

Business Model Generation & Value Proposition

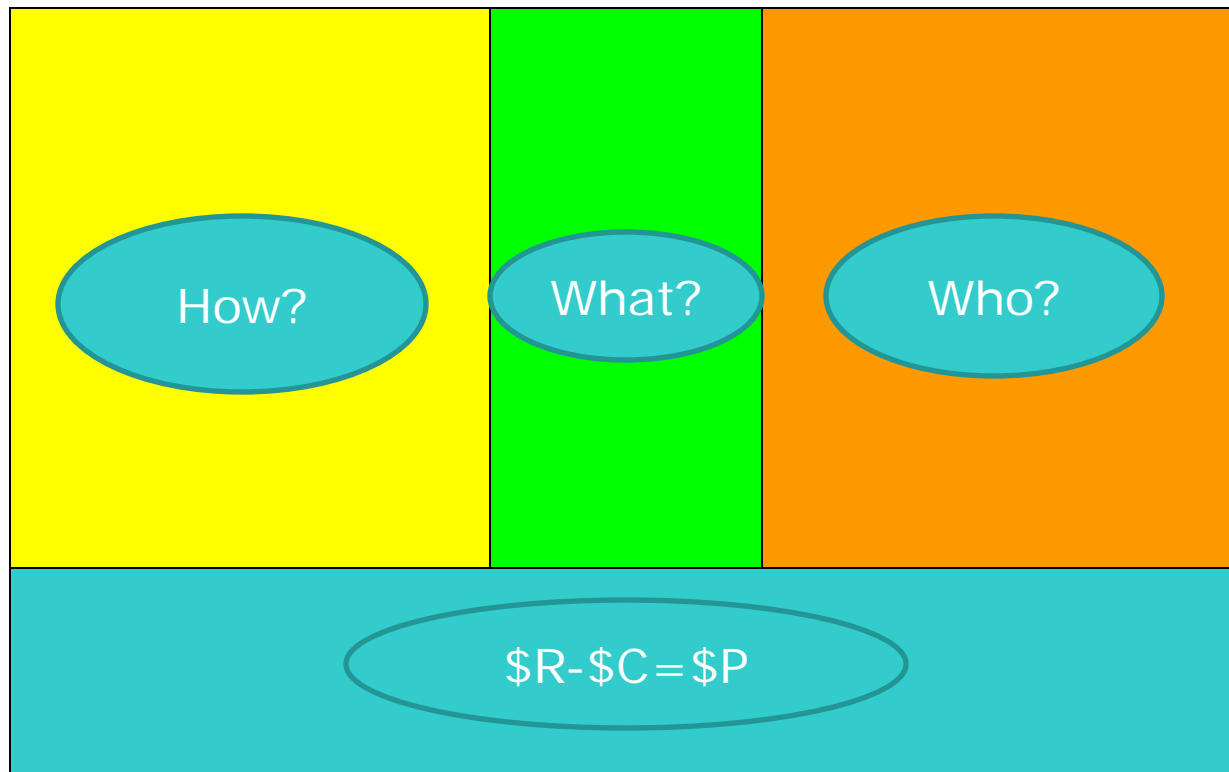
Workshop for “Entrepreneurs” and “Intrepreneurs”

