

Business Model Canvas variants and actionable one-page business plans

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Enterprising
Futures at LSBU



معلمة!





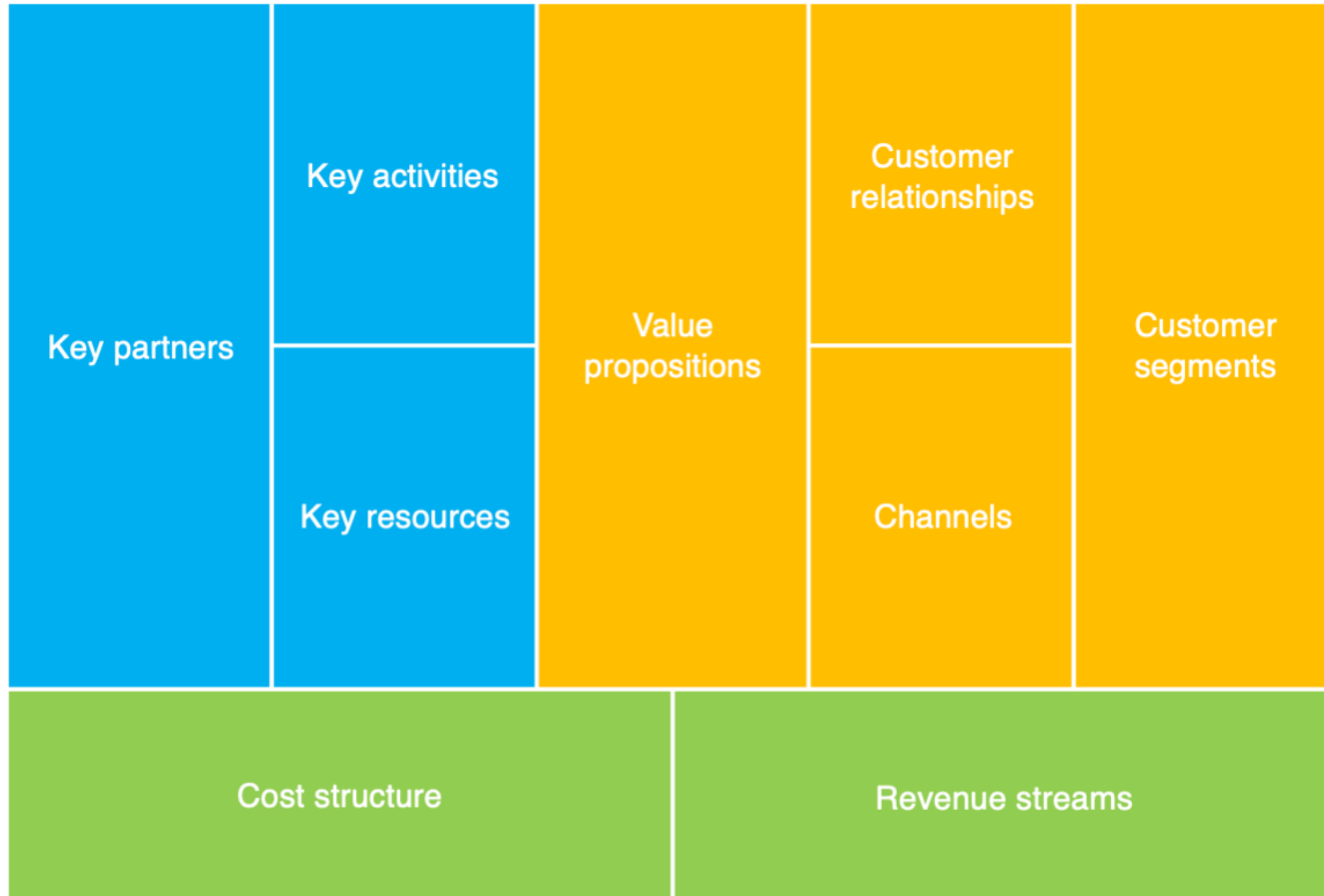
Is your idea worth doing?



Want a one page business plan

Feasibility

Can we deliver it?



Desirability

Do customers want it?

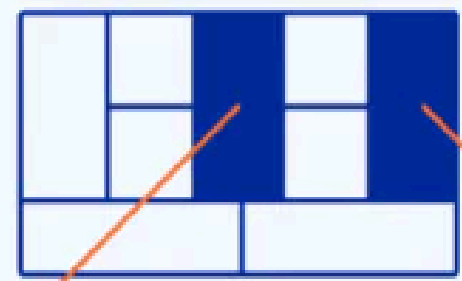


Viability

What is it worth?

