



*The Missoula Small Business Development Center webinar series presents:*

# Business Model Canvas & Value Proposition Design

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### Education

- 1999 – Gonzaga University – BA Journalism
- 2005 – University of Montana – MBA emphasis on entrepreneurship and marketing
- 2005 – University of Montana – Non-Profit Administration Certificate

### Certifications

- 2016 – present – Accredited Small Business Consultant (ASBC)
- 2012 – 2014 – Inbound Certified, Hubspot

### Entrepreneurship

- 2004 – present – Groundswell Media Productions, Missoula, MT
- 2005-2016 – Montana Web Designers & Developers Association, Missoula, MT



# Business Model Canvas

**The Business Model Canvas**

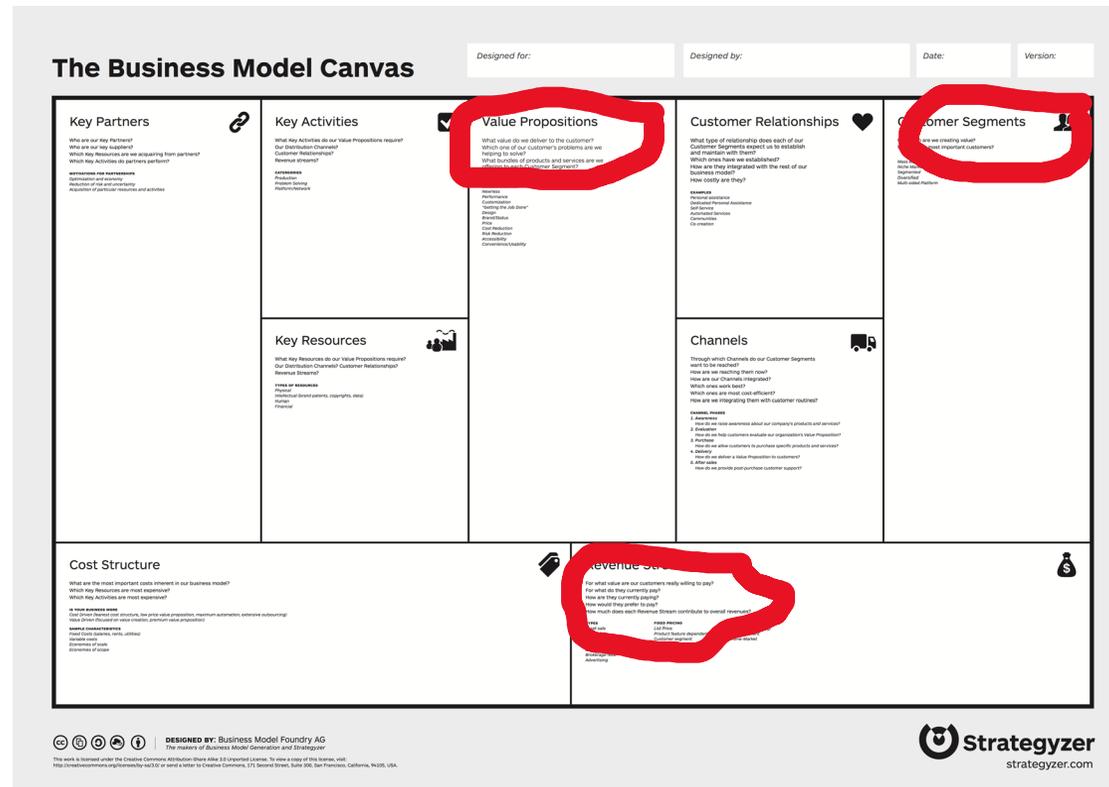
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<p><b>Key Partners</b></p> <p>Who are our key partners?        Who are our key suppliers?        Which key resources are we acquiring from partners?        Which key activities do partners perform?</p> <p><b>KEY RESOURCES TO ACQUIRE</b>        Information and contacts        Intellectual and human resources        Acquisition of past and future resources        Acquisition of past and future resources and activities        Acquisition of past and future resources and activities</p>	<p><b>Key Activities</b></p> <p>What key activities do our value propositions require?        Our Distribution Channels?        Customer Relationships?        Revenue Streams?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological</p>	<p><b>Value Propositions</b></p> <p>What value do we deliver to the customer?        Which one of our customer's problems are we helping to solve?        Which bundles of products and services are we offering to sell?        Which Customer Segments?        Which Customer Needs are we satisfying?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological        Channels        Distribution Channels        Customer Relationships        Revenue Streams        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue</p>	<p><b>Customer Relationships</b></p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?        Which needs have we established?        How are they integrated with the rest of our business model?        How costly are they?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological        Channels        Distribution Channels        Customer Relationships        Revenue Streams        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue</p>	<p><b>Customer Segments</b></p> <p>For whom are we creating value?        Who are our most important customers?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological        Channels        Distribution Channels        Customer Relationships        Revenue Streams        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue</p>
<p><b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require?        Our Distribution Channels?        Customer Relationships?        Revenue Streams?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological</p>		<p><b>Channels</b></p> <p>Through which Channels do our Customer Segments want to be reached?        How are we reaching them now?        How are our Channels integrated?        Which ones work best?        Which ones are most cost-efficient?        How are we integrating them with customer routines?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological        Channels        Distribution Channels        Customer Relationships        Revenue Streams        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue</p>		
<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model?        Which key resources are most expensive?        Which key activities are most expensive?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological        Channels        Distribution Channels        Customer Relationships        Revenue Streams        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue</p>		<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay?        For what do they currently pay?        How are they currently paying?        How much does each Customer Segment contribute to overall revenues?</p> <p><b>KEY RESOURCES</b>        Intellectual        Human        Financial        Physical        Technological        Channels        Distribution Channels        Customer Relationships        Revenue Streams        Key Resources        Key Activities        Key Partners        Key Channels        Key Revenue</p>		

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Strategyzer  
 strategyzer.com

# Where to Start





# Resources

- [Download Business Model Canvas](#) by Strategyzer
- [Download Value Proposition Canvas](#) by Strategyzer
- [First 100 pages](#) of Value Proposition Design book
- [Canvanizer](#) - online Business Model Canvas tool



# Where to Start

- Value Proposition
- Customer Segments
- Revenue Streams

Why start here?

This process can be repeated for each ***revenue stream***  
***AND customer segment*** combo.

# Value Proposition Design

## Revenue Stream

- Product A
- Product B
- Service Package A
- Service Package B

## Customer Segment

- Women, 40-65
- Men, 65+
- Teens with jobs
- Adults with elderly parents

# What's the message?

## Pains Relieved

- Reduce time running errands
- Reduce risk of sun cancer

## Gains Created

- Provide opportunity for fun memories
- Free up time that can be spent on something else

# Where to share the message?

## Customers You Have

- New parents
- Urban singles
- People living in Missoula County

## Customers You Want

- Empty nesters
- Rural singles
- People across the Northwest



# Where to share the message?

Create a Persona  
*for each customer segment*

- Name
- Gender
- Employment
- Age
- Income
- Recreation
- Shopping
- Daily routines



# Where to share the message?

How can I get this info?

- Your experience in the business
- Talk to business executives
- Talk with employees who work directly with customers
- Survey customers

# Where to share the message?

Possible places for messages

- Online (Facebook, Twitter, Instagram, LinkedIn, Websites, Paid Advertising, Blogs)
- Print publications
- Store bulletin boards
- Email lists – yours and others
- Flyers
- Reader boards



# Q & A

Let's workshop your ideas!



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