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Pitch Your Vision

Week 4 – Build





Agenda:

1. Recap and Expectations
2. Business Model Canvas
3. Prototyping and Market Research
4. Questions and Wrap-up



Business Model Canvas

Use the Business Model Canvas to start expanding your business ideas.
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Key Partnerships & Relationships What will you get other groups to do so you can focus on the Key Activities? 	Key Activities  What <i>uniquely</i> strategic things will your business do to deliver value?	Mission and Value Proposals  What's compelling about your proposition? Why will customers buy or use?	Customer Relationships  How will you interact with the customer?	Customer Segments  Who are the customers? What do they think? See? Feel? Do?
	Key Resources, Materials & Supplies  What unique strategic assets must the business have to operate?	Corporate Social Responsibility Will you be using the Test of Disclosure to ensure your business will be ethical? Are you considering affiliating your business with a charitable organisation?	Channels  How will you promote, sell, and deliver?	
Fixed and Variable Costs What are necessary expenses for operating your business? 			Revenue How will the business make money? Are there multiple revenue streams? 	



Lean Business Start-Up

There are three important steps in creating and maintaining a successful venture:



Build



Measure



Learn



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Lean Business Start-Up

- Form the company
- Create a team
- Make a product/service

Build

- How many sales are being made?
- How efficient is production?
- How effective are our employees?

Measure

- What can we take from what we've measured?
- How do we improve?
- What is working & what's not?

Learn



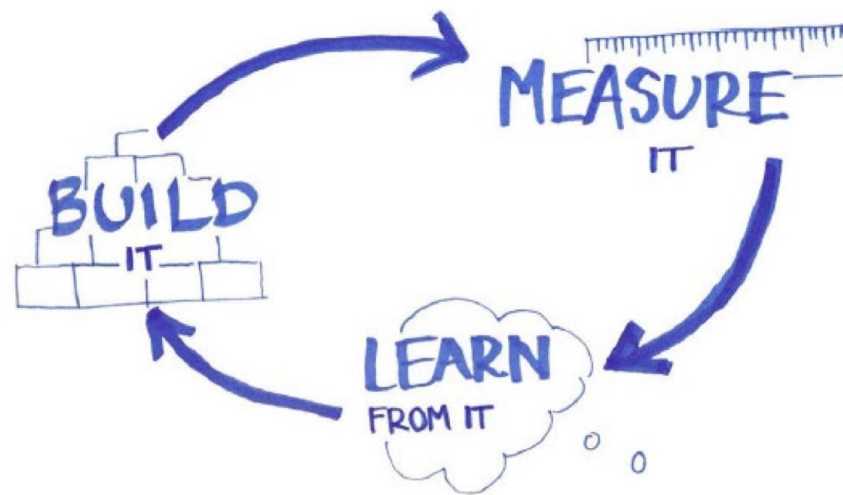
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Lean Business Start-Up

A successful business is one that is constantly reevaluating itself.



By following **Build – Measure – Learn** you will be able to adapt quicker and keep your customers happy!



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Business Model Canvas – The Lean Playbook video

[Watch the video below](#)





Prototyping

[Watch the video below](#)





Next Steps

Complete the Business Model Canvas.

Complete Market Research.

Start Prototyping.



Questions & Wrap-up



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