Handout Notes

Presented by: Cheenu Srinivasan
Sydney



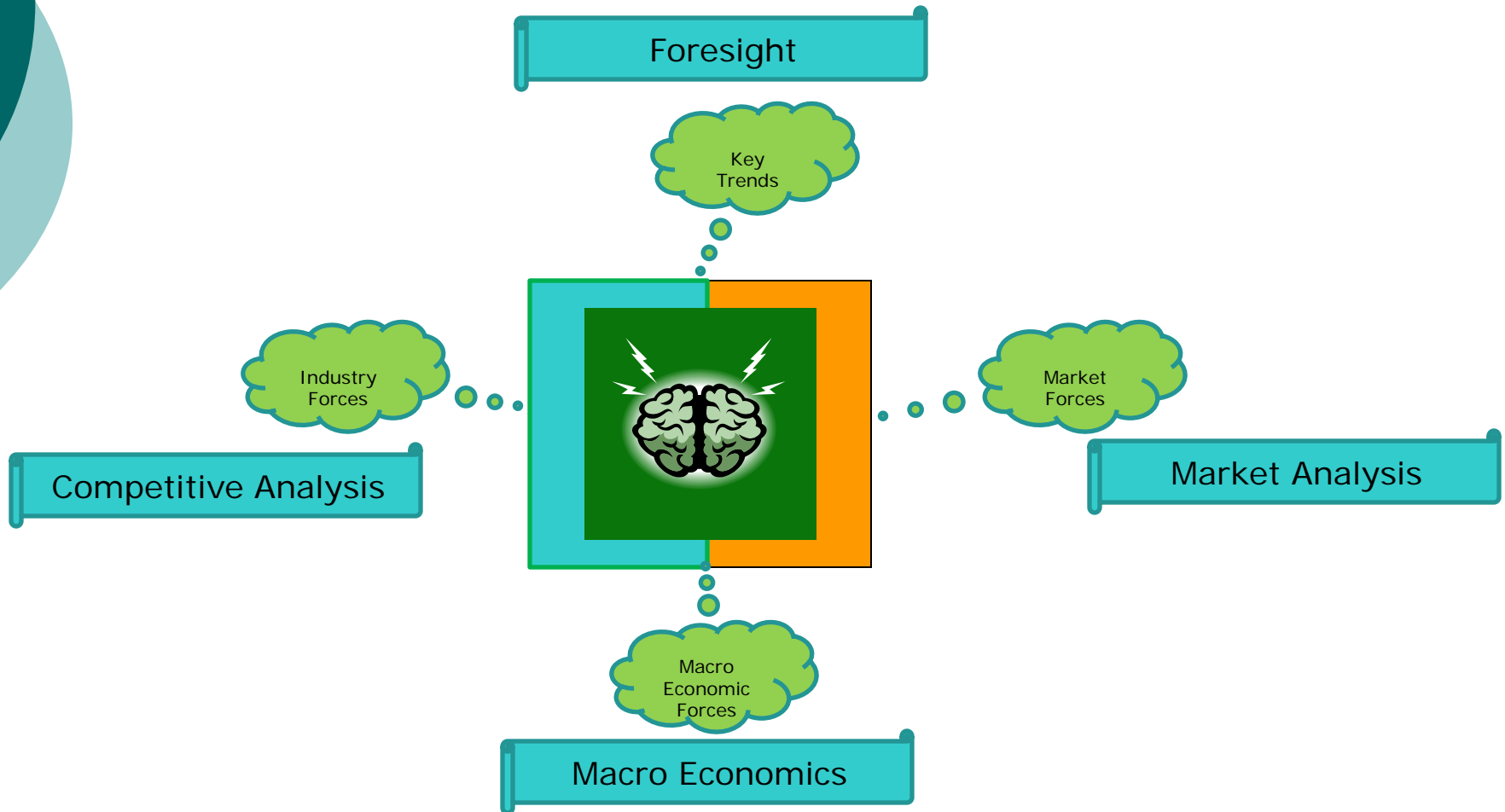
The Business Model: Basic Blocks



