



Using the Business Model Canvas to Create a One Page Business Plan



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WBC, INW - 500 S. Stone Spokane WA 99202





AGENDA



- ▶ 1:00 Introduction/Welcome
- ▶ 1:30 Review Business Model Canvas
- ▶ 2:30 Break Into Groups
- ▶ 3:00 Create and Practice Elevator Pitch
- ▶ 3:45 Distribution Channels
- ▶ Revenue and Cost Structure
- ▶ 4:00 Finish



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Housekeeping



- ▶ Questions are welcomed and encouraged.
- ▶ Please post to your Facebook "I am attending the One Page Business Plan with **#WBC_INW** @SNAPFinancialAccess"
- ▶ Turn phones to silent, please.



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Customer Segments

- ▶ For whom are we creating value?
- ▶ Who are our most important customers?
 - ▶ You may have more than one
 - ▶ Each may choose you for a different reason

Example: Mass Market, Niche, Diversified
Farmers market, Restaurants, Wholesalers,
Yoga Moms, Commuters ...



Value Proposition

- ▶ What problem do you solve and how do we solve it?
- ▶ For each customer segment
 - ▶ Direct to Consumer – Fresh, direct from Farm
 - ▶ Wholesaler – Reliable Supply, Consistent Quality



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Channels

- ▶ How do you reach your customers?
- ▶ How are our channels integrated?
- ▶ Which ones work best?
- ▶ Digital Platform: Social Media, Ecommerce, Website
- ▶ Distributors, Amazon, Local Retailer, B2C, B2B
- ▶ Exhibition and Trade Show

Customer Relationships

- ▶ What type of relationship does the customer expect?
- ▶ Which ones have we established?
- ▶ How are they integrated with the business model?
 - ▶ Dedicated personal assistance (high cost)
 - ▶ Personal assistance (lower cost)
 - ▶ Self Service (low cost)



Revenue Streams



- ▶ How are customers paying?
- ▶ What do they currently pay?
- ▶ How would they prefer to pay?
- ▶ How much does each revenue stream contribute to overall revenue?



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Key Partners



- ▶ Who are your key partners?
- ▶ Who are your key suppliers (also backup suppliers)?
- ▶ Which key Activities do the partners perform?
- ▶ Consider: reducing risk, acquisition of resources and activities



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Key Activities

- ▶ What activities do we need to do to:
 - ▶ Deliver our value proposition?
 - ▶ Maintain distribution channels?
 - ▶ Maintain customer relationships?
 - ▶ Reach revenue goals?



Key Resources

- ▶ Sometimes referred to as Assets
- ▶ Distribution Systems
- ▶ Physical Resources
- ▶ Intellectual Property
- ▶ Human Capital
- ▶ Financial



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Cost Structure

- ▶ What Costs are most inherent to your business model?
- ▶ Cost of Resources and Activities
- ▶ Is your business model cost driven, value driven,?
- ▶ What are the Key Fixed Costs and Variable Costs
- ▶ Are there economies of scale
- ▶ What are your industries common costs and expense categories



Sustainable Topics

- ▶ If your business would like to be positioned with a sustainable mindset consider including:
 - ▶ Social and Environmental Costs
 - ▶ Social and Environmental Benefits



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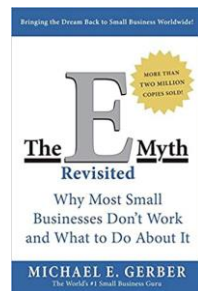
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▶ Recommended Reading

- ▶ The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by [Michael E. Gerber](#)
- ▶ The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Paperback by [Eric Ries](#)



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