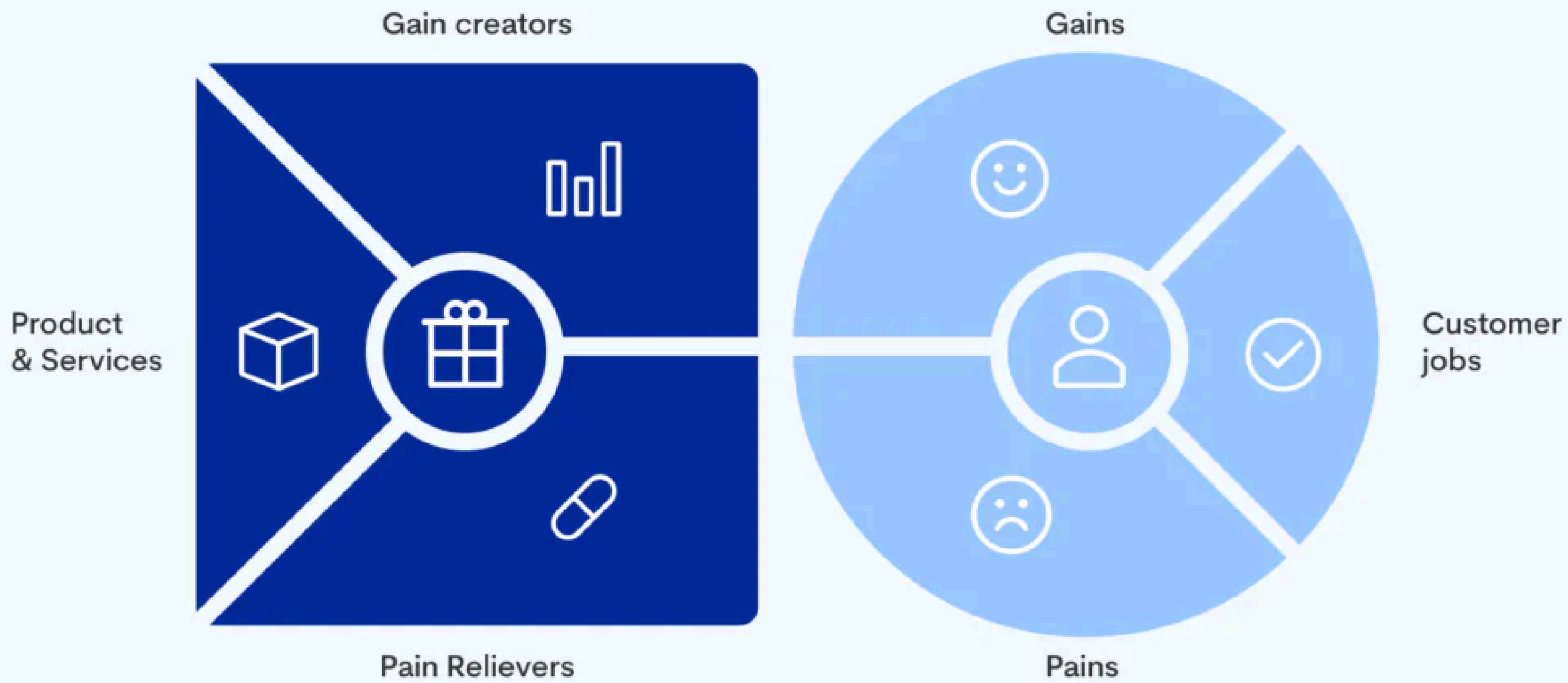


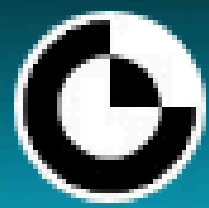
Business Model Canvas



Value Proposition

