



BUSINESS MODEL CANVAS

STEP 1 - BRAND DEVELOPMENT

STEP 2 - VALUE CHAIN

STEP 3 – DEVELOPING MYSELF AS A BUSINESS PERSON WITH MY OWN BRAND

STEP 4 - RESOURCES

STEP 5 - FINANCES



STEP 1 BRAND DEVELOPMENT

1. What is your business name?
2. Describe your central business concept?
3. Describe why your business is unique?
4. Write your business's tag line

STEP 2 VALUE CHAIN

Product/service:

1. What is your product/ service?
2. What is your gain creator for you product/ service?
3. What is pain reliever for your product/ service?

Customer Segment:

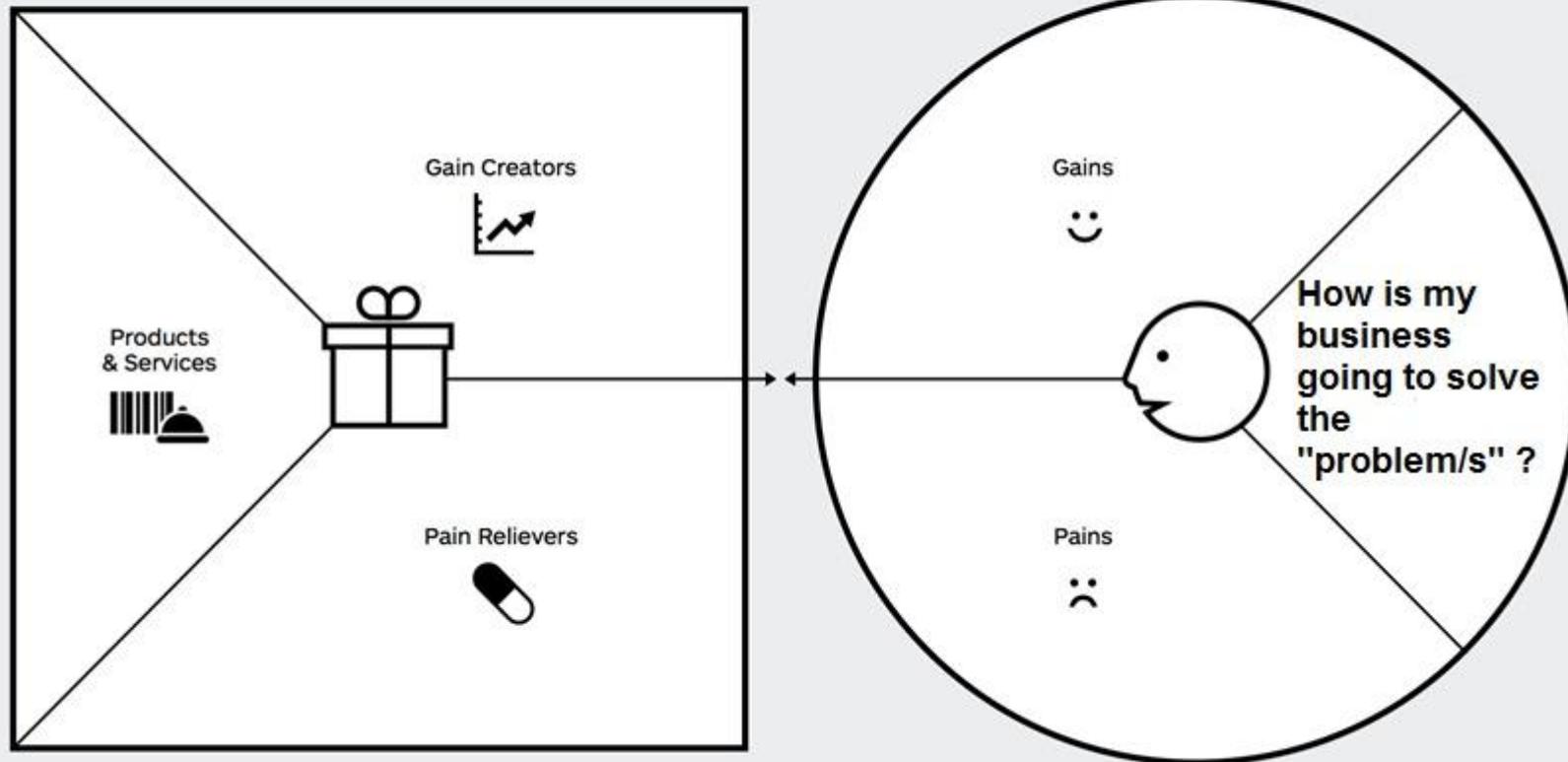
1. What are your gains for your customer segment?
2. What are your pains for your customer segment?



The Value Proposition Canvas

Value Proposition

Customer Segment





STEP 3 – DEVELOPING MYSELF AS A BUSINESS PERSON WITH MY OWN BRAND:

- 1. Describe your long term vision as a business person?**
- 2. List all the people/ organisations/ companies you see yourself doing business with?**
- 3. Describe what marketing research you've been doing to develop your business?**
- 4. As a business person, describe how you will package yourself?**
- 5. In what geographical area will your network be based?**
- 6. Describe your habits as a business person?**
- 7. What will you do to ensure consistency?**

STEP 4 RESOURCES:

- 1. Make a detailed list of all the physical resources your business will need/ or currently use (list every small detail from office space to a pen)**
- 2. Make a list of all the people your business need and their function? Assign responsibilities to each role?**



STEP 5 FINANCES:

Use step 4 on resources to inform step 5. Do some research and speak to other business people on what basic business expenses are, and how you foresee generating an income.

- 1. What will your sources of income be?**
- 2. Create a basic projected income statement**
- 3. Create a basic cash operating budget (cash outflow budget)**