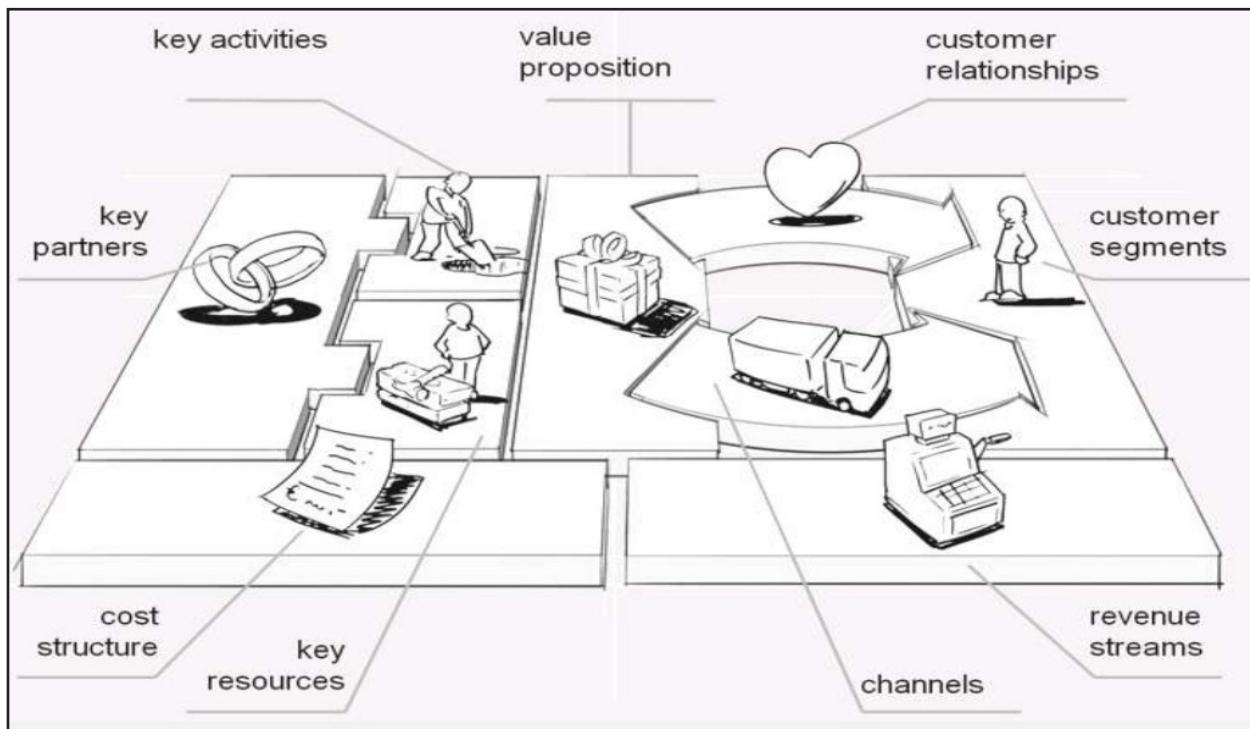


# The Business Model Canvas Workshop



## Business Model Canvas

The Business Model Canvas is comprised of nine specific blocks. These blocks are broken into two parts: external facing and internal facing. The external facing blocks are those aspects of your business visible to the public and the internal are focused on the internal resources and activities you will need to successfully deliver your products or services.

# External

The **Value Proposition(s)** is the heart of the business model canvas. Simply put, if your customers **do not see value** in what you have to offer, you don't have a business. That is why it is vital to begin with your value proposition(s). For this section, we'll need to identify exactly what you offer by asking a series of questions. What are the features and benefits of your product or service? What outcomes result from its use? How does it transform the user's life and experience?

1. **Value Proposition**
2. Customers Segment
3. Channels
4. Relationships
5. Revenue Streams

## Customer Segments

Who is interested in your product or service? Which groups of people do you want to engage? Who's your ideal customer? What types of customers do you want more of?

## Channels

Channels are the method by which you interact with your customer segments. Is it through a website? An in-person meeting? A storefront? How do you tell them about the value you offer?

## Customer Relationships

What does every stage and aspect of the relationship look like? How could it be improved? What do your customers think of you?

## Revenue

Last, you'll examine the pricing mechanisms that drive your revenue in Revenue Streams. How do you earn income? Where does your money need to go?

# **Internal**

This is everything you do on a day-to-day basis as well as annually to keep your business running. Do you cold call every day? Do you create a content calendar every month? Do you clean the shop at the end of every day? Are you balancing the books or does a bookkeeper handle that for you?

6. Key Resources
7. Key Activities
8. Key Partners
9. Costs

## **Key Resources**

What resources do you need in order to operate? For example, if your business sells its products through a website, you'll depend on the resources of a website and someone to manage it. If you are a delivery service you'll need vehicles and drivers to live up to your value promise.

## **Key Activities**

These are the crucial activities you and your business must do in order to keep your business functioning and more importantly, deliver on the value propositions you promised to each of your customer segments.

## **Key Partners**

Tied to the Key Activities and Resources are your Key Partnerships. Because some of your operational needs are vital to your company but lie outside of your ability, you'll need external partners to assist your functionality.

## **Costs**

At this point in the Business Model Canvas, you'll understand which activities drive your propositions and how those relate to your customers. With that knowledge in mind, you'll create a Cost Structure by linking every aspect of your Canvas to its respective cost and analyzing how this aligns with your everyday operation.

Whew! That was a lot of information, and I know what you're thinking - "What does all of that really mean? And how can I relate this to my business?" - don't worry. We'll break this terminology down further and transform your answers and conclusions into symptom treatments for your company as the process moves forward.

## **The Treatment Plan**

Depending on your needs and the size of your business we have to workshop options. Both will begin by focusing on the external facing blocks, emphasizing the customer segments and value propositions. The second session will focus on the internal resources and activities needed to successfully run the business, especially costs and partnerships.

## **What To Expect**

Much like traditional therapy does for your physical or mental ailments, this experience will guide your understanding of your business to new depths, allowing you to delve into successes and failures (past, present, and future) through an unbiased, practical lens. Essentially, we'll be identifying symptoms and locating treatments. The workshop will maintain a fluid, conversational tone while clarifying concepts through examples and analogies. It will be filled with explanation of the effectiveness of the Canvas structure. The workshop will provide space for reflection, deepened understanding, and doses of reality. Our discussions will allow for healthy tangents that will broaden your perception of your goals, desires, visions, etc. The workshop is a large time commitment, and the results will certainly demonstrate your effort.

## **Next Steps**

Your next task is to relax! You may be feeling worried or overwhelmed, but fear not! I'll be here to walk you through the process, and by the time we're finished you'll be prepared for any situation that comes your way! I'll be emailing you shortly to schedule the appointment for our first workshop session. Outline any logistical next steps specific to client. I'm so excited to move forward with insert business name , and I can't wait to start this therapeutic healing process.