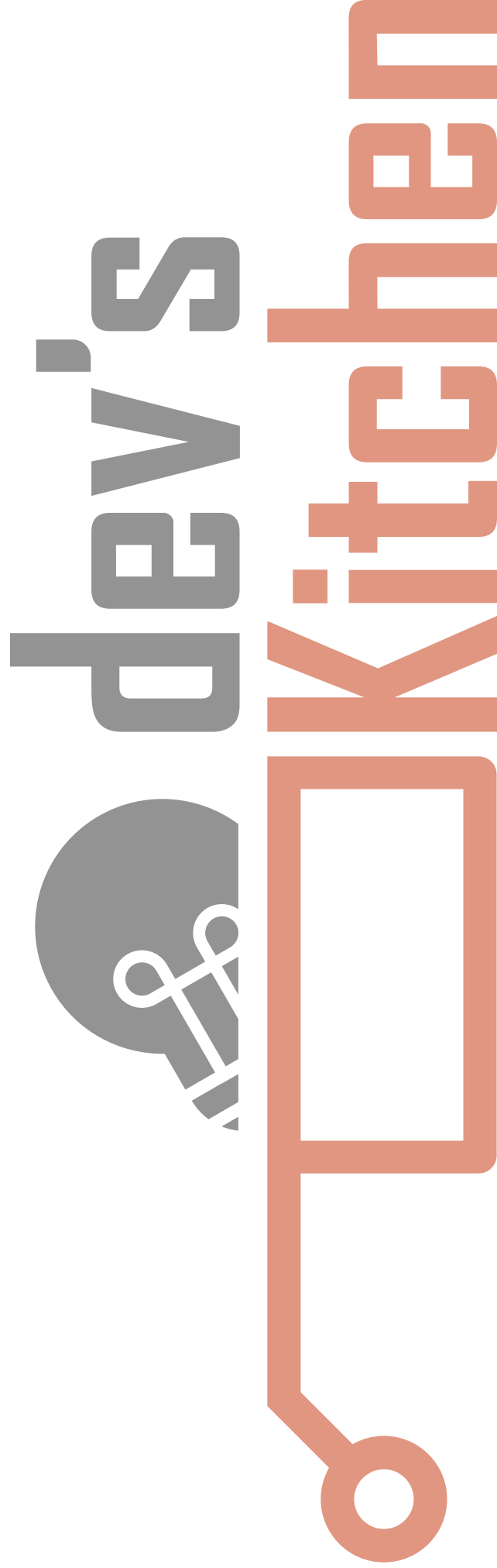


Plan a business





Plan a business

Route to profit.

