


# Business Model Workshop

Presented by the VT Entrepreneurship Club



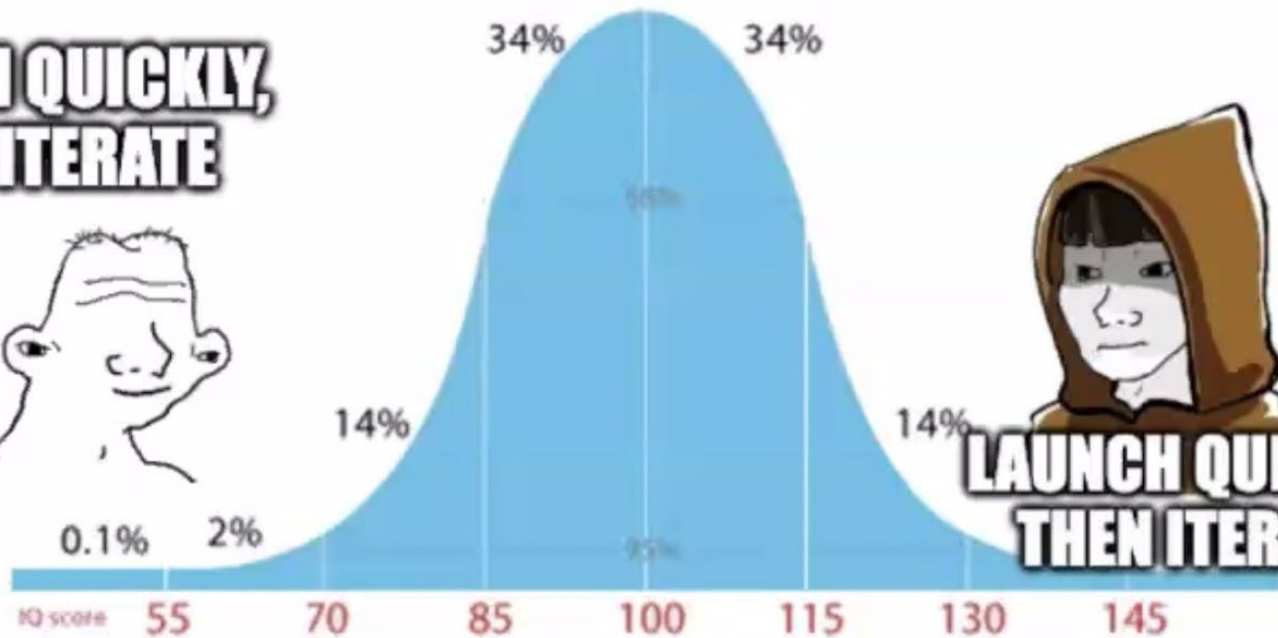
# Basics of Creating a Startup

- **Problem identification**
- **Understanding your market**
- **Idea generation**
- **Create a business model canvas**
- **Build your MVP**
- **Marketing and Sales Strategy**
- **Be adaptable! Collect user feedback, iterate, pivot**



**DO A SURVEY,  
RAISE MONEY, BUILD TEAM,  
SPEC PERFECT PRODUCT,  
HIRE PR FIRM, ETC...**

**LAUNCH QUICKLY,  
THEN ITERATE**



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# What does a typical BMC look like?

- **List key information regarding your product and the problem you are solving**
  - What is the problem you are trying to solve and why is it an important problem to solve?
  - How is your product going to solve this problem?
- **Channels to customers**
- **Key activities to be performed**
- **Key resources needed**

