



BUSINESS MODEL CANVAS

Business Model Canvas is a tool to analyse, develop and test business models in one poster.

Suggested time
45 - 60 minutes

Materials
Template BMC

Participants
1-5 mentor, business owner and possibly colleagues or stakeholders

GROWTH JOURNEY



Onboarding
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PERSONAL JOURNEY



Business Model Canvas is a dynamic way to develop and visualise a business model, which shows a specific strategy towards how to make money. The template takes into consideration who you are developing for, what their needs are (**Persona**), how to reach them, and what the main value proposition is (**Why**).

The tool requires you to map your available resources, who your partners are, etc. This gives you an overview of how you are running your business in terms of different aspects, which can help a group of leaders or colleagues to acquire a shared understanding.

Additionally you can also use the tool to develop your business model and test different ideas. For instance it allows you to explore different types of users. What would happen to your business if you shifted to another target group? Or what would be the potentials of a new external partnership? Or how will it affect your business if your regular sales outlets are restricted?

You can use the model to test the relevance of your business concept in a future perspective by combining the **BMC** tool with the **Future Vision** tool and the trend cards.

Business Model Canvas was developed by Alexander Osterwalder and is described in his book, Business Model Canvas, 2010.

STEPS

- 01 | Map your current business through dialogue and by writing the insights on post-its and placing them on the poster.
Make sure you begin with the right (not left) side of the template. What is the unique value proposition of your company? What types of end-users demand this value? What problem are you solving for them?
- 02 | Discuss the current situation. Where are you eager for change?
- 03 | Work your way through the template considering how the change will fit into your value proposition and affect other aspects of your business. How does it seem to increase your income and what kind of resources does it require?
- 04 | With the **Why** in the middle, proceed to the next layer: how can you achieve the purpose? What are the specific actions you have to take?
- 05 | Hang the poster on the wall, so that it is visible in your everyday work. It is important not to consider this as a final product but more as work in



progress. Revisit it, make a new poster to try out other aspects or new ideas.

FACILITATION TIPS



SUPPORTING TOOLS

Future Vision: To add the future perspective.

Why/Golden Circle: To go deeper into the value proposition.

Persona: To explore customer segment.



MINDSET

It might be important to articulate when you are analysing your current business (closed modus) and when you are exploring new opportunities (open modus), because it requires two different mindsets.



MOVE

It might be an idea to hang the template on the wall and stand up while thinking to get the body and mind energized and keep the group spirit high.