Customer Segment

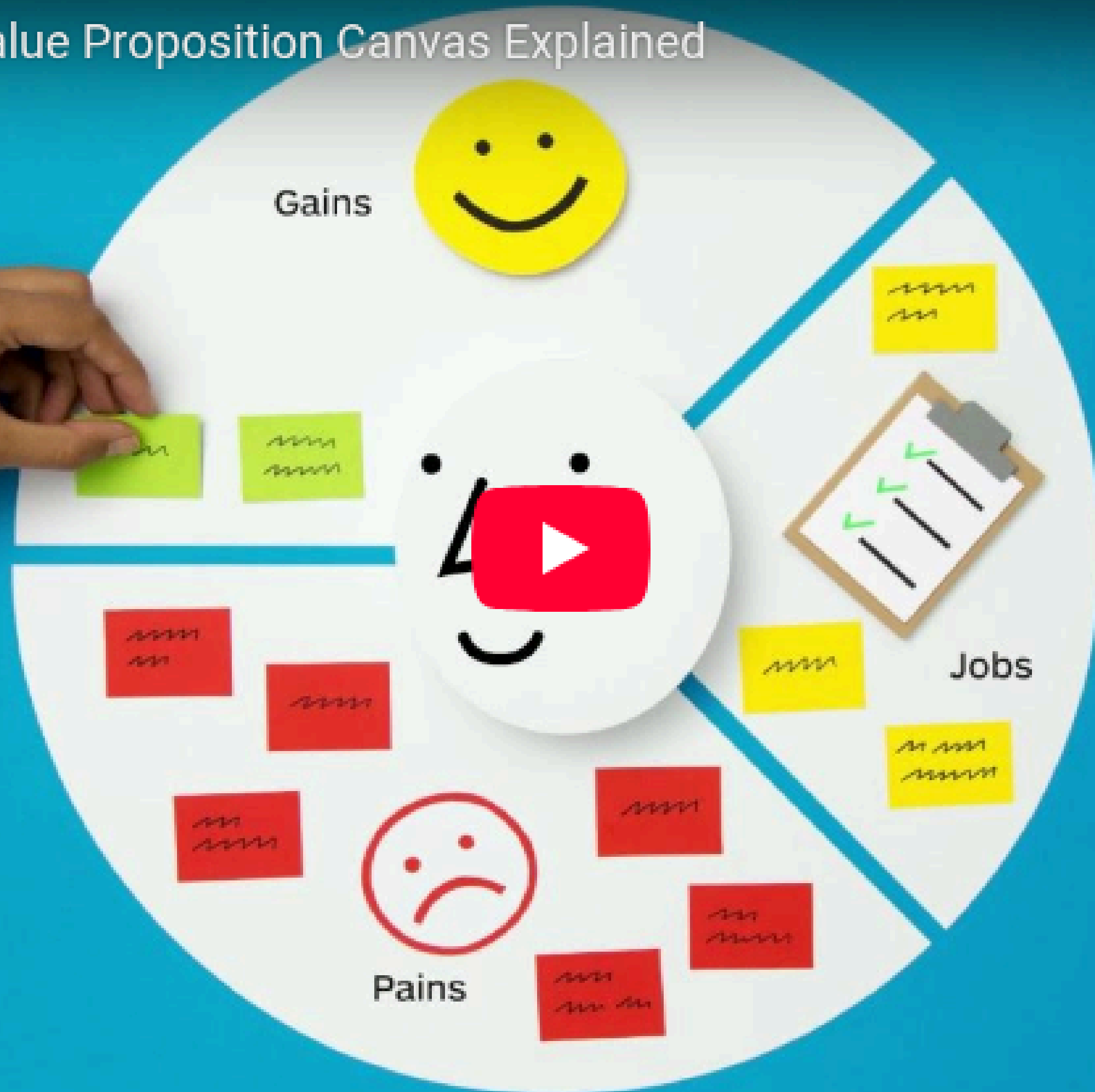




Strategyzer's Value Proposition Canvas Explained



Copy link