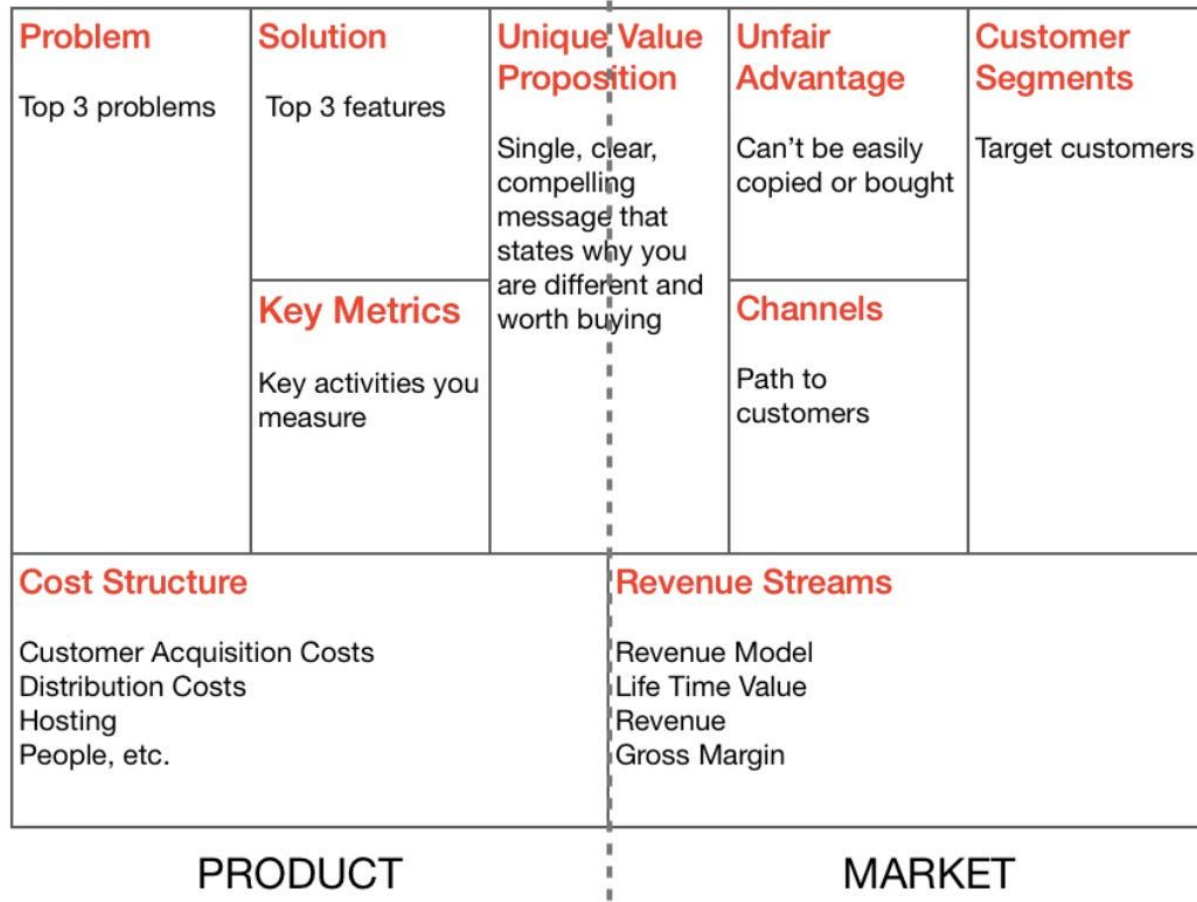
# Business model canvas.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	
ENVIRONMENTAL COSTS	SOCIAL COSTS		SOCIETAL BENEFITS	ENVIRONMENTAL BENEFITS

# The Lean Canvas

## A Modified Business Model Canvas

- **A framework to help visualize your business model**
- **Made of 9 building blocks, representing fundamental aspects of your business**
- **Often used a collaborative tool during brainstorming**
- **Make informed decisions on strategy, operations, growth**



# Unique Value Proposition

- **What is the problem you're solving?**
- **Why should customers use your product / service?**
- **How does your product improve your customers lives?**



# Customer Segments

- **Who are your customers?**
- **Demographics**
  - **Age**
  - **Location**
  - **Gender**
  - **Income**
- **Psychographics**
  - **Goals**
  - **Values**
  - **Lifestyle**

# Problem

- **What are the problems your customers experience?**
- **What are their pain points?**

# Unfair Advantage

- **What makes it difficult for others to compete with you?**
- **Can it easily be copied or bought?**

# Channels

- **How will you acquire customers?**
- **Content creation**
- **Advertising**
- **Sales**
- **Search**
- **Brick and mortar**

# Revenue Streams

- **How will you make money?**
- **Monthly subscription**
- **One time sale**
- **Upsells and value ads**

# Cost Structure

- **What costs do you have that goes into creating and delivering your product?**
- **Costs of materials and manufacturing**
- **Cost of hosting, deployment, storage**
- **Cost of marketing your product**

# Key Metrics

- **What numbers should you be measuring?**
- **What variables do you want to see increase or decrease?**
- **Revenue?**
- **Users?**
- **Views?**

