



Pitch your Vision

Week 4

Build



JA
Central
Ontario

Member of
JA Canada

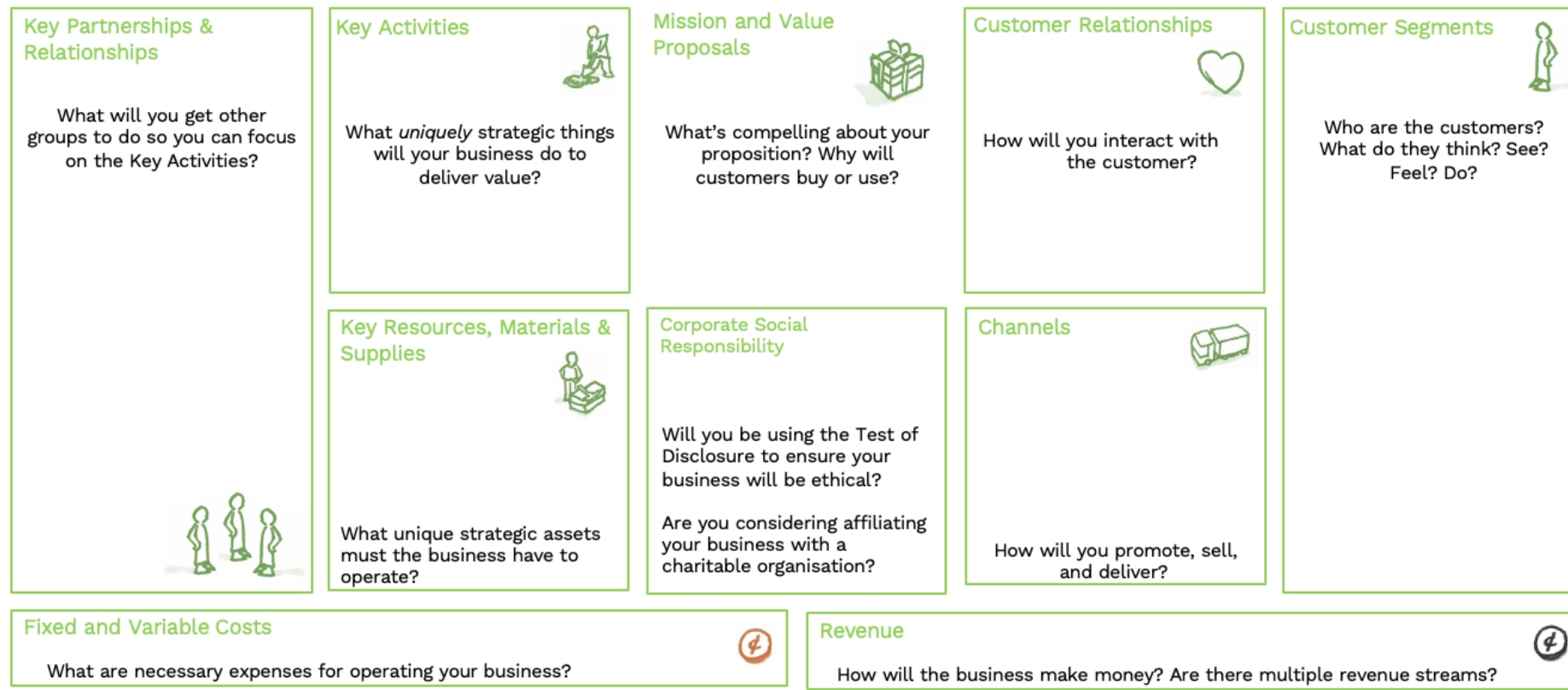
Agenda

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.



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

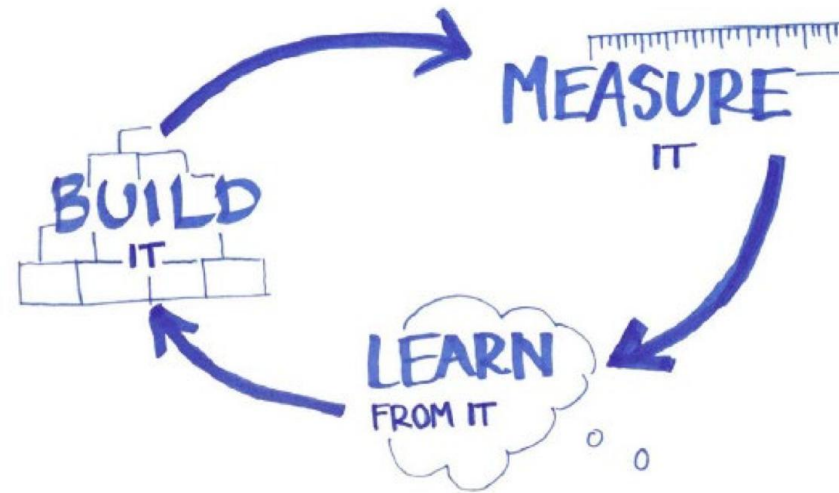
- What can we take from what we've measured?
- How do we improve?
- What is working & what's not?

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 quicker and keep your customers happy!



Business Model Canvas – The Lean Playbook video

Watch the video below



Prototyping

[Watch the video below](#)



Next Steps

Complete Market Research.

Start Prototyping.

Start the Lean Business Plan.



Questions & Wrap Up