Watch on YouTube

**What is your value
proposition**

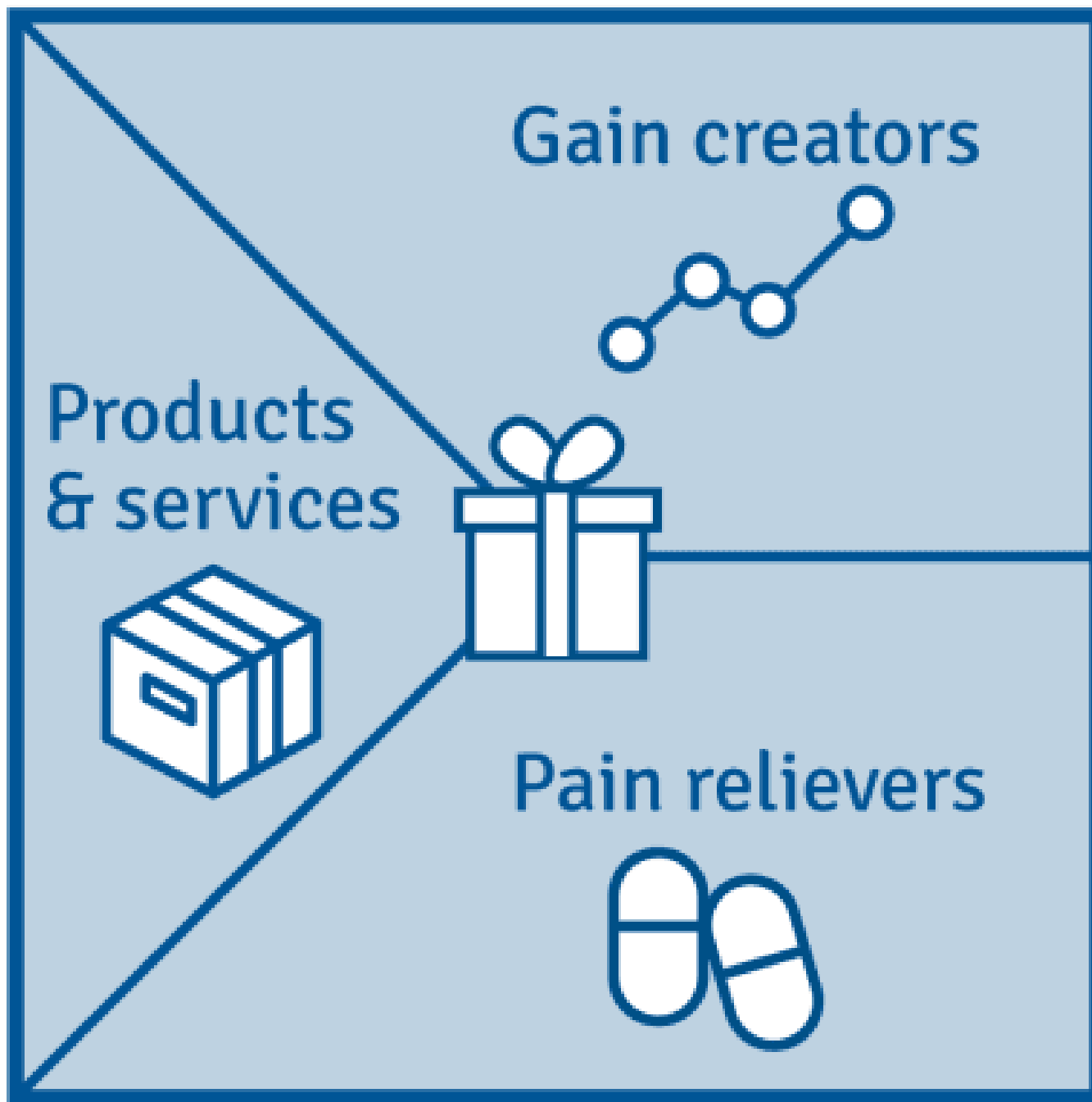
&

Who is it for

