

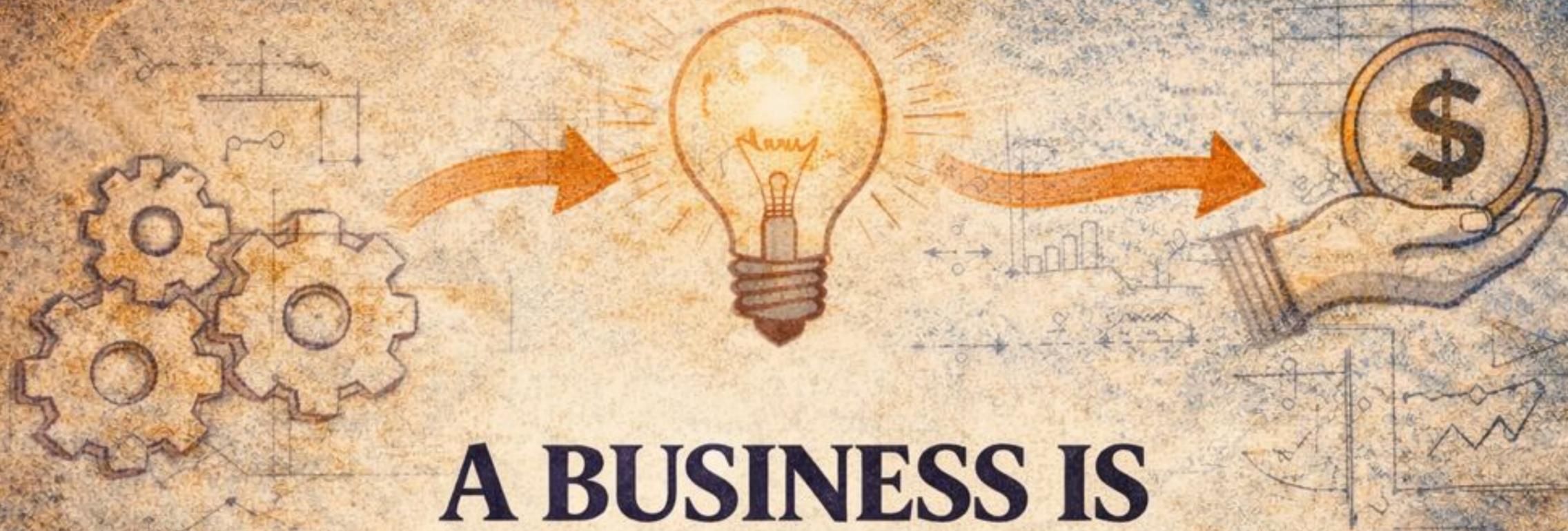
The

BUSINESS MODEL CANVAS

Turning Ideas Into Fundable Businesses

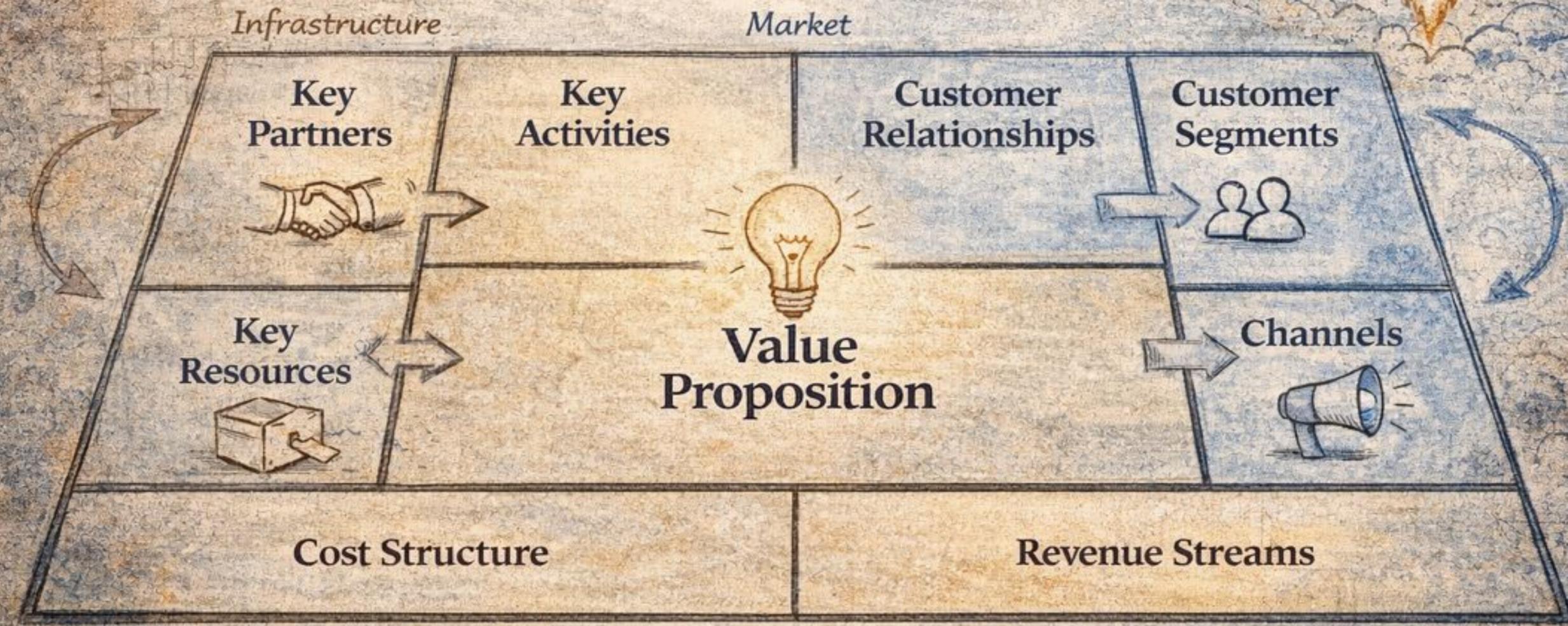
**AN IDEA IS
NOT
A BUSINESS**





**A BUSINESS IS
A REPEATABLE SYSTEM
