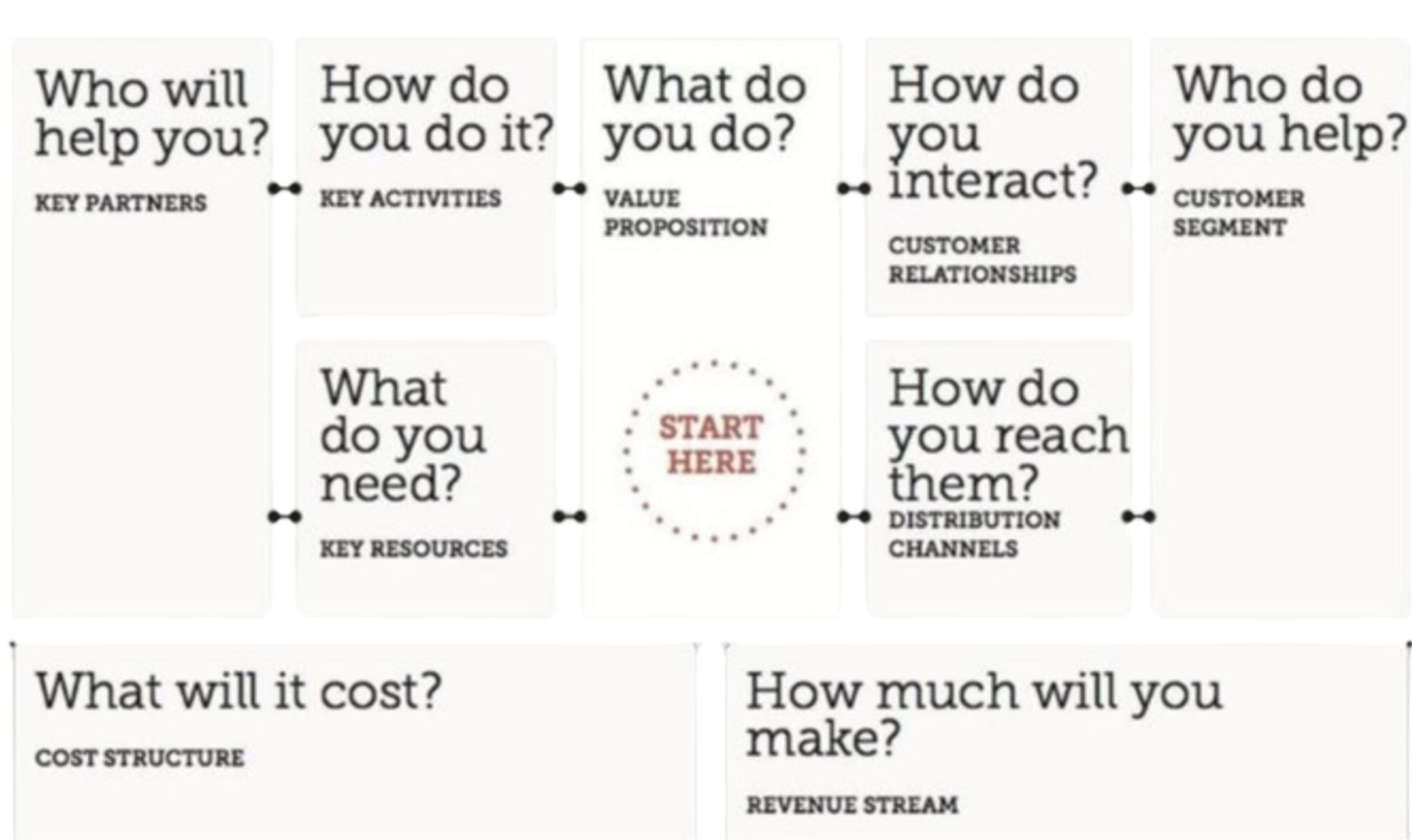




# PRODUCT MARKET FIT

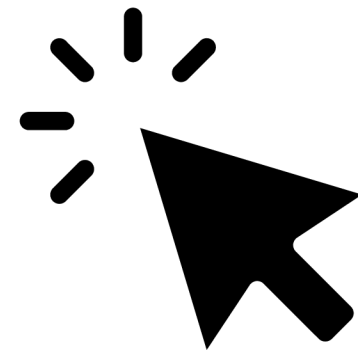