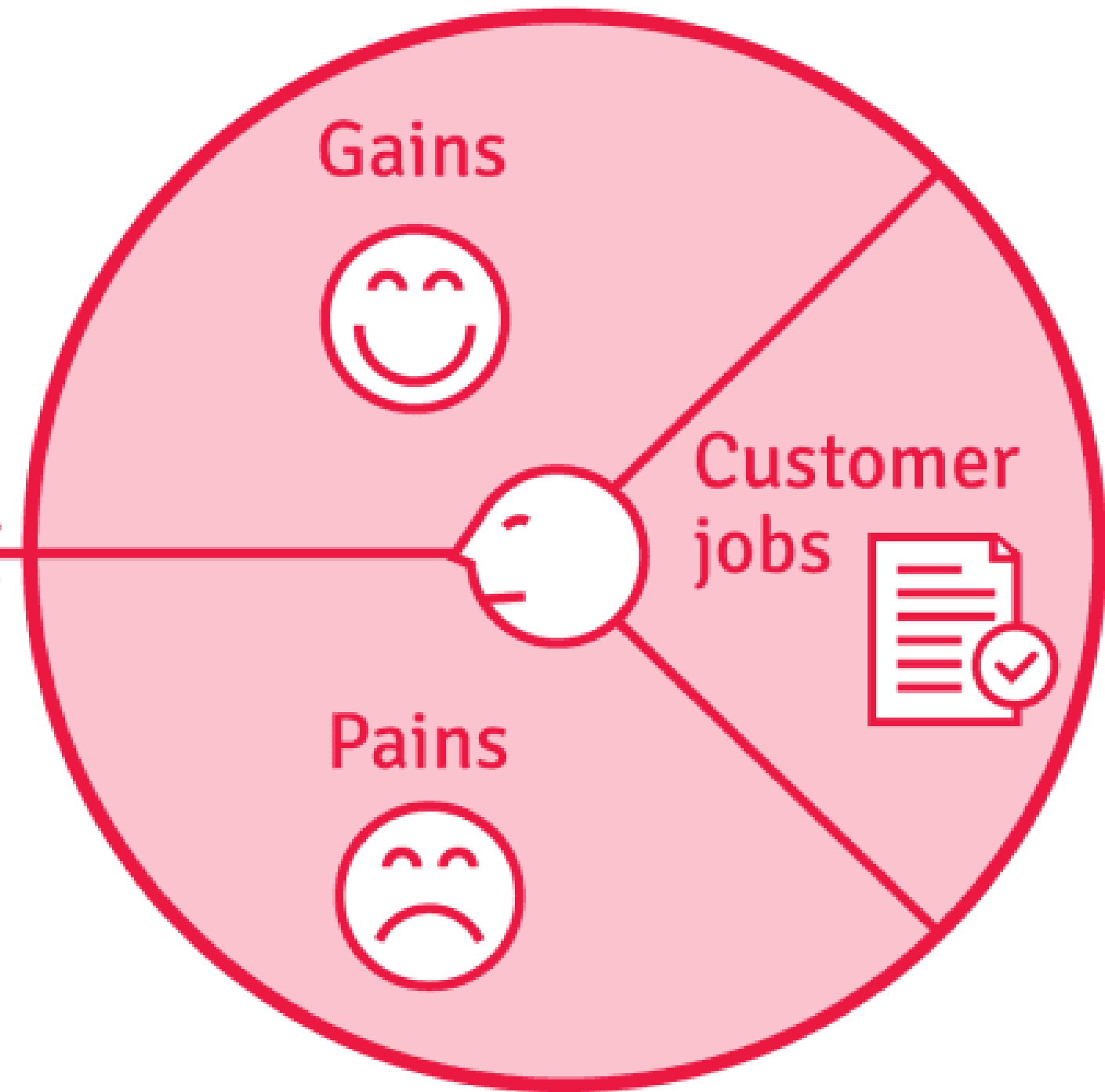
30 seconds



Value Proposition

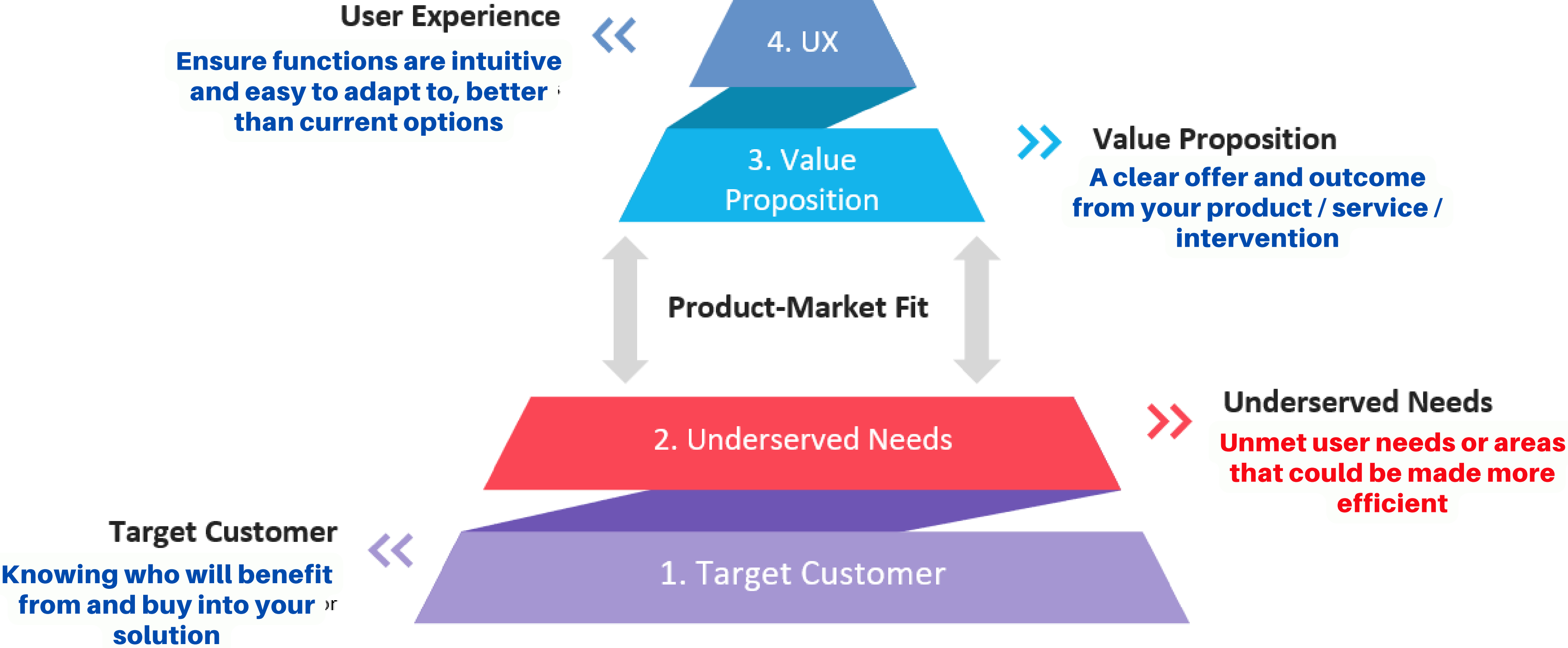


Customer Profile



10mins- quick brain dump