FOR SOLVING A PROBLEM
AT A PROFIT.**

THE BUSINESS MODEL CANVAS



Financial Engine



WHO?

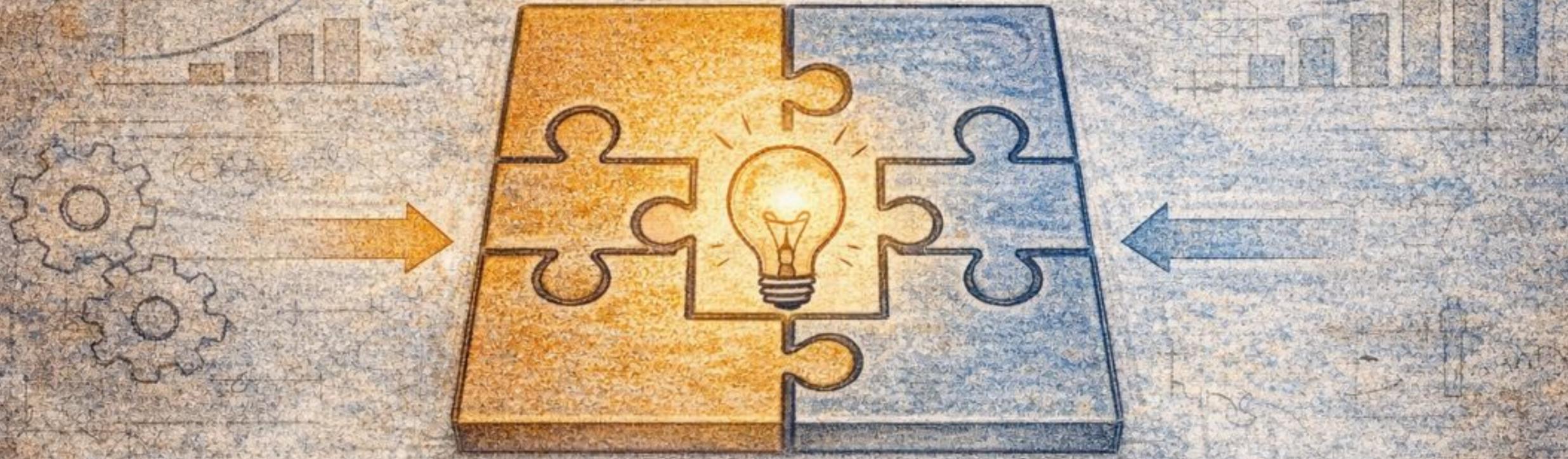


Customer Segments



- Who feels this problem most?
- Who can pay?
- Who is easiest to reach first?