# Pitch it

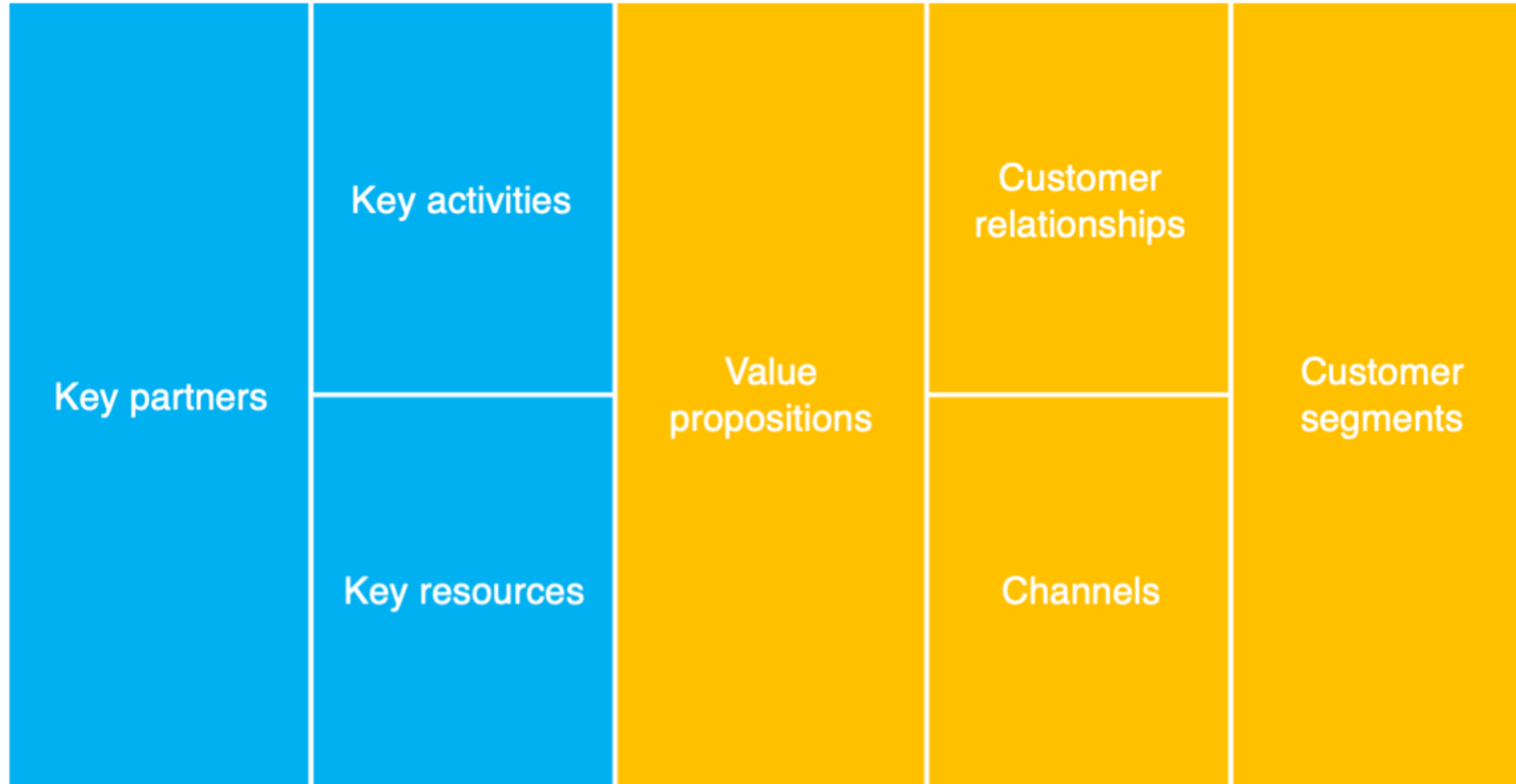




# Open Validate



