

Our Business Model Canvas (Group work)

- Estimated time frame: 2 lessons (1.5 hrs)
- You need:
 - Posters (1 flip chart sheet per group; group size 4-12 people)
 - Pencils, sticky notes
 - Topic cards with questions
- Instructions:
 - Use one poster per group and business idea
 - Transfer the BMC template to the poster
 - Use sticky notes or pencils to fill in all 9 boxes on the poster
 - Each group names a moderator, who will read the questions on the topic cards out aloud to the group
 - 1-2 group members write the answers of the group on sticky notes (key words only) and place them on the corresponding field in the poster (ca. 5 min. per topic)
 - The notes can be added to or moved around to other fields as needed

1. Business Idea/Sketch

- What is our offer? What do we want to offer/sell?
- What customer need(s) do we respond to with our offer?
- What is the benefit of our service/product for our potential customers?
- What is special about our offer?
- What could a drawing/sketch of what we want to offer look like?

2. First Steps

- What do we have to do to start the project?
- Which organizational steps are necessary to realize the business idea?

3. Resources

- What skills and abilities do we have to put the idea into practice?
- What means and possibilities do we have?
- Can we borrow things/equipment or ask parents/friends for help?
- What information or other resources do we need?
- Which potential partners could we ask for support?

4. Competition

- Who are our most important competitors regarding this business idea?
- Which similar offers could people use instead of ours?
- Which strengths and weaknesses do our competitors have (regarding quality, price, availability, etc.)?
- How will our offer be different from what competitors offer?

5. Customer Segments

- Who are our potential customers?
- Which group will probably be our most important customer group?
- Which features and characteristics does this group have (e.g. age, gender, profession, income, education level, place of residence, values)?
- Which needs do our customers have?
- Which expectations will they have regarding our products/service?

6. Price Calculation

- What things do we have to buy? How much do we have to pay for it?
- How much do we have to budget to produce one piece of our product?
- How much does a similar product/service cost?
- How many customers can we reach on average per day/week/month?
- Which price might our potential customers be willing to pay?

7. Customer Approach

- How do our customers learn about our offer?
- What communication channels can we use to best reach our customers?
- How can we promote our offer?
- Which communication channels are the most cost-effective or inexpensive?
- How can we keep in touch with our customers?

8. Distribution Channels

- Where, when and how can our offer be purchased?
- Where does our target group like to shop?
- How does the product/service get to the customer?
- Which distribution channels are the most cost-effective for us?

9. 1. Brand Name

- A good brand name is short, easy to pronounce and memorable.
- The name should be closely related to the product or service.
- The name should sound appealing to the target group.
- Trademarked or copyrighted brand names must not be used.

2. Logo

- The colour of the logo should take the characteristics of the business idea into account; you should not use more than 3 colours.
- The logo can be a symbol/icon or a combination of an image and typography. The text/title should be short and memorable.
- Symbols and typography should be clearly identifiable even when digitally scaled down or enlarged.