Value Proposition



- What problem are we solving?
- What value are we delivering?
- What alternatives exist?

*“Your technology is not your value proposition.
Your value proposition is the specific problem you remove
or the specific outcome you enable.”*

Customer Relationships



- **High-touch or automated?**
- **Transactional or long-term?**
- **Community-based?**



Channels



- **How do customers find you?**
- **How do you deliver?**
- **Which channels most cost-effective?**



The Start Up Canvas

Initial Target

- What customer segment do you go after first?

Problem

- What problem are you solving for your customer?

Customer

- Who needs your help or wants your solution?

Alternatives

- How do customers currently address this problem?
- Why is your competition ineffective?
- What better or cheaper can this problem be solved?

Solution

- What are the base features which will solve the problem and provide a benefit to your target market?

Value Proposition

- What are the best features of your solution?
- What targeted benefits do you provide better to your target market?



Revenue Streams

- For what value will customers pay?
- One-time or recurring?
- How are they paying?



Cost Structure



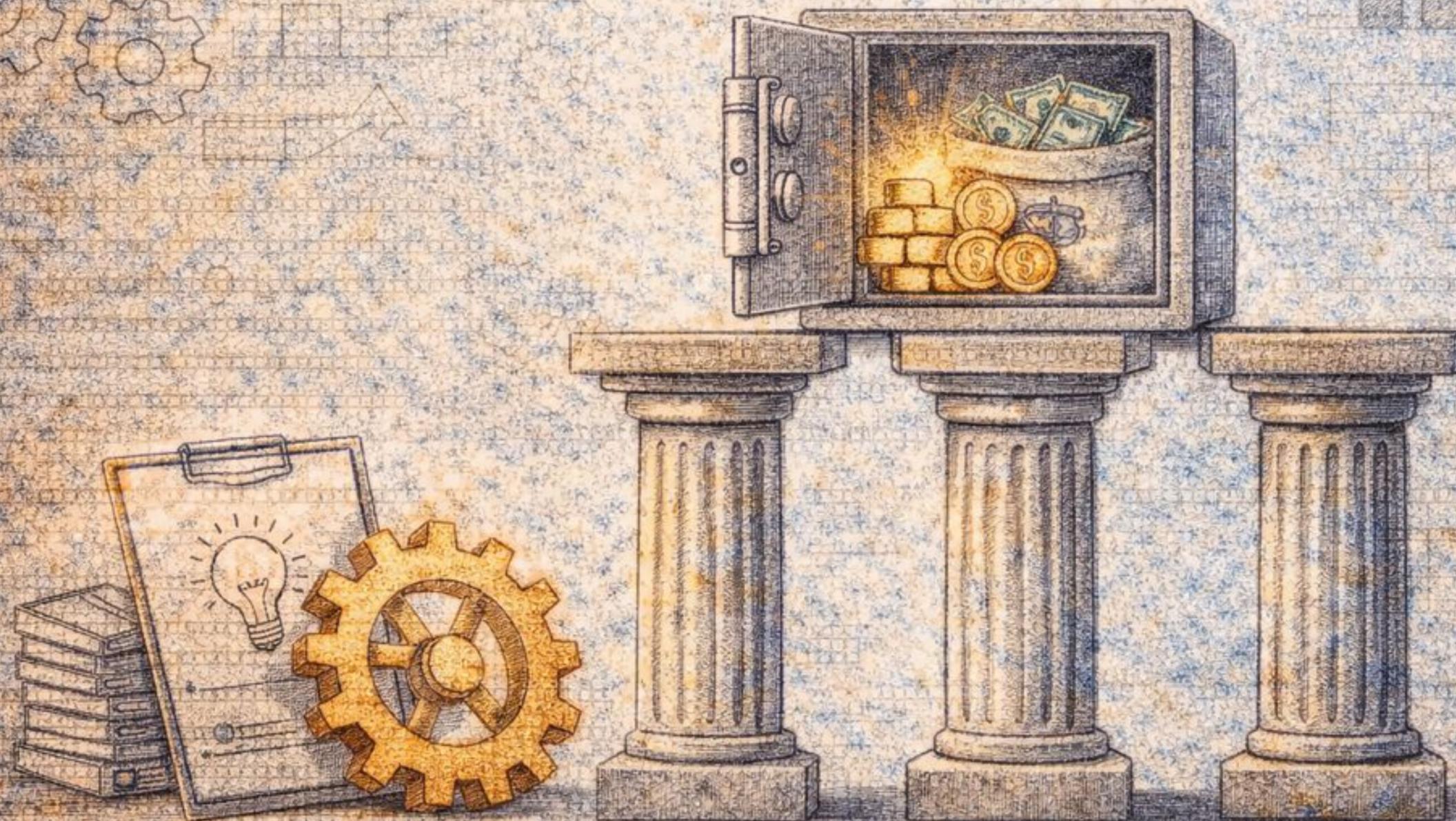
- **What fixed costs will we have?**
- **What variable costs?**
- **What are the most critical costs?**