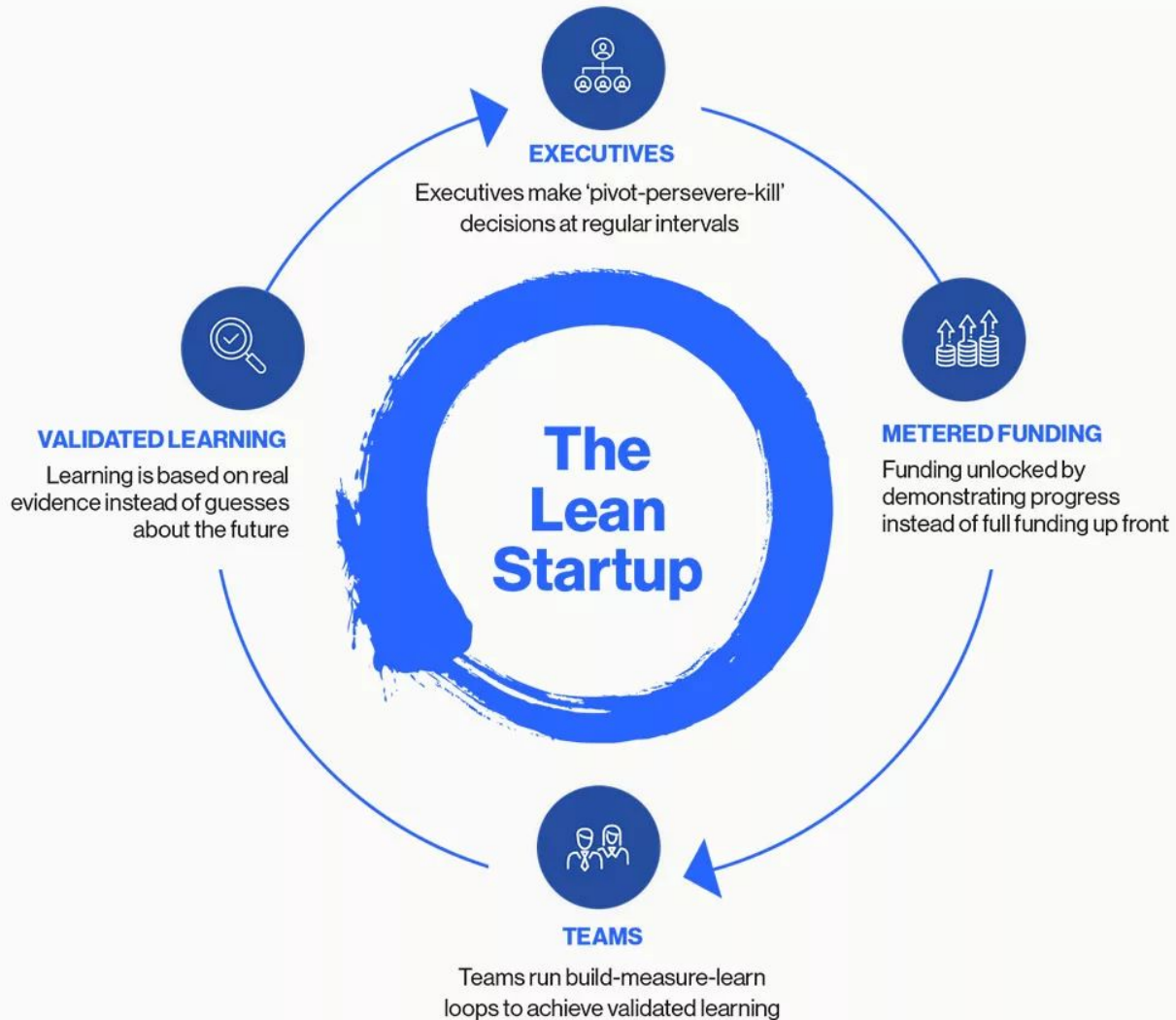
# Key Partners

- **Who will you need to work with you to get your startup operating**
- **Manufacturers**
- **Consultants**
- **Agencies**



# What is a Flexible Framework?

- **Agile Methodology/ Lean Startup Principle**
- **Lean Business Model Canvas**
- **Continuous Customer Feedback**
- **Pivot and Iterate**
- **Cross-functional teams**
- **Open Communication**
- **Strategic Partnerships**



# Customer Discovery

- **Who is going to benefit from your product?**
- **Where are these people located? What age range would use your product?**
- **How are you going to advertise your product? How are you going to reach your target audience?**
- **Why would they choose your product over another one?**

# How to Pitch

- **Start with a hook and a concise introduction / one liner**
  - **Who are you? What's your background?**
- **Outline your problem and show that there is an urgent need**
- **Follow up with your solution**
- **Describe your unique value proposition**
- **Include quantitative data**
  - **How many people are you serving**
  - **What's potential the size of the market**
  - **What % of the market can you capture**
- **Keep slides clean and minimal**
- **Explain how you're going to generate revenue**
- **What's the most lucrative and scalable revenue stream?**
- **Explain you and your team's strength and qualifications**