BUSINESS CANVAS

Designed for: **Fit and Happy** Date: Version:

PROBLEM

What is the problem you have identified?
Who does it affect?
How do they describe the problem?

- Entrepreneurs are lonely
- High failure rate of start ups
- Failure can stop them ever setting up business again
- Stressed out entrepreneurs
- Business failure = job losses
- I don't what I don't know
- Don't have time for strategy

How is the problem currently addressed?
Who are your competitors and how are they addressing the problem?

- School for Entrepreneurship
- Most business schools
- Coaches and Mentors
- Training Companies

ACTIVITIES

In what ways will you deliver the Value Proposition?

- Standalone training
- Video Training
- Build database of tools and techniques
- Get real data on what is happening on the ground
- Group coaching
- One to One Coaching
- Network of support

VALUE PROPOSITION

What value do you deliver your customer?
How are you helping to solve their Problem?

- Tools and support to build a better them and their business
- Build them and their company sustainably

PURPOSE

What is the purpose of your business beyond making money?
What inspires you to do what you do?

- Helping entrepreneurs thrive and make a difference to the world
- Ignite Entrepreneurs Sparks

TARGET CUSTOMER

For whom are you producing value?

- Entrepreneurs who are purpose led and looking to scale their business

CHANNELS

How do you reach your Target Customer?

- Word-of-mouth
- Publish own content
- LinkedIn
- Trade press (business publications)
- Podcast
- Adwords
- Business book
- Website

PARTNERS

Who is going to help you and what help are they providing?

- InvestUK
- Tangent: Trinity College Dublin's innovation department
- Hambro Perks Venture Firm

RESOURCES

What physical, intellectual, financial and human resources do you require to create value?

- Our IP: tools and techniques
- Producer
- Teachable site
- Copywriter
- Website, Linkedin company page and SM

KEY METRICS

What key metrics will you use to measure how your business is doing and how will you be measured externally?
Internal metrics:

- Entrrepreneurs helped
- Self-reporting scale at start and at end
- 360 interviews at start and at end
- Success rate of business involved in compared to the norm

External metrics:

- Reputation (word-of-mouth)

REGULATOR

Is your business sector regulated?
Who is the regulator?
What do you need to do to remain compliant?

COST STRUCTURE

What are your fixed and variable costs?

- Salaries (boot-strapping)
- Contribution to overhead
- Subscriptions
- Freelancers

REVENUE STRUCTURE

What are your sources of revenue?

- Delivering face-to-face learning
- Online training subscriptions
- Commissions for referrals

Ver. 1.3

Business Canvas is adapted from The Business Model Canvas (businessmodelgeneration.com) and Lean Canvas (leanstack.com/lean-canvas/).
Designed by: **Make Happy Ltd.** Helping social entrepreneurs build profitable and sustainable businesses which contribute to a more equitable and happy world.
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