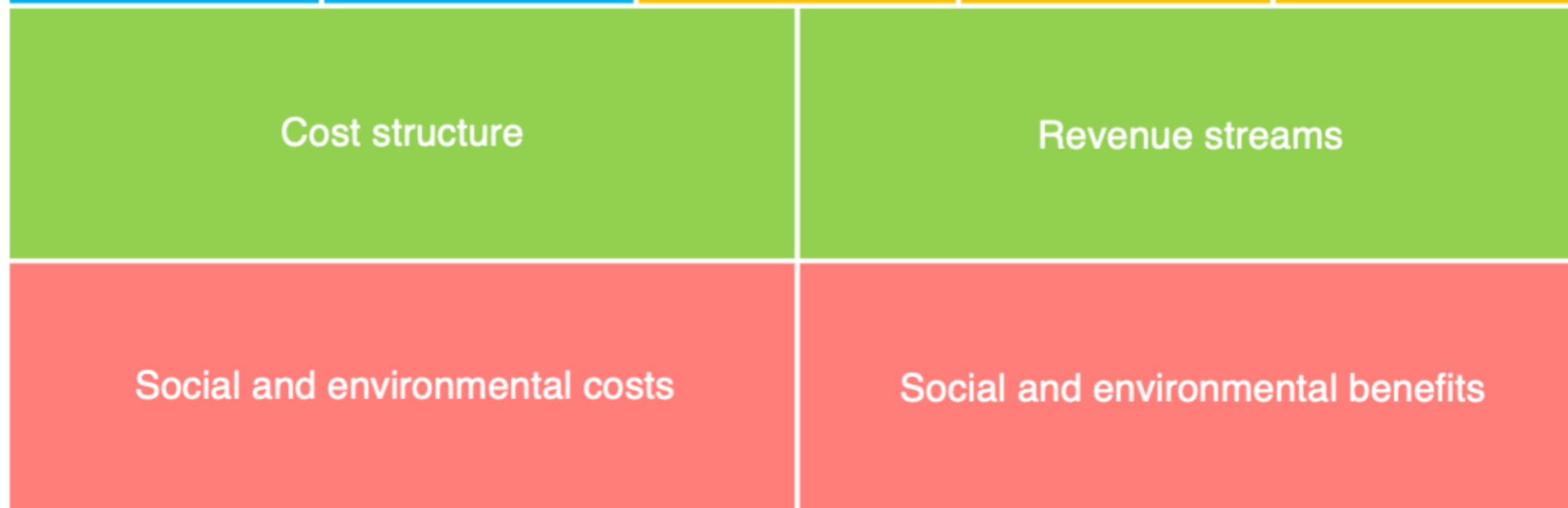
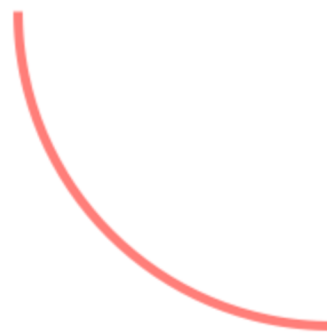
**Feasibility**  
Can we deliver it?