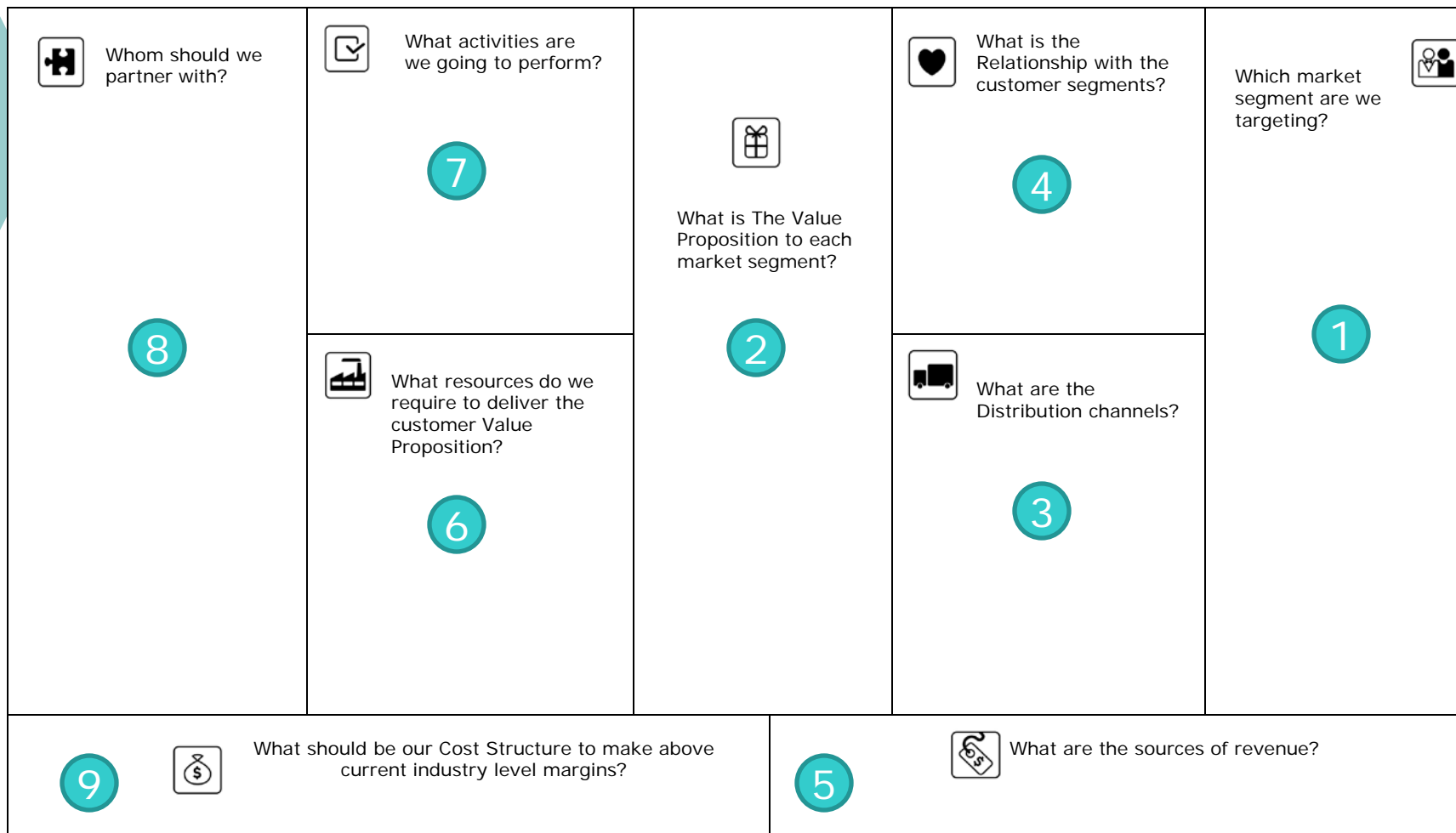
A Business Model describes the way you intend to make money by creating value and is made up of these basic building blocks.