PRODUCT MARKET FIT



Pitch it



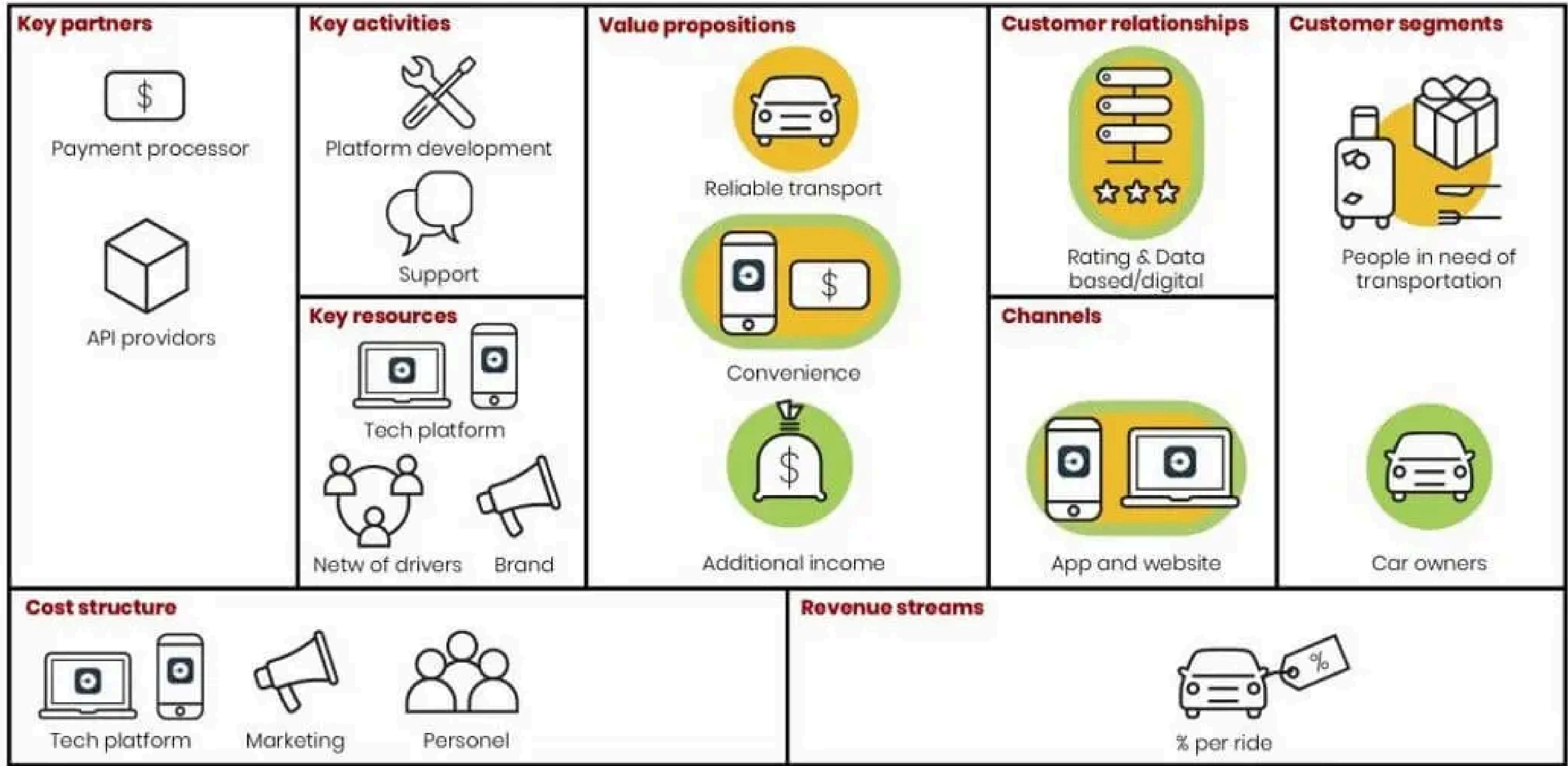
**10mins to fill in as
much as you can**

