

Resilient Communities Business Model Canvas **Participant's Manual**



Index

1. Present/Information

- Brainstorming of what a Business Model would be? What about Business Model Canvas?
- Quick answers and discussion of how to work on a project idea?
- What is a Business Model? Why is it necessary? Types?
- How effective are Business Models?
- What is a Business Model canvas?

2. Model:

- **Example 1:**
 - Discussion Questions (Should be based on information)
- **Example 2:**
 - Discussion Questions (Should be based on information)
- **Example 3:**
 - Discussion Questions (Should be based on information)
- Why is it important?
- What are the components of a Business Model Canvas?
- What are the advantages and disadvantages of a Business Model Canvas?

3. Appendices

- Appendix A: Additional Information about Business Models.
- Appendix B: Additional Information about Business Model Canvas.
- Appendix C: Additional Sources.
- Appendix D: Participant's Manual

Present/Information

- Brainstorming of what a Business Model would be? What about Business Model Canvas?
- Quick answers and discussion of how to work on a project idea?
- The term business model refers to a company's plan for making a profit. It identifies the products or services the business plans to sell, its identified target market, and any anticipated expenses.
- Business models are important for both new and established businesses. They help new, developing companies attract investment, recruit talent, and motivate management and staff. Established businesses should regularly update their business plans or they'll fail to anticipate trends and challenges ahead. Business plans help investors evaluate companies that interest them.
- Business models are not new. Beyond traditional economic models, certain strategies such as low-cost or disintermediation have been developed. And in the increasingly competitive world of the Internet, many business models have emerged:
 - **SAAS** (Software As A Service): subscription principle;
 - **Peer to peer**: the company takes a commission on a connection;
 - **Freemium**: the company offers a free service and paid access for richer content;
 - **Revenue sharing**: the company shares the revenue with rights holders (examples of streaming platforms);
 - **All free**: the service is free, but the earnings are advertised;
 - **Affiliation**: the company charges a commission for clicking on an advertising banner
- The Business Model Canvas is a business tool used to visualise all the building blocks when you want to start a business, including customers, route to market, value proposition and finance.
- **Model:**