Source: Business Model Generation ISBN 987-2-8399-0580-0

The Business Model: Context, Drivers and Constraints



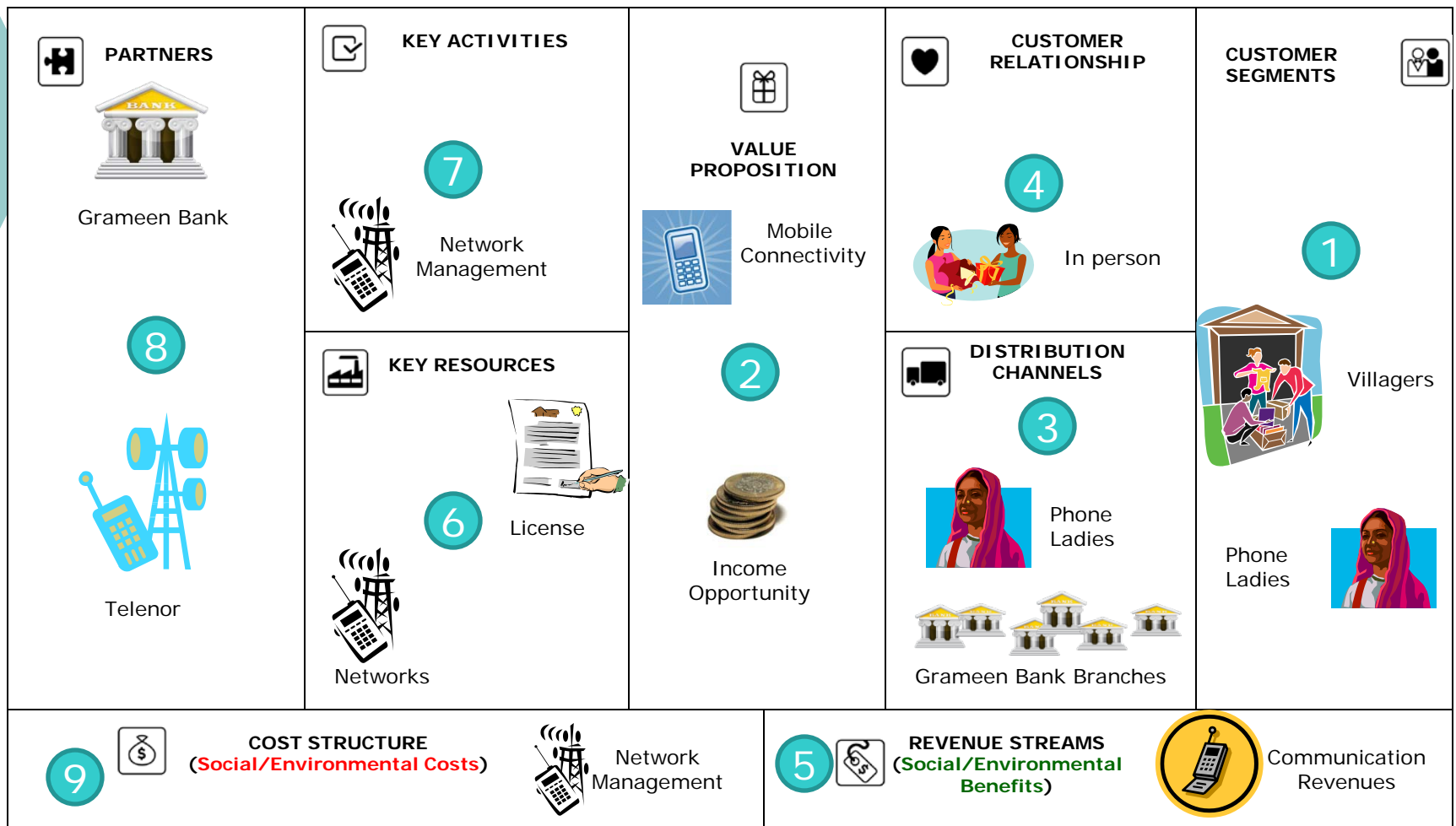