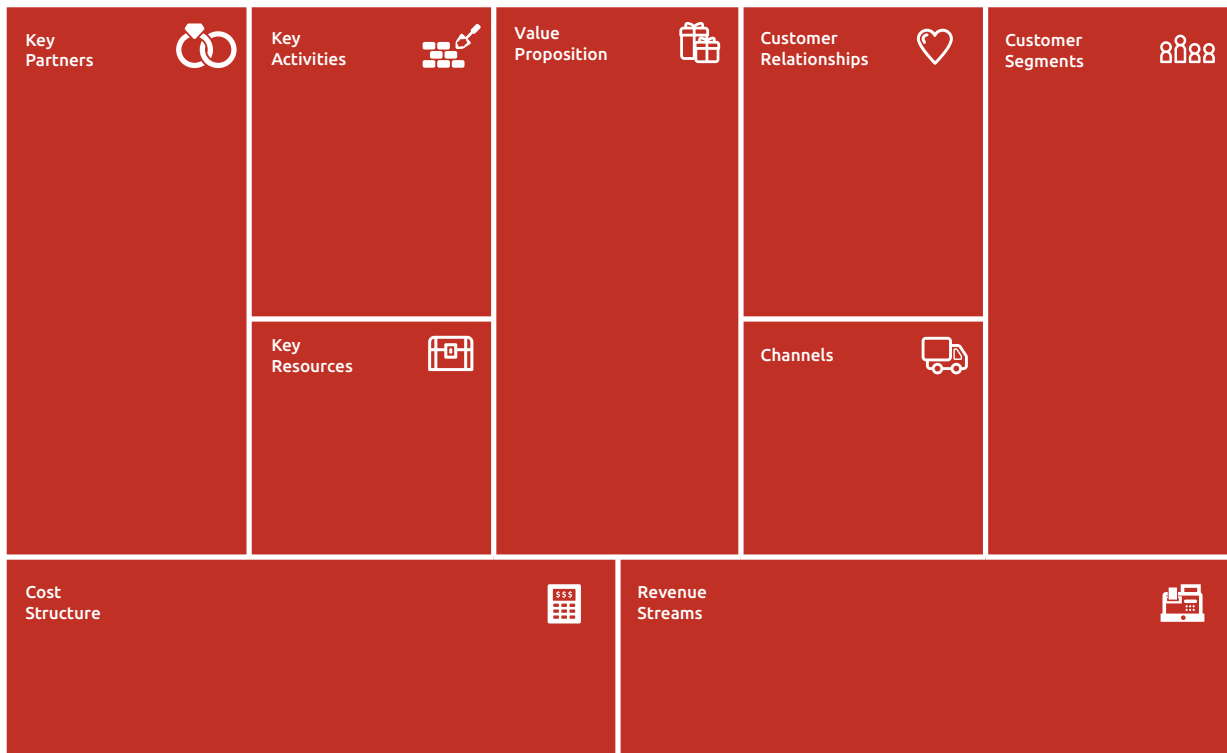
A business model canvas (BMC) is a useful and comprehensible tool for strategic planning. With it you will be able to describe and present a structure of your business plan with great clarity. It will also help you to decide what is essential to create a perfect

dish, and which components are best left off the pot. That way, you can focus on your core business features.

Do not be worried if you cannot define them on the spot. Creating a coherent BMC requires a lot

of experience and management skills, but you will acquire those soon enough.

Effective and intelligible BMC will require several ingredients. Remember, each of them must be of genuine quality, if you want



deliver something truly exceptional.

What makes perfect BMC, then? First of all, you will need to find people willing to help you - your partners. Once you have found them, you need to identify, which key activities they handle. For example, they may be suppliers, advertisers and perhaps even the government, because no company exists in legal void and the law must be taken into account.

Next thing you need to think about is your value proposition. It is a core value which you want

to deliver to your customers, in response to their needs. It also includes problem solving. For instance, you might want to provide your service cheaper than it was before. A similar approach can be clearly seen in the actions of companies such as Uber or Airbnb, so you might also consider following in their footsteps. Remember, that you must also include key resources in your planning, for they are indispensable to your core proposition.

We have been speaking about key activities, but what are those? It is actually very simple indeed -

these are all your action on the market that reflect your value proposition, be they software development or increasing the brand consciousness.

We have dealt already with the matter of identifying key activities that will help you to clarify what actions and values are crucial. Now it is time to answer other questions: who are you going to sell it to and how you are going to reach them? This is usually split into two separate categories: customer segments and customer relations.

The first one relates to determining, who would be your essential customers and matching it with corresponding value proposition. This will ensure that everything else in your BMC is working correctly. Keep in mind though, that you also need to establish channels of communication with your partners, so you can present them your core values in the best possible way.

The second category is about establishing relations with your customers. You must decide which one of them is the most meaningful. This is where customer segment comes in handy. Bear in mind however, that you will want to automate as many of them as possible. In the end, when you will finally conquer the global market, remember that maintaining personal relations with all of your customers will inevitably prove costly and time consuming.

You cannot make an omelette without breaking some eggs. That is right, it means we have to go over the costs. They are represented by two categories: cost structure and revenue streams. The former allows you to estimate, how much financing you need and which ingredients are most expensive. The latter allows you to figure out, who are willing to invest most in your solution. This way, you can decide, which streams contribute the most to the total revenues and dispose of the less promising ones with ease.