**Desirability**  
Do customers want it?



**Sustainability**  
Do we create impact?



**Viability**  
What is it worth?







desirability

33%

=



“problem”

+



“solution”

+



acquisition

+



retention



viability

33%

=



revenue/pricing

+



cost



feasibility

33%

=



tech/resources

+

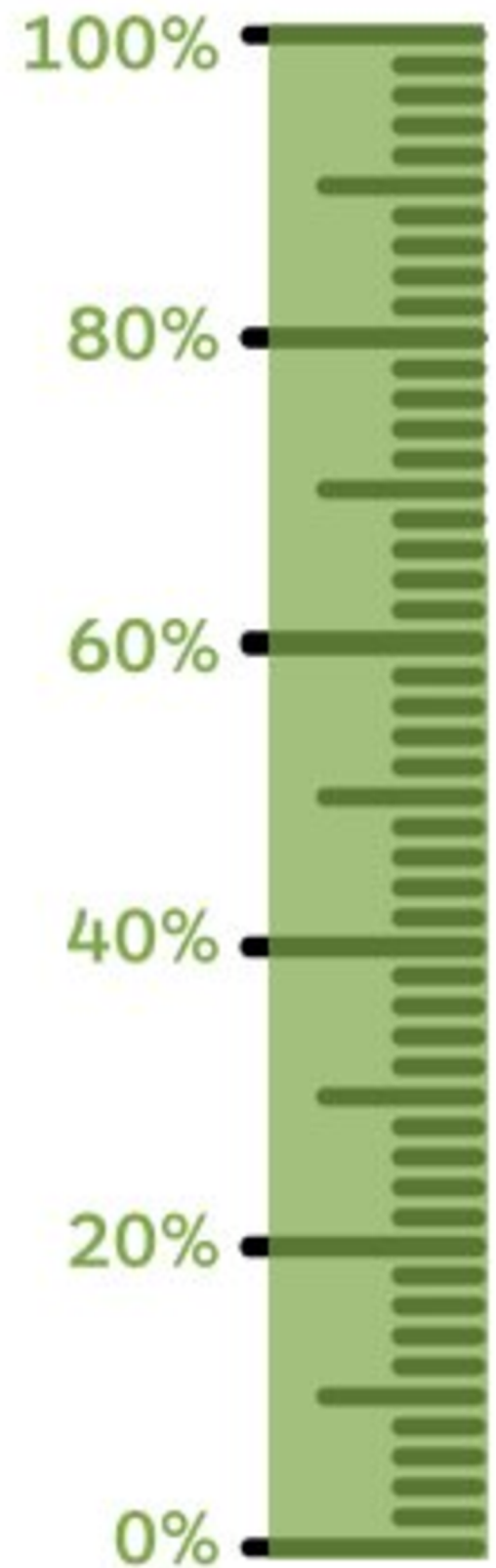


activities

+



partners





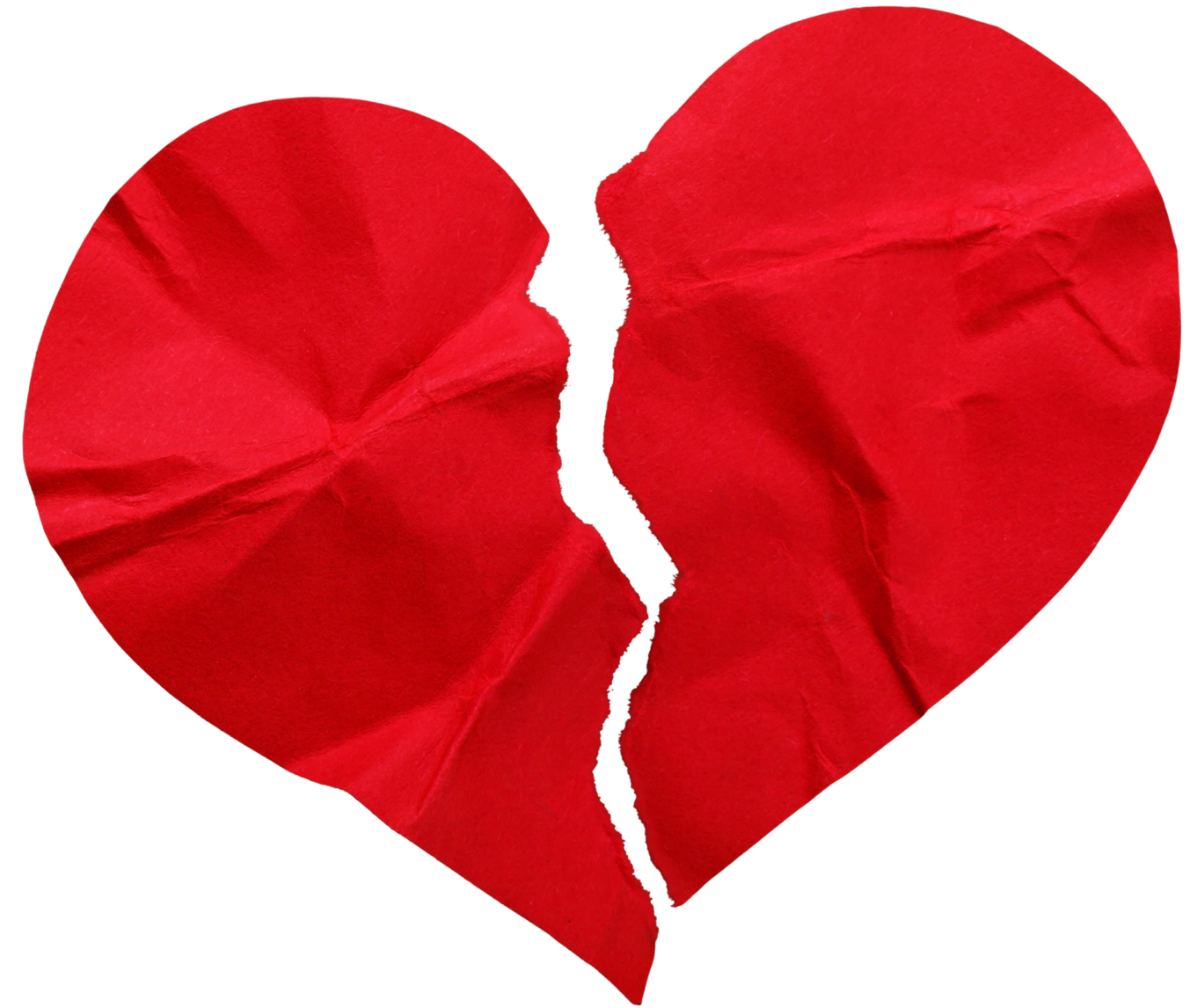
REFLECT  
RETHINK  