Business Model Generation

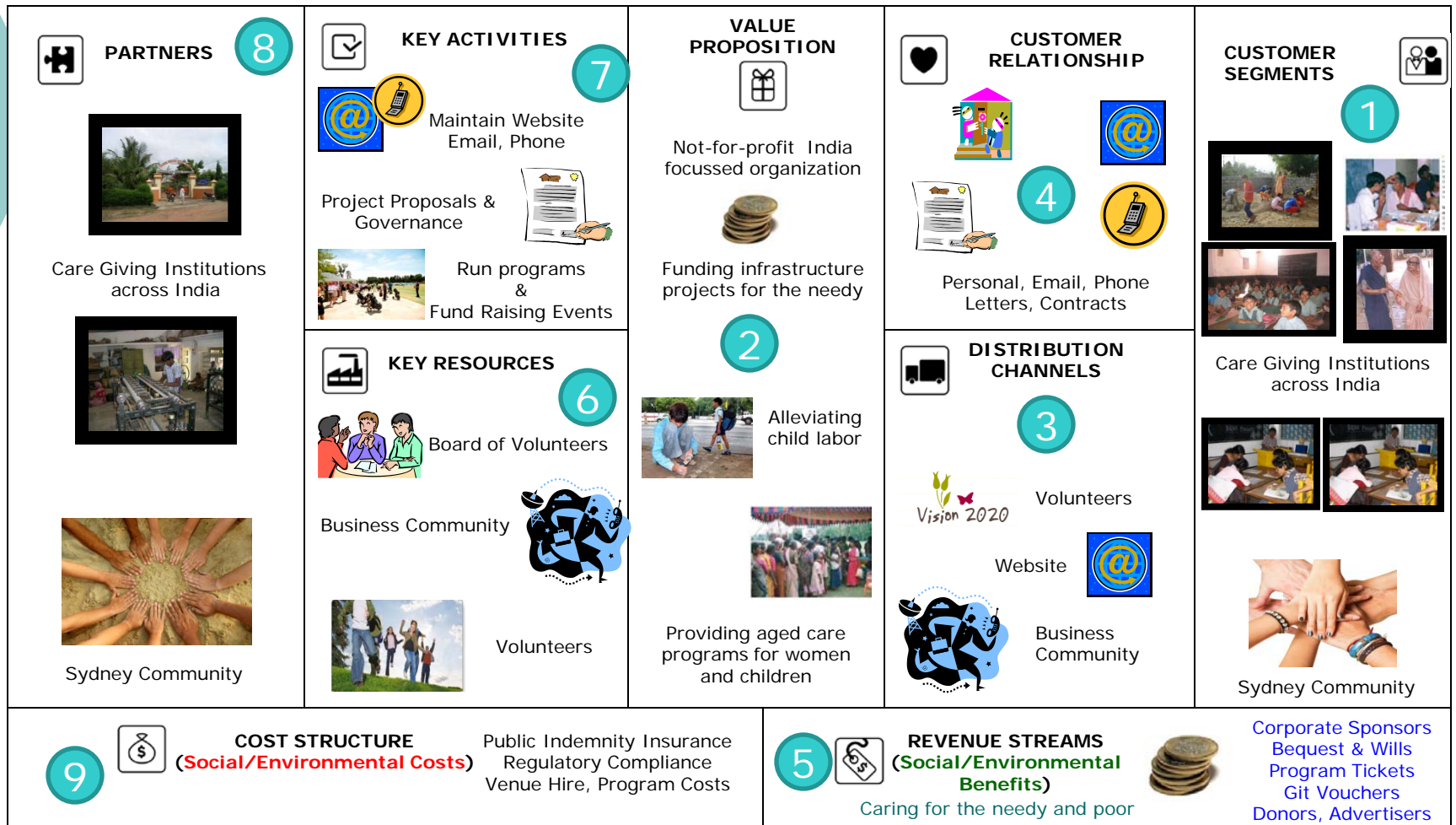


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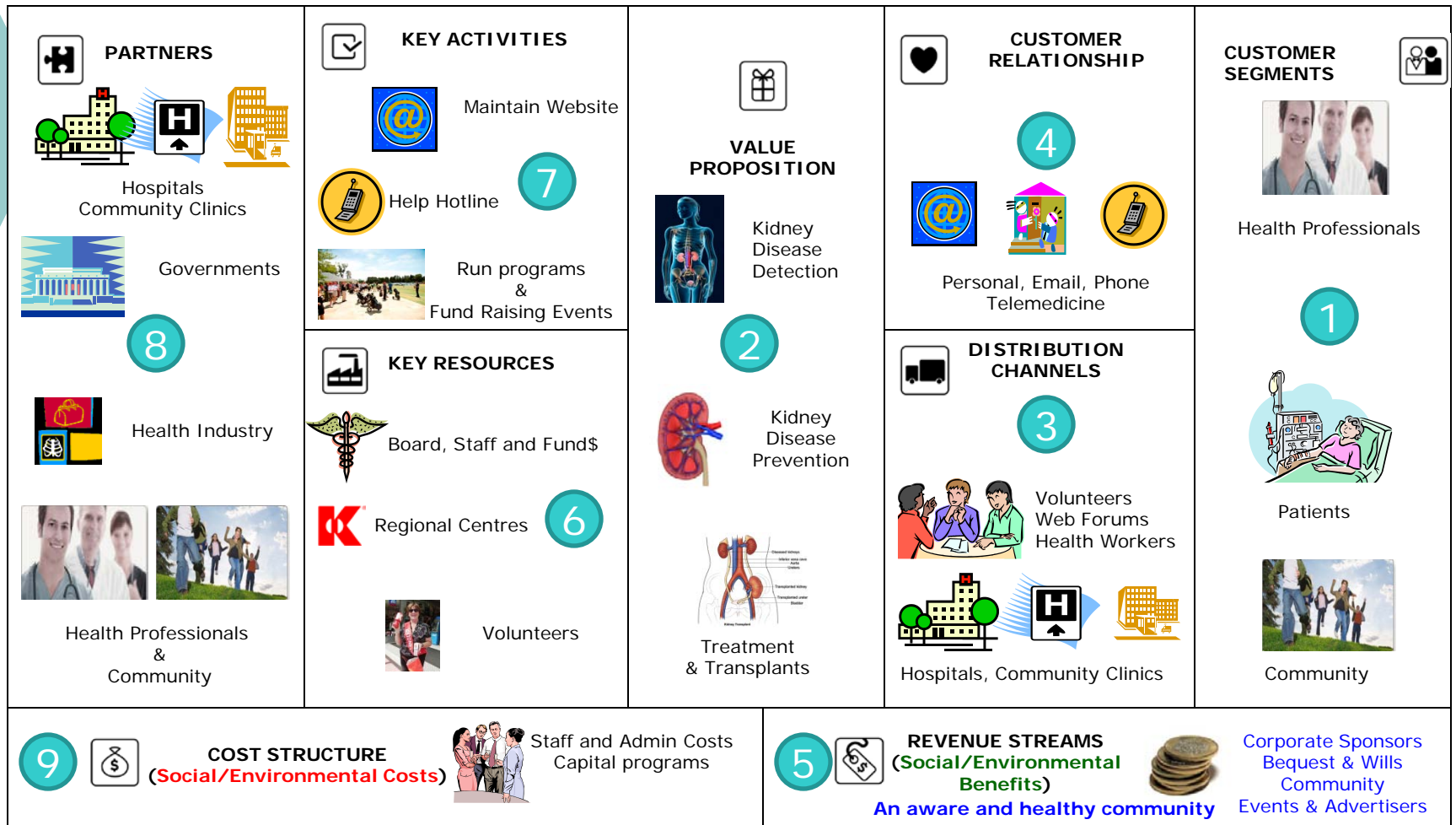