Key Activities



- **What must we do well?**
- **What drives our business?**
- **What are we uniquely good at?**

Key Resources



Key Partners

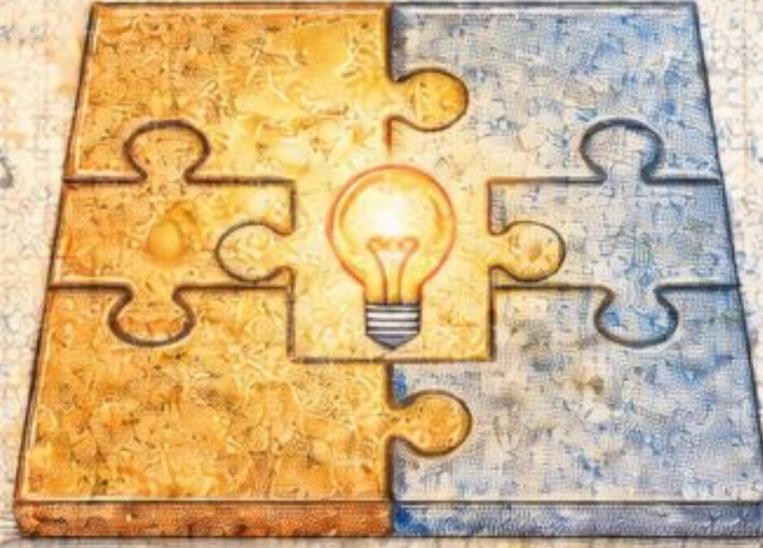


- Which relationships are most important?
- What resources do we need from them?
- How can they help us?

