

pitch your VISION



Week 4

BUILD



Member of JA Canada



Agenda

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





Business Model Canvas

A **Business Model Canvas** can help you start expanding your business ideas.

<i>Key Partnerships and Relationships</i> What will you get other groups to do so you can focus on the Key Activities?	<i>Key Activities</i> What <i>uniquely</i> strategic things will your business do to deliver value?	<i>Mission and Value Proposition</i> What's compelling about your proposition? Why will customers buy or use?	<i>Customer Relationships</i> How will you interact with the customer?	<i>Customer Segments</i> Who are the customers? What do they think? See? Feel? Do?
<i>Key Resources, Materials, Supplies</i> What unique strategic assets must the business have to operate?	<i>Code of Ethics</i> 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?	<i>Channels</i> How will you promote, sell, and deliver?		
<i>Fixed and Variable Costs</i> What are necessary expenses for operating your business?		<i>Revenue</i> 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





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 and what's not?

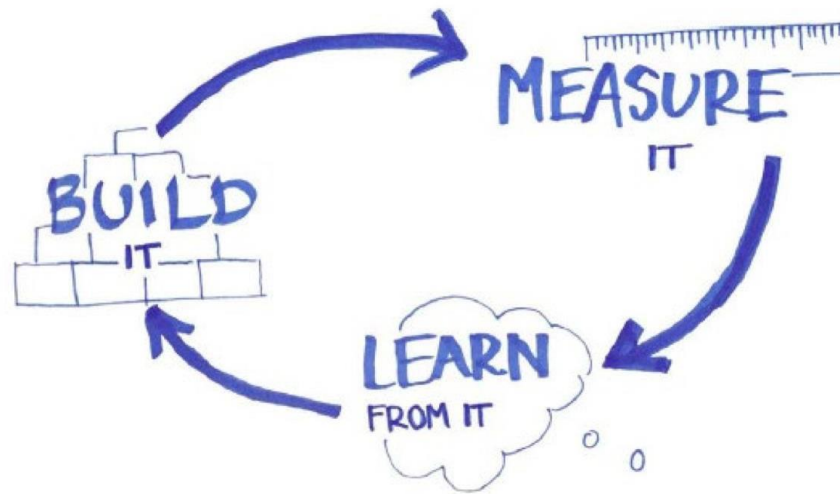
Learn





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 more quickly and keep your customers happy!





Business Model Canvas

[Click to watch the video below on the Business Model Canvas – The Lean Playbook:](#)





Prototyping

[Click to watch the video below:](#)





Next Steps

Complete Market Research.

Start Prototyping

Start the Lean Business Plan.