Bangladesh: Providing an intermediary a loan to buy a phone and re-sell call services to villagers



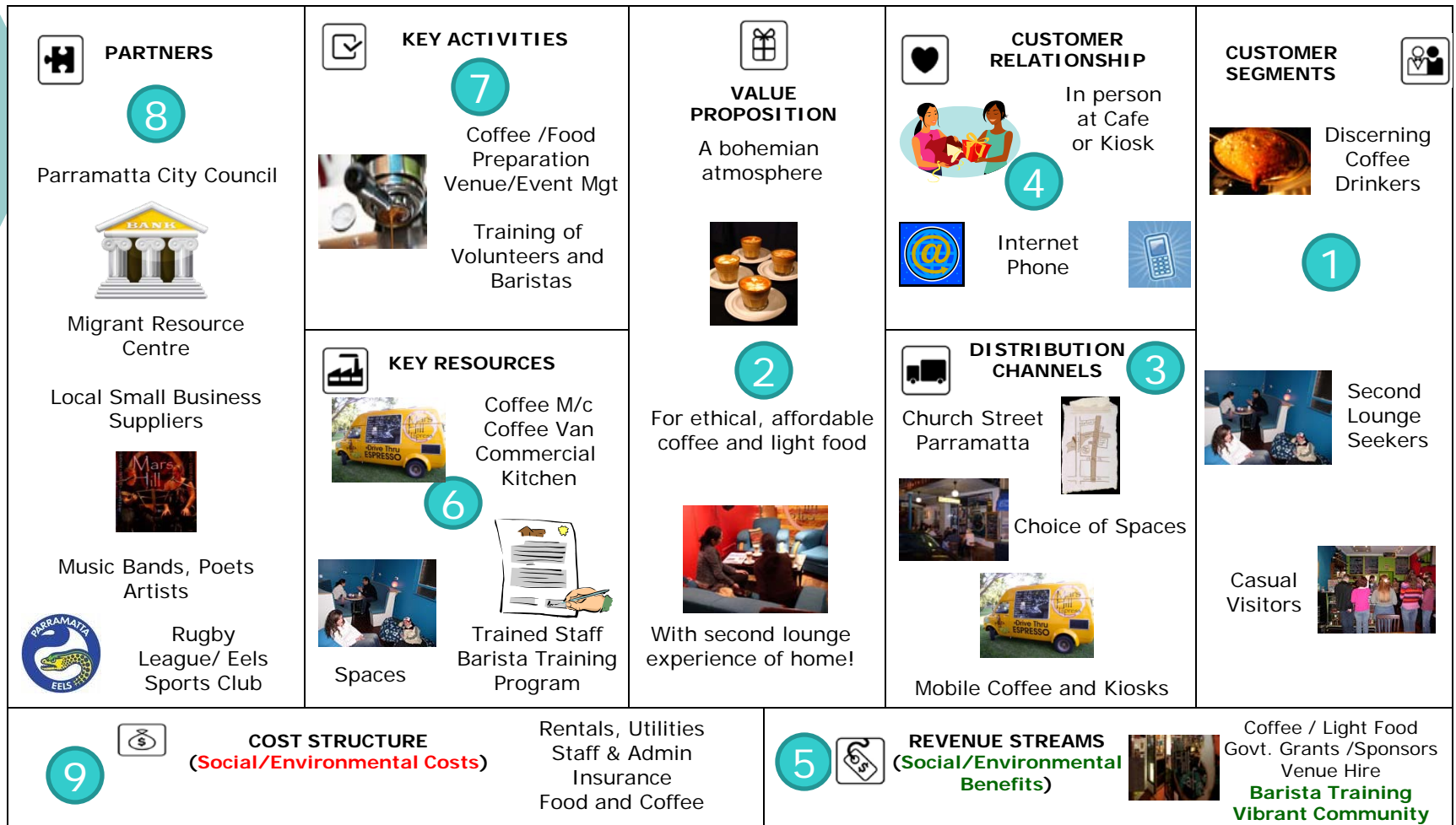


Kidney Foundation Business Model Canvas