REVISE



# 1. Identify your user group



# 2. Quantify your user group



# 3. Find out what breaks there heart and how to mend it.



## 4. What are they willing to pay?



## 5. How do they want this delivered?



## 6. Which ways do they want to be communicated with?





**7. Who will help you do this? How can you build their trust?**



**8. What will this all cost you?**

**9. How do you keep them coming back?**

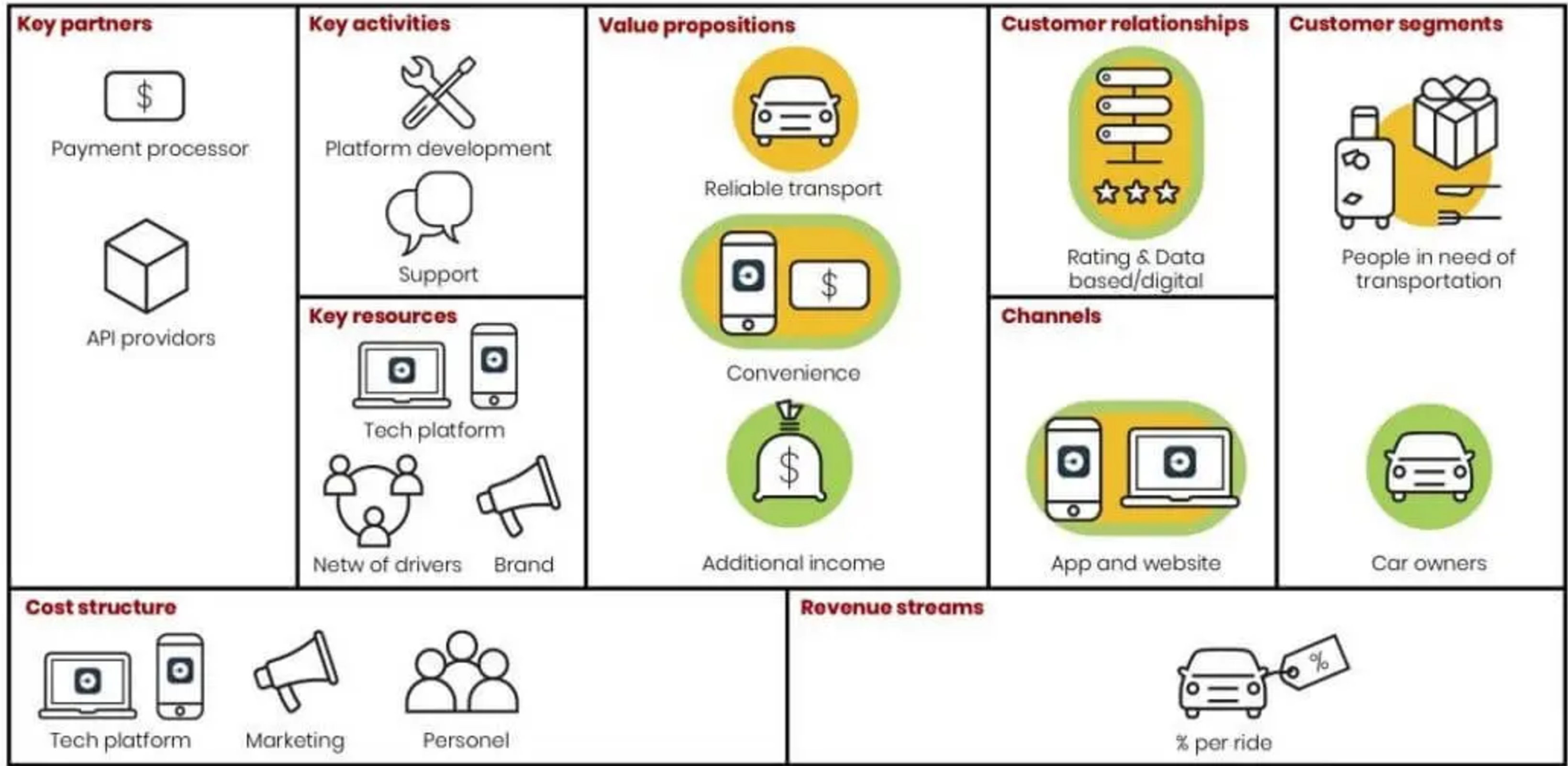


