

The Business Canvas

WHAT IS THE BUSINESS CANVAS?

The Business Model Canvas is a strategic management tool designed to help entrepreneurs and businesses visually map out and analyse their business model. Developed by Alexander Osterwalder, it provides a comprehensive framework consisting of nine building blocks.

Business Model Canvas



Based on the original Business Model Canvas by [Strategyzer](#).

See page 3 for a client template of this business model canvas.

WHEN SHOULD I USE IT WITH A CLIENT?

The Business Model Canvas is a versatile tool that can be used at various stages of a business's lifecycle:

- **During start-up planning** to develop and refine a new business idea or concept.
- **For strategic decision-making** to analyse the viability of a business model, test assumptions, or identify opportunities for innovation.
- **In growth and scaling** to realign operations, focus on profitable segments, or explore new revenue streams.
- **For problem-solving** to address specific challenges by revisiting and updating parts of the business model.

HOW IS IT USED?

Using the Business Model Canvas involves a collaborative and iterative process:

1. **Mapping the Current Model:** Entrepreneurs and mentors work together to fill in each of the nine building blocks on the canvas. This can be done on a printed template, whiteboard, or digital tool.
2. **Asking Key Questions:** For each block, mentors prompt questions like, "Who are your most important customers?" or "What problem does your value proposition solve?"
3. **Identifying Relationships:** Connections between blocks are explored, such as how key resources support value propositions or how customer relationships influence revenue streams.
4. **Testing Assumptions:** Mentors encourage entrepreneurs to validate their ideas through market research, customer feedback, or prototyping.
5. **Iterating and Improving:** Based on insights and feedback, the canvas can be adjusted to better align with market needs and opportunities.

WHAT ARE THE BENEFITS?

- **Clarity and Simplicity:** The visual layout makes complex business ideas easier to understand and communicate.
- **Holistic Perspective:** It helps entrepreneurs see the big picture while understanding the interdependence of different business components.
- **Focus on Value Creation:** The tool emphasizes how a business delivers value to its customers, which is crucial for long-term success.
- **Flexibility:** The canvas can be adapted to various industries and stages of business development.
- **Collaboration and Engagement:** The interactive nature of the canvas fosters dialogue between mentors and mentees, encouraging deeper insights and shared understanding.
- **Action-Oriented:** By identifying gaps and opportunities, the tool helps entrepreneurs prioritize tasks and make informed decisions.

In summary, the Business Model Canvas is a powerful tool for business mentors, providing a structured yet flexible framework to guide entrepreneurs in developing, analysing, and refining their business models.

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Designed For: Designed by: Date: Version:

