




Business model



- Module III  Business model creation
-  Create your own business model canvas
-  Entire topic 2

Activity: my business model canvas

- **Short Description:** The aim of this activity is to help the students understand the different functions and steps of the business model canvas and the way they interconnect with each other. In this activity, teacher will request students to put into practice the different contents seen in the second topic of Business model creation, and to develop their own business model canvas in an interactive way. Afterwards they will present their business model canvas to the classroom
- **Methodology:** Learning by doing
- **Duration:** About 2 hours for the preparation and 60 minutes in the classroom.
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** The activity will be done individually and then each student will present their own business model canvas to the classroom. is a team exercise.
- **Classroom / House:** The activity needs to be done in the classroom.
- **What do we need to do this activity?** (Indicate what resources we need to be able to carry out the proposed activity)
 - **Printed prototype of the business model canvas**
 - **Computer**
 - **Projector**
 - **Download for free the business model canvas template <https://www.strategyzer.com/>**












Description

- **Text description:**

Each student will receive a business model canvas and then will discuss what they know or understand- group discussion. Each participant will receive a small piece of paper and record their business ideas (1-3 ideas per person). They will then be divided into small groups (4- 5 people) based on their ideas and will complete the business canvas model and will present their business model to the rest of the team. Each item should be described by answering the following questions. Ask participants to try to answer all the questions

as they think about their business model

- **Illustration:**

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 						

DESIGNED BY: Strategyzer AG
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Key partnerships	<ul style="list-style-type: none">- Which partnerships are critical to your business?- Who are your critical suppliers?
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	<ul style="list-style-type: none"> – Which of the suppliers and partners provide the core resources? – What kind of collaborations will best suit your needs? – What is the best chain you should be in?
Key activities	<ul style="list-style-type: none"> – What kind of activities are vital to your business? – What kind of activities are vital to your distribution channels? – What kind of activities are important if you want to maintain your relationships with our customers? – What kind of activities are fundamental to your revenue streams?
Key resources	<ul style="list-style-type: none"> – What key resources does the value proposition require? – What key resources does the value proposition require? – What key resources do the communication channels require? – What key resources do the customer relationships require?



	<ul style="list-style-type: none"> – What key resources do the revenue streams require?
Cost structure	<ul style="list-style-type: none"> – What are the most important costs of our business model? – Which of the required tools is the most expensive? – Which of the required internal processes are the most costly?
Customer relationships	<ul style="list-style-type: none"> – How do we manage to approach customers? – How do we manage customer service? – How do they relate to the other elements of the business model? <ul style="list-style-type: none"> – How expensive is it?
Communication channels	<ul style="list-style-type: none"> – Through which communication channels do we prefer to reach customers? <ul style="list-style-type: none"> – How do we approach them now? – Which communication channels work best? <ul style="list-style-type: none"> – Which are more cost effective? – How do we integrate them into our customers' daily routine?



Revenue streams	<ul style="list-style-type: none"> – For what value do customers agree to pay? – What do they buy and what/how do they pay today? – How would they prefer to pay? – How does individual revenue contribute to total revenue per revenue stream?
Value proposition	<ul style="list-style-type: none"> – Do we properly invoice the value provided to our customers? – How sustainable are our current income streams? – How diversified are our income streams? – Are we dependent on very few sources of income? – Are we taking advantage of all the potential revenue streams? – Are our promotions profitable?

Expected outcomes

- Learn the process and the different thematic units of the business model canvas
- Learn how the thematic units interconnect



- Understand and better comprehend the process of creating a business model canvas
- Practice the business model canvas
- Understand the utility of the different thematic units and be able to use them accordingly to the development of their own business model.

