



The

CANVA

Business

MODEL

DESCRIPTION OF THE PROBLEM

What is the issue that you want to solve? Why do you see this issue as a problem? Is this issue a problem to a small segment of society or to society in general?

SOLUTIONS

Is a solution to this already available? What solution/solutions do you see? What did you find in the market research?

EXISTING ALTERNATIVES

Inspiration: Can you find another organization, that is doing similar things, maybe in a different country/region? What you can learn from them? If there is nobody who is operating, can you find somebody who tried? Why did they fail?

COMPETITORS

If a solution already exists, how will your solution be different and/or complement the existing solution? How can you improve the solution that already exists? Why should people need/choose your solution rather than the existing one?

TARGET GROUP/CUSTOMER SEGMENTS

Description:

Customer segments are the community of customers or businesses that you are aiming to sell your product or services to. Customer segments is one of the most important building blocks in the business model canvas for your business, so getting this building block right is key to your success. Without profitable customers no company can survive for long.

To better satisfy customers, a company may group them into distinct segments. Each segment may have a different need and may be targeted using different channels.

Questions to answer:

Who are your target groups? For whom are we creating our product/service. Is it a particular niche or is it more general? List the three top target groups that you have. Are there any age limits? (Remember that depending on the target group, it will depend on what advertisement measure you will use.)

VALUE PROPOSITION

Description:

What is the value you deliver to your customers? Why do customers turn to your company over another? As an entrepreneur you do not need to reinvent the wheel.

Some value propositions can be innovative with new or disruptive offer. Others can be similar to existing products/services but with added features and attributes.

Questions to answer:

What job/service do we deliver to our customers? If we are offering an already existing business, how are we differing?

REVENUE STREAMS

Description:

This represents the cash that a company gets from each customer. Keep in mind that costs must be subtracted from revenues to create earnings.

If the customers make up the heart of the business, the revenue streams are the Arteries of the business.

Questions to answer:

From where will we get that money? (Shares, bank loan, Family loan, have you saved up for it?) Remember that when you have shareholders you give up some of your powers to them. How and by when will we pay that money? How much profit will we be making? When will we start making a profit? How much are customers willing to pay? How will the customers pay? Will there be one-time transactions, ongoing payments, or both?

COST STRUCTURE

Description:

This part describes the most important costs that you will incur to start and run the business.

Questions to answer:

What are the costs to start the business? What are the costs to make the product or service? What are the running costs? When do you plan to start doing profit?

When starting a company start small, cut down on costs. Most big companies all started in a garage, you can too!!.

CHANNELS

Description:

In this section, you will think more deeply about how your company will reach its customer segments. Communications, distribution, and sales channels make up a company's interface with customers. Channels are customer touchpoints that play an important role in the customer experience.

Channels serve several functions including: Raising awareness among customers about a company's products and services. Allows customers to purchase specific products and services. Provide post-purchase customer support.

Questions to answer:

What are the places (Online and Offline) most frequented by your target group/ customers? Through which channels will you reach your customers? (This will change according to your target group) How much will the cost? Which ones work the best? Which ones are the most cost-effective?

CUSTOMER RELATIONSHIPS

Description:

The type of relationships a company establishes with its customers. A company should clarify the type of relationship it wants to establish with each customer segment.

Relationships can range from personal to automated.

Customer relationships may be driven by the following motives: Customer acquisition, Customer retention.

Questions to answer:

What type of relationships do we want with our customers? How will we start and maintain them? How costly are they? What are the benefits of such relationships?

KEY ACTIVITIES

Description:

This part describes the important things that a company does to run its business.

Questions to answer:

What will your key activities be?

KEY RESOURCES

Description:

Every business model requires key resources. Your resources that allows your enterprise to create and offer a value proposition.

Key Resources can be categorized as follows:

Physical: This category includes physical assets such as manufacturing facilities, buildings, vehicles, machines, systems, point-of-sales systems, and distribution networks
Question to answer: buildings, vehicles, machines, systems, point-of-sales systems, and distribution networks

Intellectual Property: intellectual property resources such as brands, proprietary knowledge, patents and copyrights, partnerships, and customer databases are increasingly important components of a strong business model.
Intellectual property resources are difficult to develop but when successfully created may offer substantial value.

Human: Every enterprise requires human resources, some more than others.

Financial: Money and investment are the backbone of nearly all businesses.

Questions to answer:

Write down all the physical, intellectual, human, and financial resources you will need.

KEY PARTNERSHIPS

Description:

This is made up of the network of suppliers and partners that make up your business. Companies forge partnerships for many reasons, including to become more competitive, to reduce risk, and to acquire resources.

Questions to answer:

Who are our key partners? Who are our key suppliers? Which key activities do partners perform? Which key resources are we acquiring from our partners?

SOCIAL ENTREPRENEURSHIP

Description:

There is no final decision on the definition of what makes up social entrepreneurship. However, one of the main points that makes social entrepreneurship different from commercial entrepreneurship is the fact that it treats the people working with it differently and in a more human manner.

Questions to answer:

What category of minorities or people with fewer opportunities will you employ in your company? How will you help these people integrate with the rest of the other employees? Will you offer any extra support to these people apart from employment? What percentage of profits will you re-invest in the community? Where will you re-invest it?

GOVERNMENT SUPPORT

Description:

Governments in most countries offer special support mainly through reduced taxes for social enterprises.

Questions to answer:

What are the incentives that exist in your community/country?

EVALUATION AND GETTING FEEDBACK

Description:

Once you have the business idea planned it is very important to check what other people think about it. Although the idea might seem the perfect idea for you there might be some things that you are not seeing due to the enthusiasm that you have towards the idea. There might also be something similar to your idea that you do not know of yet.

Thus, it is very important to share your idea with friends and families that you trust. Take into consideration their feedback and make necessary arrangements if you see that their feedback makes sense to you.