Key Partners



Value Proposition



Customer Segments



Key Activities

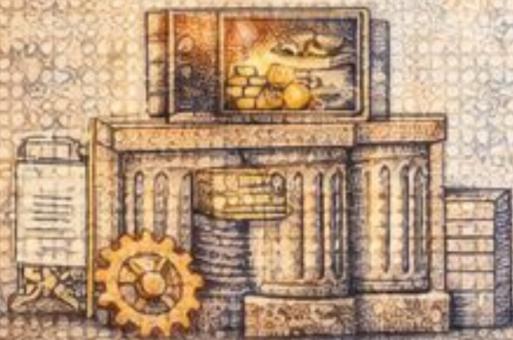


Customer Relationships



All 9 Blocks Must Work Together

Key Resources



Channels



Key Resources

Cost Structure

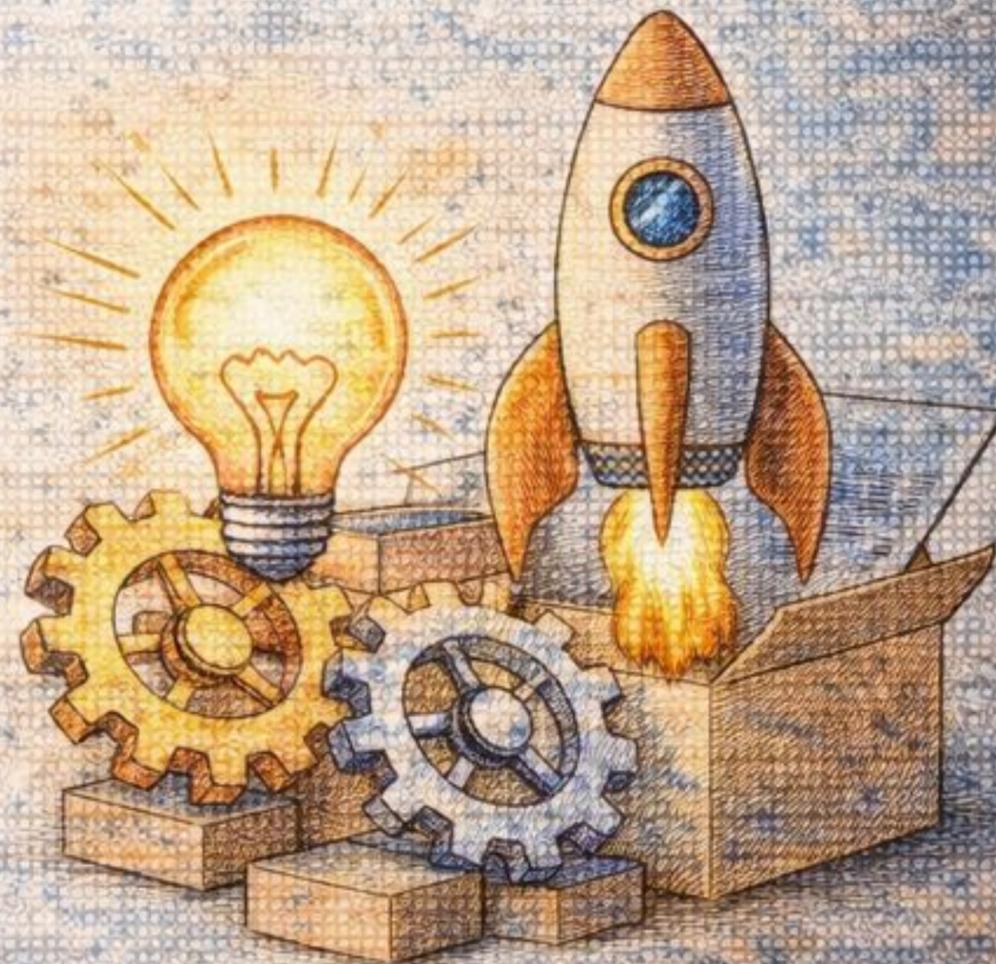
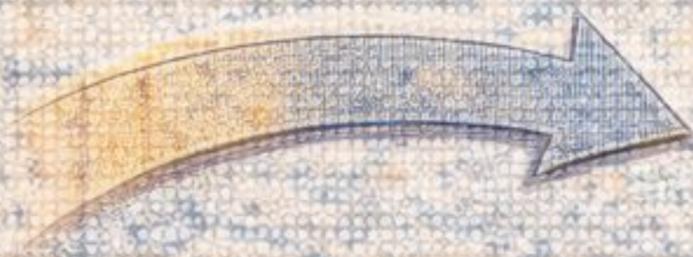