**10min break**

**Examples**

# BMI • Business model canvas

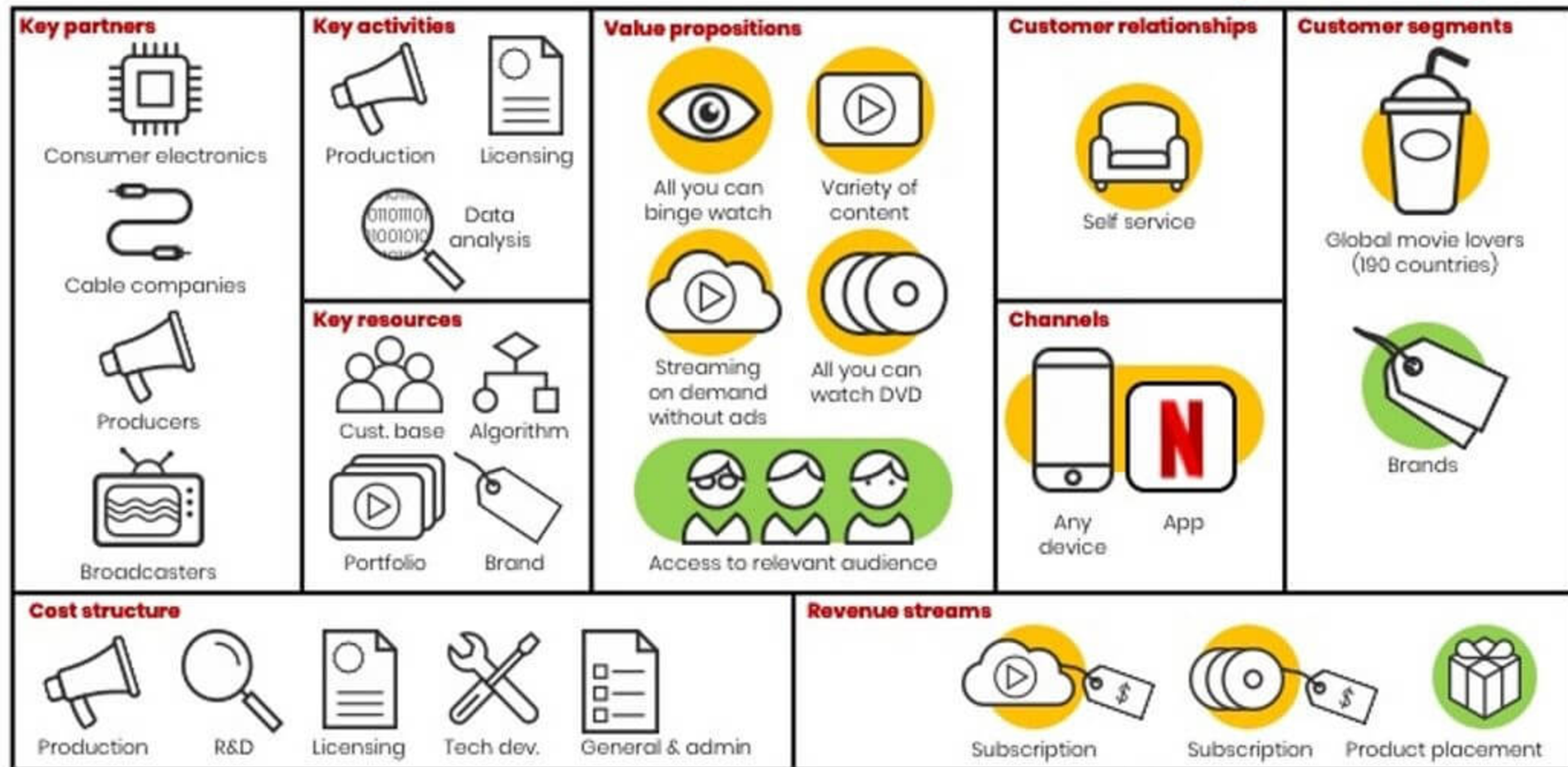
# UBER





# BMI • Business model canvas

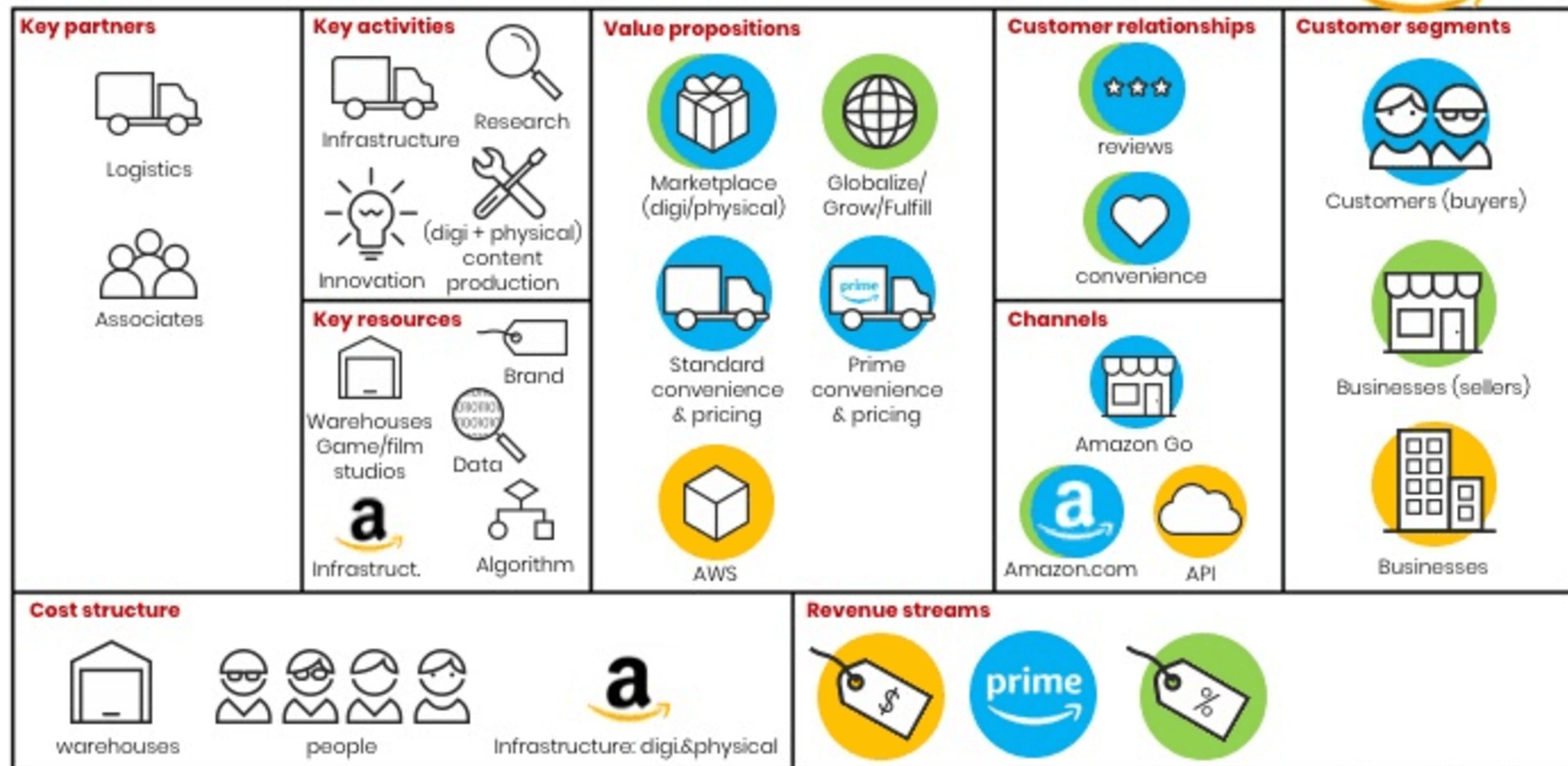
# NETFLIX





# BMI • Business model canvas

amazon




# **Create your one-page business plan**





BBC



**TOUGH QUESTIONS TIME**

# Do you know...

- What are the costs to deliver your offer?
  - Identify where you need to *spend money* to make things happen.
- Where in the model will you be bringing money into the business?
  - How big of a revenue stream is this?

- **Do your costs outweigh your income?**
- **Will this business make or lose money?**
- **Where do you need to invest?**
- **How long before you are *profitable*?**
- **How will you make this sustainable?**

- **What areas will you struggle with most?**
- **Where do you need to conduct further research?**
- **Have you validated your product-market fit?**
- **What skills or support are you missing- how can you fill these gaps?**



**Is your idea worth doing**

LAST FEEDBACK SURVEY OF 2024. WE WILL KNOW THE WINNERS TOMORROW!

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**Two winners will be announced on 17th of December 2024**



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- Scan the QR code
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