

Lecture INFO

Lecture title: "Business Model Canvas - a tool for entrepreneurs and Start-Ups"

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Intro:

This is an introductory lecture which will present and briefly explain the Business Model Canvas (BMC) as an instrument to search for a viable business model for a start-up or a new venture, introducing the auditorium to concepts like: value proposition, customer segments, customer relationship, channels, revenue streams, key partners, key activities and resources, cost structure.

The BMC is a strategic management and entrepreneurial tool. It allows you to describe, design, challenge, invent, and pivot your business model. (Alex Osterwalder & Yves Pigneur, 2000)

The lecture will discuss topics related to BMC such as:

- **Business Model Canvas introduction** — defining what a business model is and a short presentation of the 9 blocks of the business model canvas
- **Value Proposition** - What are you building and for who? What value do you deliver to customer?
- **Customer Segments** - Who are they? Why would they buy? For whom are you creating value
- **Distribution channels** - How does your product get to customers? Through which do your customer segments want or prefer to be reached?
- **Customer relationship** - How do you get, keep and grow customers? Types of relationship a company establishes with a specific customer segment?
- **Revenue models** - How do you make money? For what value are your customers willing to pay ?
- **Key Resources** - What are your most important assets? What key resources does your value proposition require?
- **Key Activities** - What's most important for the business? What key activities does fulfilling your Value proposition require?
- **Key Partners** - Who are your partners and suppliers? What key resources are you acquiring from partners
- **Cost Structure** - What are the costs and expenses? What are the most important costs inherent to your business model?