Revenue Streams

The Canvas is 9 Hypotheses

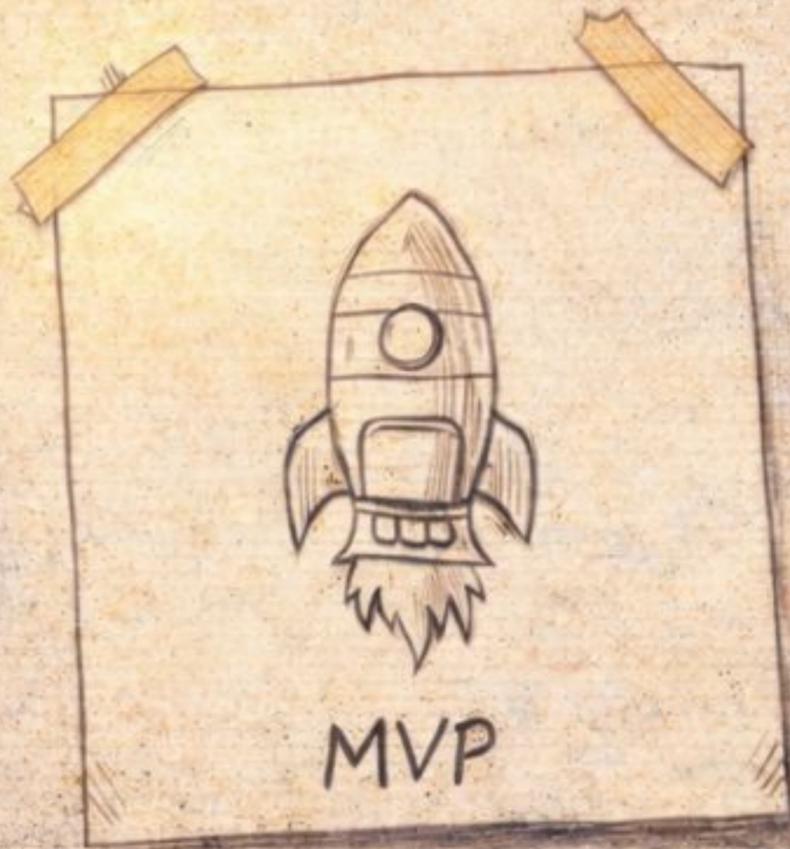


Customer Development



Minimum Viable Product (MVP)

Smallest experiment that generates learning.



-Fast
Feedback

-Learn
Quickly

“An MVP is not the smallest product.
It is the smallest experiment that *gives you reliable feedback.*”

Pivot



How Judges Evaluate



Judges are assessing:

- Clarity of problem
- Evidence of validation
- Revenue logic
- Scalability
- Team capability

From Canvas to Pitch

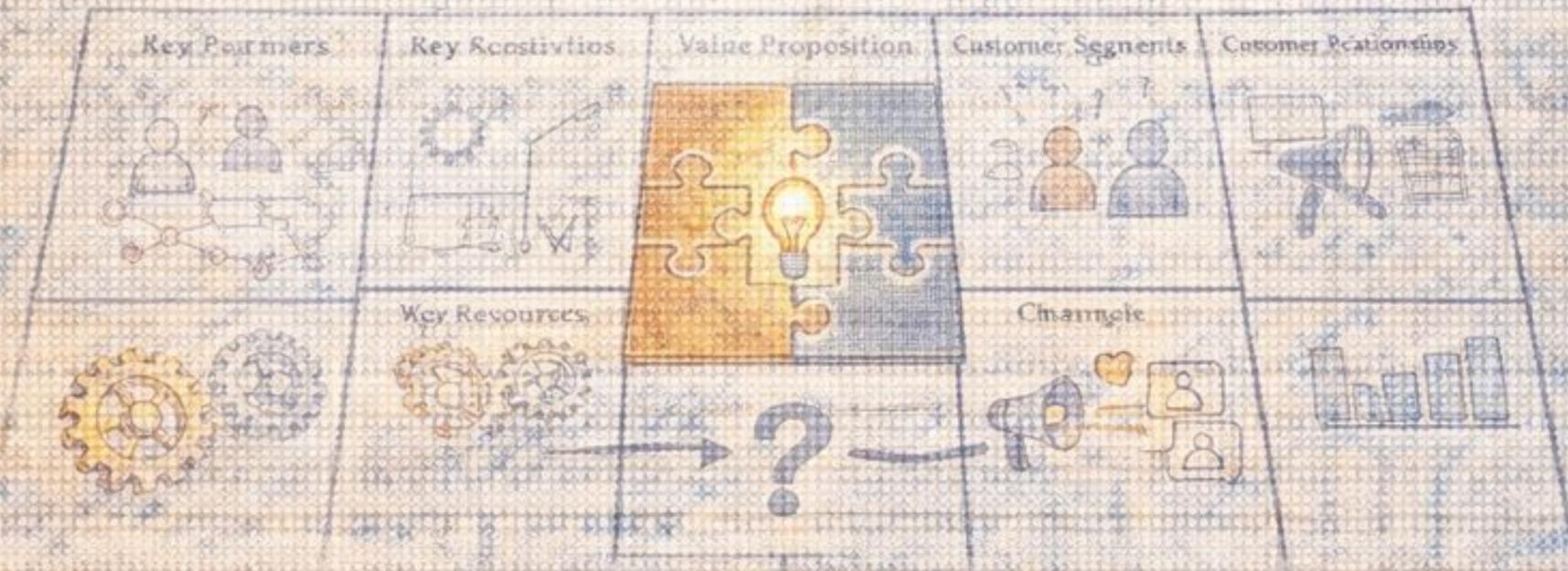


Your pitch should demonstrate:

- You understand your customer
- You tested assumptions
- You refined your model
- You know how money moves

**EagleWorks is not rewarding ideas.
EagleWorks rewards models.**

The Business Model Canvas is a discipline.



**Teams that use it rigorously outperform
those who treat it casually.**