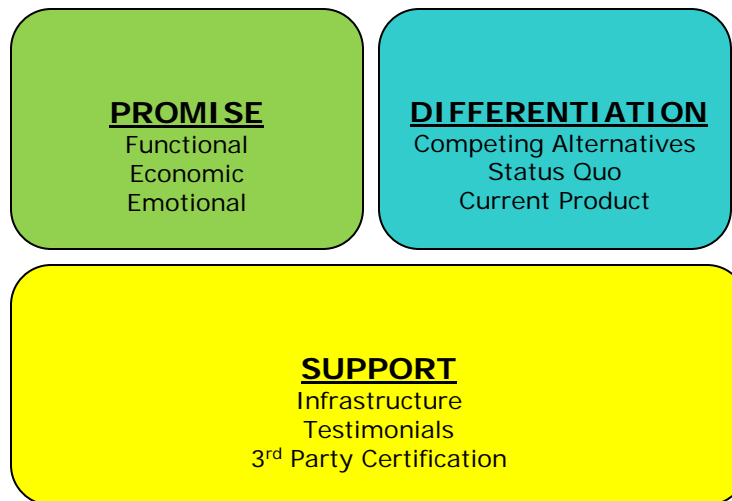


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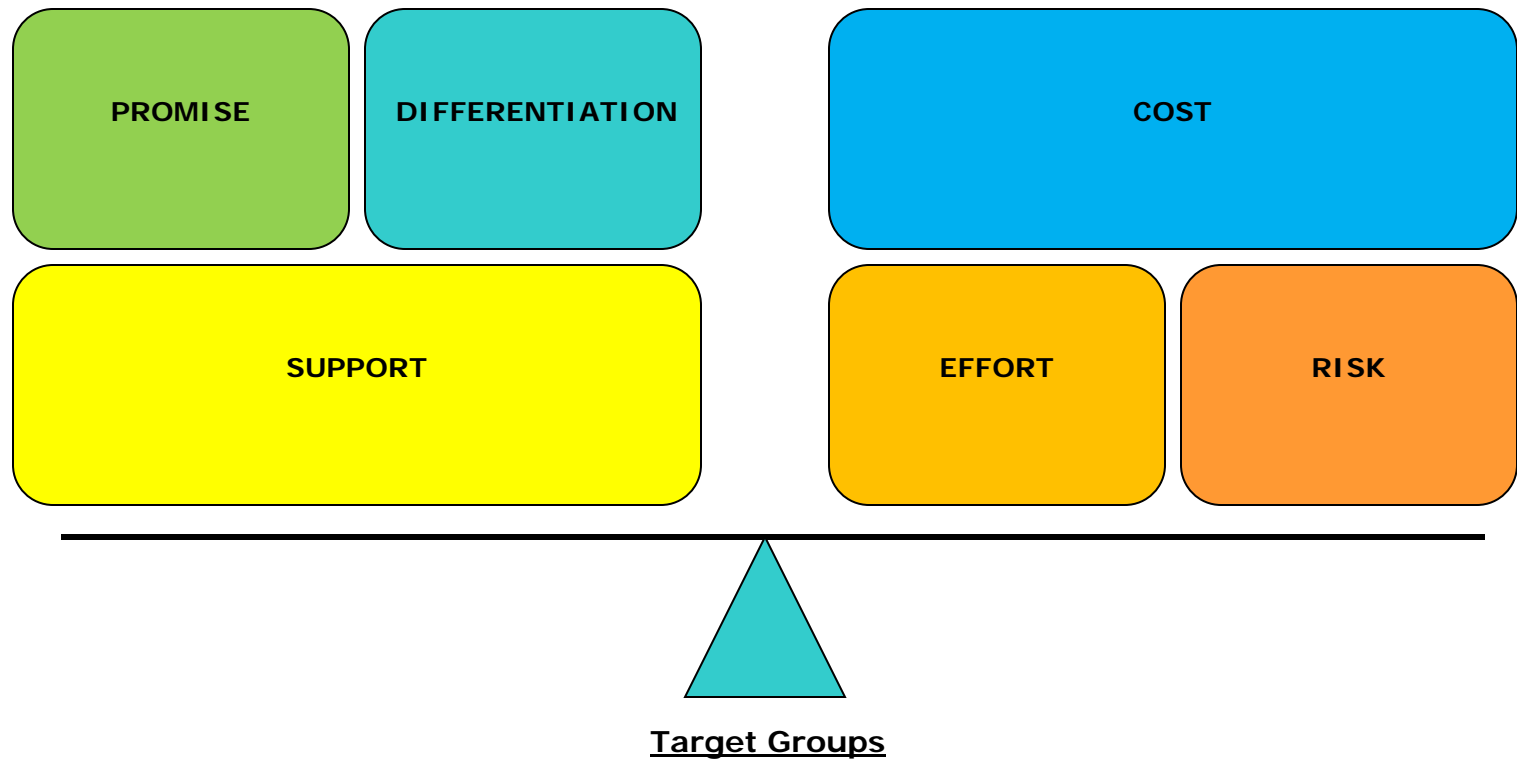
Mars Hill Café: providing great coffee in your second lounge room outside home!