10min break

Examples

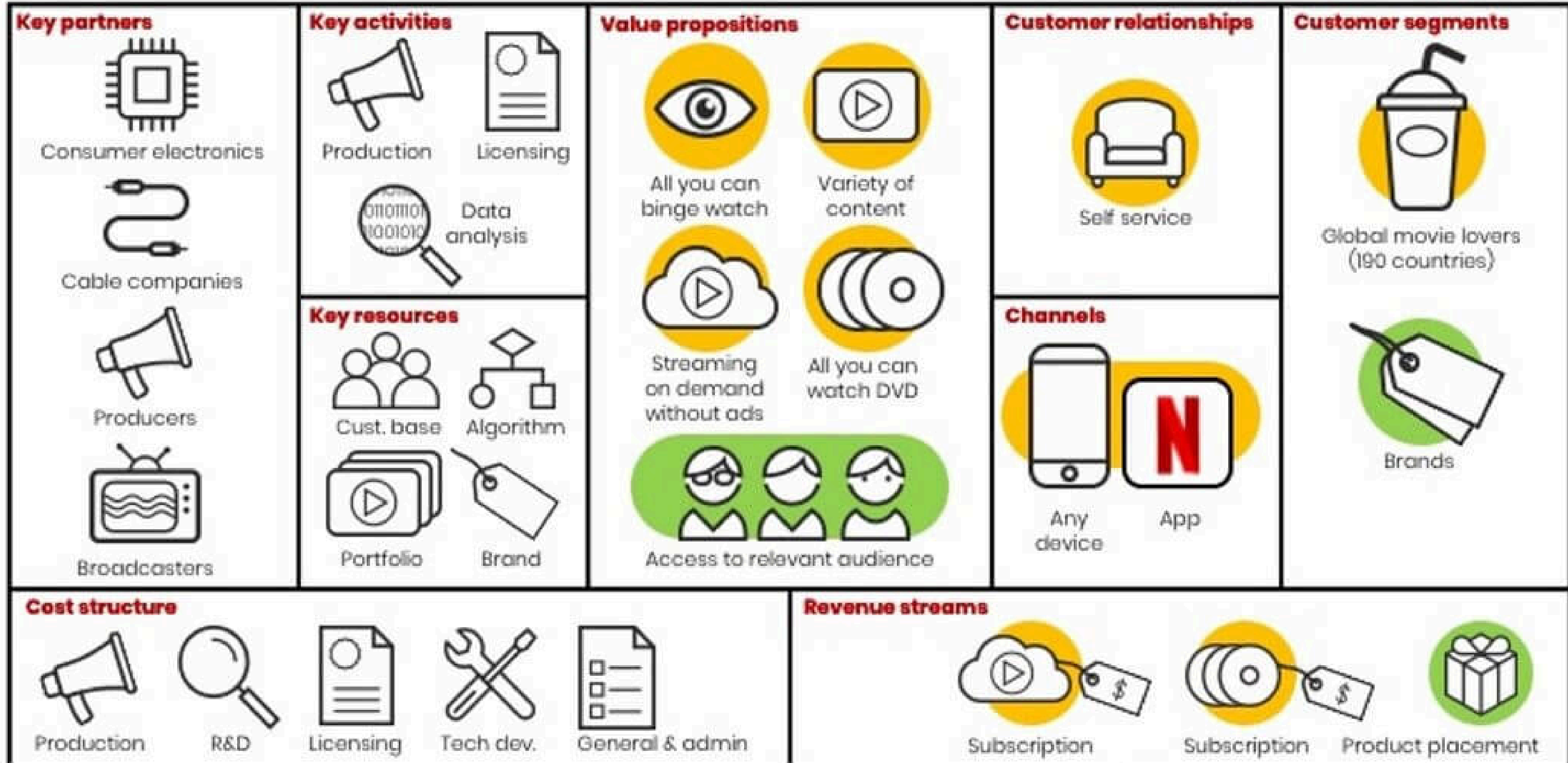
BMI • Business model canvas

UBER

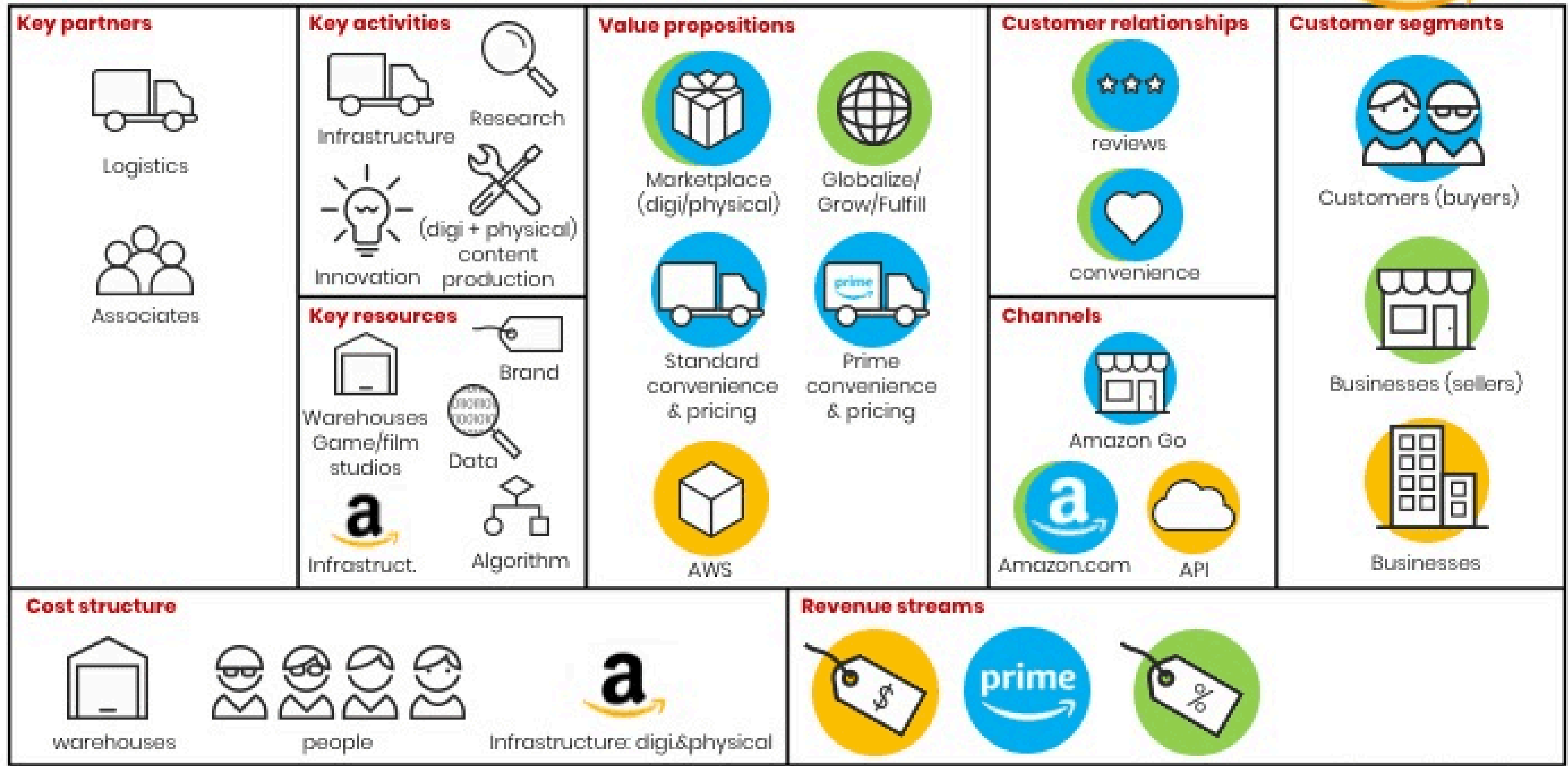


BMI • Business model canvas

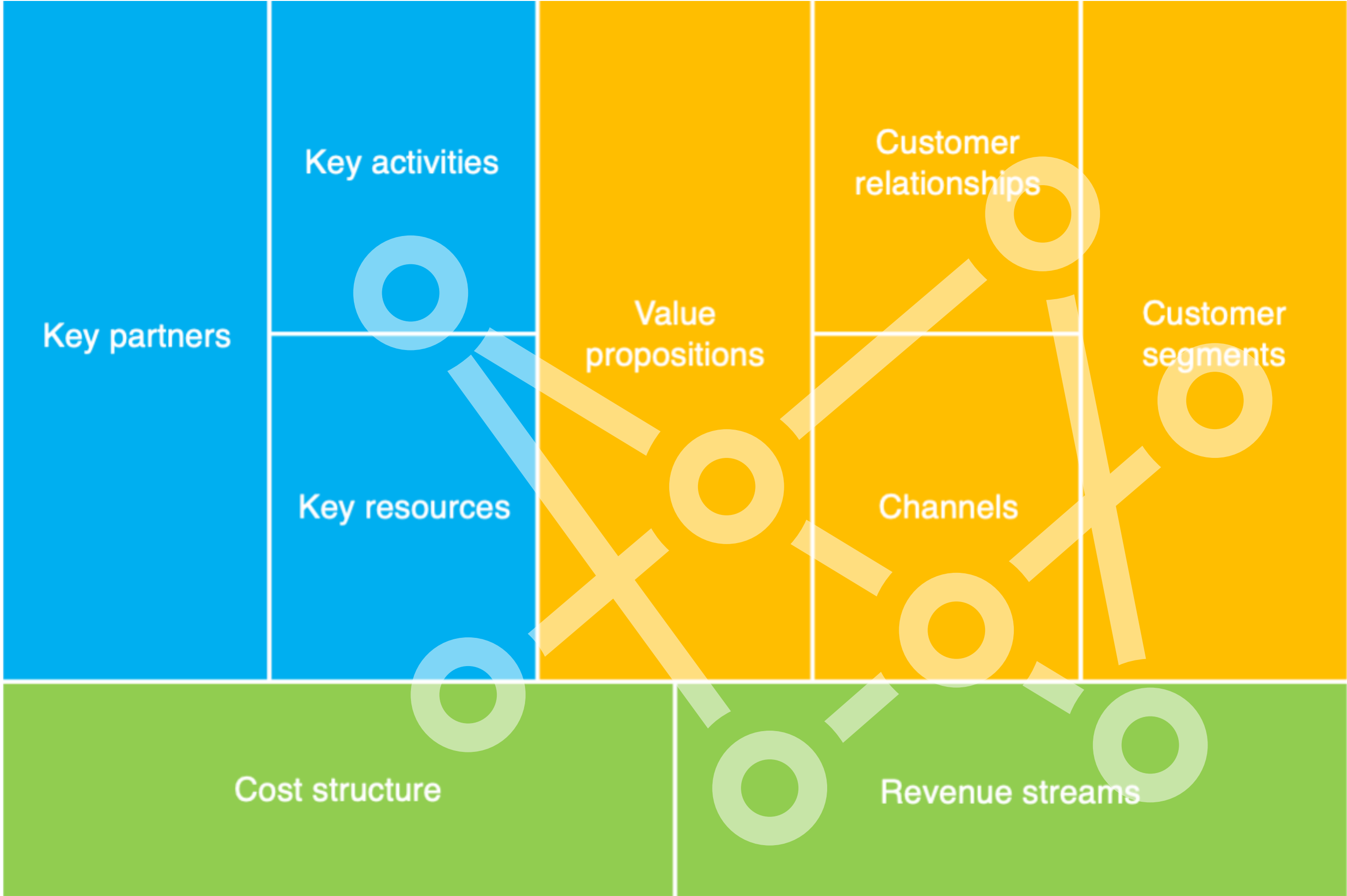
NETFLIX



BMI • Business model canvas



Share back



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

**This is just the
beginning...**

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

