

Value Proposition and Business Model Canvas

Pre-Bootcamp Reading

The EIT Food Seedbed Programme Bootcamp allows teams a limited time to develop their Business Model Canvas and Action Plan. As such, we would strongly advise each team to become familiar with the models we plan to use in advance of the bootcamp. The two key models used for the EIT Food Seedbed Programme are;

- Value Proposition Canvas
- Business Model Canvas

Value Proposition Canvas

The following video provides a summary explanation of the Value Proposition Canvas, which allows you to design products and services that customers actually want. This short video walks you through the tool and how it works.

- [Strategyzer's Value Proposition Canvas Explained \(Links to an external site.\)](#)

Business Model Canvas

The following video provides a 2-minute overview of the Business Model Canvas, a tool for visionaries, game changers, and challengers. This method from Strategyzer's bestselling management book Business Model Generation is applied in leading organizations and start-ups worldwide. Business Model Canvas video:

- [Business Model Canvas Explained \(Links to an external site.\)](#).

There are, of course, many strategic business frameworks for business planning. However, we like to call the Business Model Canvas “a business plan on a page”. It is a fantastic tool which enables you to rapidly develop business plans and consider all the elements required to make your business a success. You can quickly identify broken links in your business strategy and refine accordingly.

The Business Model Canvas (BMC) can be used by solopreneurs, start-ups, established companies and large corporates. Start-ups can use the BMC to plan their **future** product development, resources and market entry strategies. Many existing businesses use the BMC to better understand how their company **currently** creates and delivers value for their customers. However, in between those two things is **ideation**. In other words, if you know where you are today and you're looking for ways to create business models for tomorrow, you must ideate. The BMC can be a really powerful tool to get the creative (ideation) juices flowing.



Business Creation Seedbed 2021

Online Tools: Our team use Canvanizer, a free tool which allows teams to create and edit a Business Model Canvas for their product/service offering. You can sign up for a free account on Canvanizer via the following link: <https://canvanizer.com/new/business-model-canvas>