

THE ENTREPRENEUR'S CANVAS

A STEP-BY-STEP GUIDE TO BUSINESS MODEL DESIGN

These tools are designed to help you map out or better communicate a business or nonprofit idea. They are inspired by Stanford University's model of "Lean Startup" methodology. Mentors, advisors and investors can use this guide to get a snapshot of the entrepreneur's vision prior to meeting with them.

1. START WITH VALUE PROPOSITION

You may not need to utilize all pages, but the value proposition is a great place to start.

2. TALK WITH POTENTIAL CUSTOMERS

Acknowledge that these initial ideas are just guesses. The only way to know for sure if you have a winning idea is to get out of the building and talk to potential customers. That's called "Customer Discovery". At the end of the day, people vote with their checkbooks.

3. ENGAGE MENTORS AND ADVISORS

This is an excellent document to complete before meeting with a business mentor advisor. It would be very helpful to complete this form prior to your meeting with them.

4. CREATE A MINIMUM VIABLE PRODUCT (MVP)

When you first have an idea it's smart to find out whether others experience the same problem or need before attempting to secure funding. One way to do this is through the use of what's called a Minimum Viable Product, which could be a website, series of interviews, PowerPoint or physical prototype. Skipping this step could cost you big time in the long run.

THE ENTREPRENEUR'S CANVAS

VALUE PROPOSITION & BUSINESS MODEL CANVAS WORKSHEET

STEP 1: VALUE PROPOSITION MAPPING

Answer the following questions

What is your company's name? Even if it's temporary

Is a (What business or product category does your idea fall into?)

That (Statement of key benefit)

Designed for (Who are your Customer Segments)

Who need (What customer need/opportunity is your business is filling?)

Unlike (Primary Competitors- Local, Regional and/or National)

Our Business (How are you different/better)

And is available (The city, region, state, nationwide, internationally or online)

STEP 2: BUSINESS MODEL MAPPING

Answer the following questions

Customer Segments

What / Who are your top 3 most valuable customer segments?

B2B or B2C

Vertical Markets/Industry

Geographic Coverage

Demographics

Psychographics

Value Proposition

What is the largest value you're bringing to your customers?

Newness

Performance- faster/better

Customization

Brand/Status

Price

Cost Reduction

Risk Reduction- Guarantees

Accessibility- 24/7

Convenience

Other: _____

Channels

What's the most cost-efficient way to reach your customers?

Sales force

Partner Stores

Wholesaler

Online Partners

Online Company Website

E-Commerce Sites

Public Relations

Search Engine Optimization

Social Media

Traditional Media- TV, Radio, Newspaper

Other: _____

Customer Relations

How do you get, keep and grow your customer base?

- | | |
|---|--|
| <input type="checkbox"/> Personal Assistance- Call-Centers, Emails, Point of Sale | <input type="checkbox"/> Dedicated Personal Assistance- Key account managers |
| <input type="checkbox"/> Self Service- No direct relationship with customers | <input type="checkbox"/> Automated Services- Personal online services |
| <input type="checkbox"/> Communities- Online groups, knowledge exchanges | <input type="checkbox"/> Co-creation- Soliciting reviews and videos from customers |
| <input type="checkbox"/> Other: _____ | |

Revenue Streams

What forms of revenue are you generating?

- | | | |
|---|--|---|
| <input type="checkbox"/> Assets- Selling a physical product (Transaction Based) | <input type="checkbox"/> Usage Fees- Number of minutes/nights | <input type="checkbox"/> Project Revenue (One-Time) |
| <input type="checkbox"/> Subscription Fees: Monthly/Yearly/Space (Recurring) | <input type="checkbox"/> Lending/Renting/Leasing/Sharing Economy | <input type="checkbox"/> Service Revenue (Sells Time) |
| <input type="checkbox"/> Licensing/Franchising/IP | <input type="checkbox"/> Brokerage Fees: % of Sales/Commission | <input type="checkbox"/> Affiliate Revenue |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Freemium Model | |
| <input type="checkbox"/> Auction | <input type="checkbox"/> Other: _____ | |

Key Resources

What do we need to buy in order to carry this out?

- | | | |
|--|---|--|
| <input type="checkbox"/> Physical- Facilities, Buildings, Vehicles, Machines, IT | <input type="checkbox"/> Intellectual- Copyright, Patent, Databases, Partnerships | |
| <input type="checkbox"/> Human- Different Skills | <input type="checkbox"/> Financial- Cash, Credit, Stock Options | <input type="checkbox"/> Interest / Investment |
| <input type="checkbox"/> Other: _____ | | |

Key Activities

(What are your most important day-to-day activities?)

- | | |
|--|--|
| <input type="checkbox"/> Production: Designing, Making, Delivering | <input type="checkbox"/> Problem Solving: Knowledge Management |
| <input type="checkbox"/> Platform/Network | <input type="checkbox"/> Other: _____ |

Key Partners

(Who are our key partners?)

- | | |
|--|--|
| <input type="checkbox"/> Strategic Alliances between non-competitors | <input type="checkbox"/> Coopetition: Strategic partnerships between competitors |
| <input type="checkbox"/> Joint Ventures to develop new businesses | <input type="checkbox"/> Buyer-Supplier relationships to develop new business |
| <input type="checkbox"/> Who: _____ | |

Cost Structure

(What are estimated costs for activities & resources needed?)

- | | | |
|--|---|---|
| <input type="checkbox"/> Low-Cost Driven (No frills) | <input type="checkbox"/> Value-Driven (Luxury) | <input type="checkbox"/> Fixed Costs (Salaries, rent, facilities) |
| <input type="checkbox"/> Variable Costs (Seasonal) | <input type="checkbox"/> Economies of Scale & Scope | |

Have you ever worked with the Small Business Development Center?

- Yes No

Do you have formal advisors/investors/mentors?

- Yes No

How long have you been in business?

What is your website/domain name?

What is your goal for the upcoming appointment?

PLOT YOUR BUSINESS MODEL CANVAS

To access the Business Model Canvas PDF & Video, visit: <https://strategyzer.com/canvas/business-model-canvas>










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



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PLOT YOUR INVESTOR MODEL CANVAS










Investor Model Canvas

Designed for:

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Version:

Competitive Analysis / IP  Key Competitors: Proprietary Aspects: Barriers to Entry Differentiation	Research Efforts/MVP  In Person Interviews:	Team / Ownership  Executive Team & Salaries Board Advisors Investors	Key Dates/ Exit Strategy 	Financials  Funds Seeking In Exchange for Annual Revenues Annual Expenses Client Acquisition Cost Debt to Income Ratio: Company Valuation Other Into:
	Pipeline of Potential Clients 		Video / Website Links 	
Problem 		Solution/MVP Status 		



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PLOT YOUR NON-PROFIT MODEL CANVAS










Non-Profit Model Canvas

Designed for:

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Date:

Version:

Key Partners/ Shared Values 	Key Activities 	Value Proposition/ Social Change 	Scaling 	Customer Segments 
Catalysts	Key Resources 	Core Competencies	Outreach/Awareness 	Influencers
Budget	Financial Sustainability 	Funding Plan / Request		Impacts 



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ADDITIONAL NOTES