

# How To's

## MAKE A BUSINESS MODEL CANVAS

### Learning Outcomes

The goals of this How To are for you to be able to:

1. Understand the elements of a BMC.
2. Make your own BMC.

### Shopping List

You will need:

- A quiet moment
  - An open mindset.
  - This downloaded fillable PDF.
- or
- Printed out BMC template.

### Happy Learning!

Making a BMC can greatly help you when trying to launch a new business or innovate your current one. By taking the time to really think about the 9 different elements, you make sure that you and your business have truly covered all the various aspects of a business. Of course there are many ways to develop or innovate your business, but the BMC is a particularly helpful framework.

# What is a BMC?

The BMC is a template and tool used to strategically and easily define and communicate their business idea. Find the 9 elements below.

Answer the questions below and fill in your ideas in the template on the next page:

## 1. Customer Segments

- Which specific customers (groups) do you want to serve?
- What are the needs of these customers (groups)?

## 2. Value Proposition

- What distinctive value do you offer?
- What problems do you help solve?

## 3. Customer Relationships

- How do you maintain contact with different customer segments?

## 4. Channels

- How are customers groups informed about your offer?
- How do they best experience your value proposition?

## 5. Revenue Streams

- Where do you earn your money now?
- How can you develop additional sources of income?

## 6. Key Resources

- What resources (people, machines, money) do you need to create your value proposition?

## 7. Key Activities

- Which core activities are essential to create or strengthen your value proposition?

## 8. Partners

- Which partnerships are essential for (co-)creation?
- Which partners are crucial?

## 9. Cost Structure

- Which costs are essential for your business model to function?
- Which costs are fixed, which are variable?

# Business Model Canvas

<p>Key Partners</p> 	<p>Key Activities</p> 	<p>Value Propositions</p> 	<p>Customer Relationships</p> 	<p>Customer Segments</p> 				<p>Channels</p> 		<p>Cost Structure</p> 		<p>Revenue Streams</p> 	
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# The Last Tips

Congratulations, you now know how to make a Business Model Canvas!

Make sure to continuously revisit your BMC and evaluate your business and its performance. You will find some more tips below and other materials for extra inspiration.

## Here are some tips to keep in mind:

- 1 Really focus on the link between Value Proposition and Customer Segments.
- 2 Make a Value Proposition Canvas if you are stuck with the Value Proposition.
- 3 Keep going back to your BMC and tweaking it.
- 4 Remember, feedback is key, so show your BMC to as many people as possible.
- 5 Reflect on your findings and BMC!

## Extra Inspiration

Article: [3 Steps Tips](#)

Podcast: [Creating an Invincible Company](#).

Video: [Startup Tips](#)

Website: [Doors Open](#)