Key elements of Value Proposition

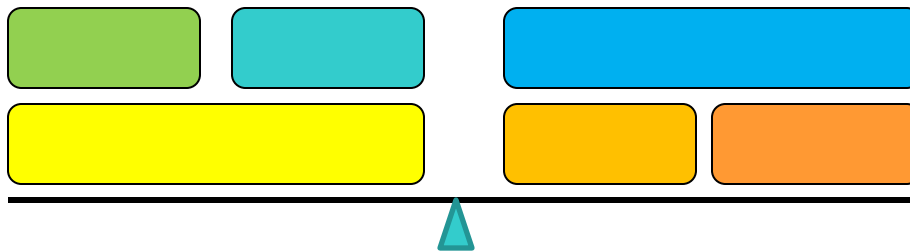


The Teeter-Totter Model

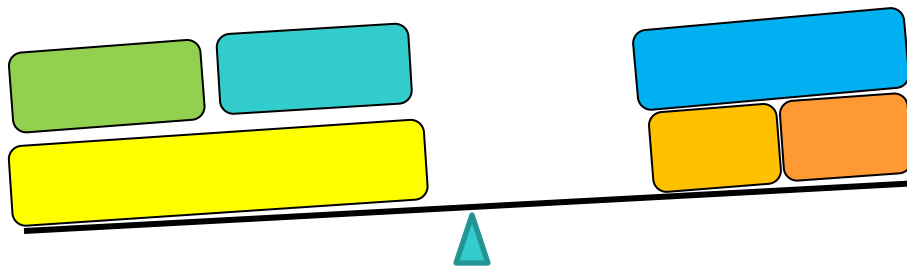


Source: Design your Value Proposition www.iCanPilot.com

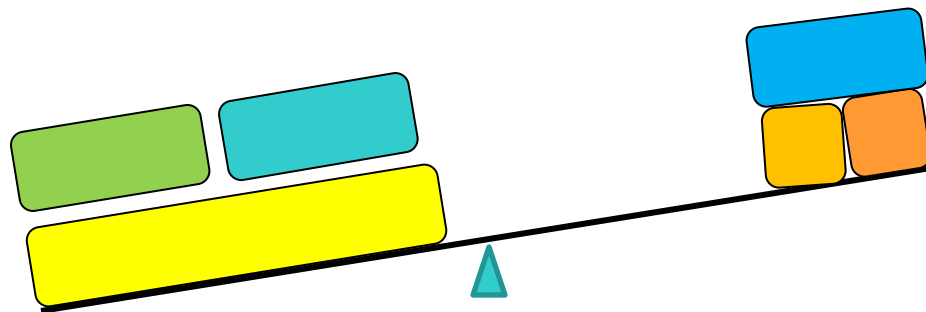
How would your customer perceive your Value Proposition?



Value Proposition is just Marginal?



Value Proposition is reasonably good?

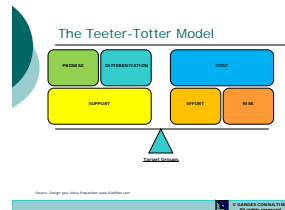


Value Proposition is simply exceptional!

Where to from here?

1. Develop 4-5 Business Models for your business
2. Evaluate these options against a criteria for selection
3. Develop your Value Proposition backed by field research
4. Craft your Teeter-Totter Model
5. Field test with real customers
6. Draft Business Plan for chosen Business Model
7. Launch Pilot and test metrics
8. Validate your Business Model **and then** Business Plan

Resources



Contact Details of Cheenu Srinivasan:

www.gangesconsulting.com



Mailing Address:

76 Oratava Avenue
West Pennant Hills
NSW 2125
Australia

Phone and Email:

+ 61 419 828 191

cheenu@gangesconsulting.com

