

A wooden bowl filled with numerous colorful, speckled Easter eggs. The eggs are in various colors including blue, green, red, and white, and are arranged in a circular pattern within the bowl. The background is dark and out of focus.

BUSINESS IS A GAME

YOU NEED TO LEARN THE RULES
TO PLAY THE GAME

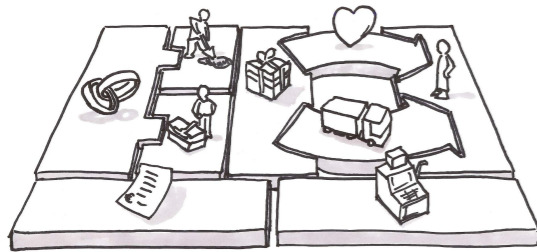
HARSH REALITY

STARTUP VERSUS MARKET



BUSINESS DEVELOPMENT

FROM IDEA TO HYPOTHESIS TO PLAN **TO BUSINESS**



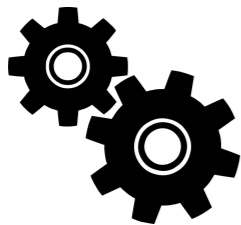
Model

Get your business vision on paper



Market

Think about your value proposition



Operations

Define your organization roadmap



Results

Set measurable performance targets

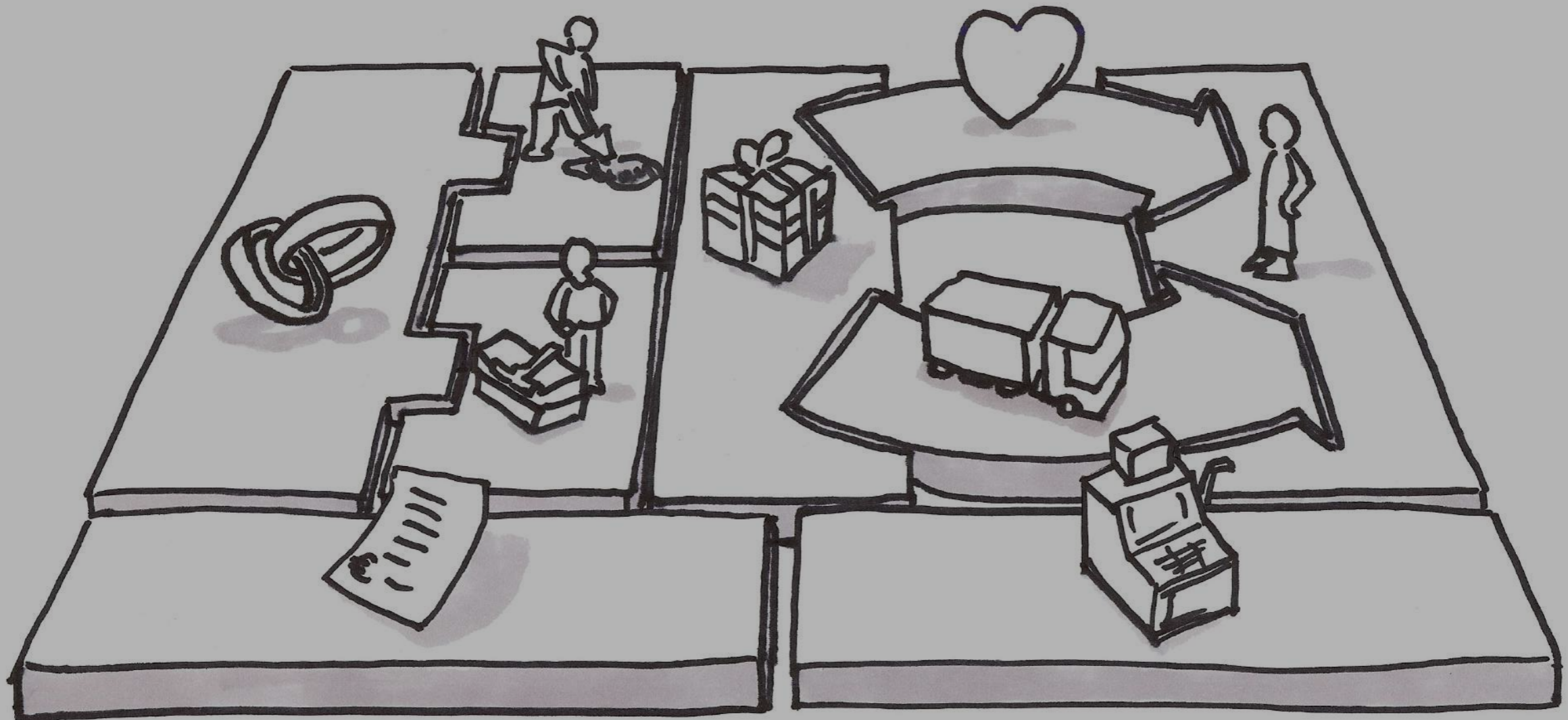
MODEL

MARKET

OPERATIONS

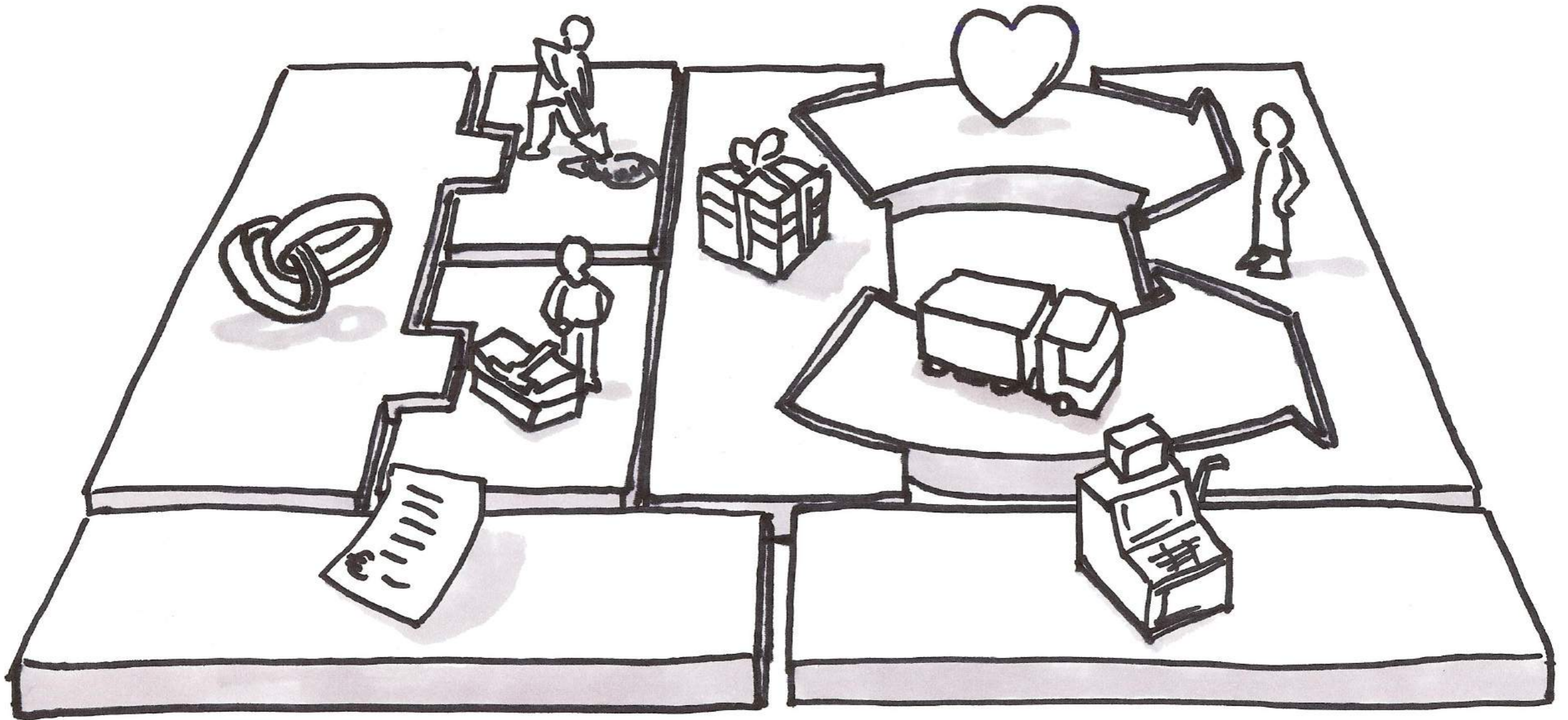
RESULTS

YOUR BUSINESS STORY SIMPLIFIED



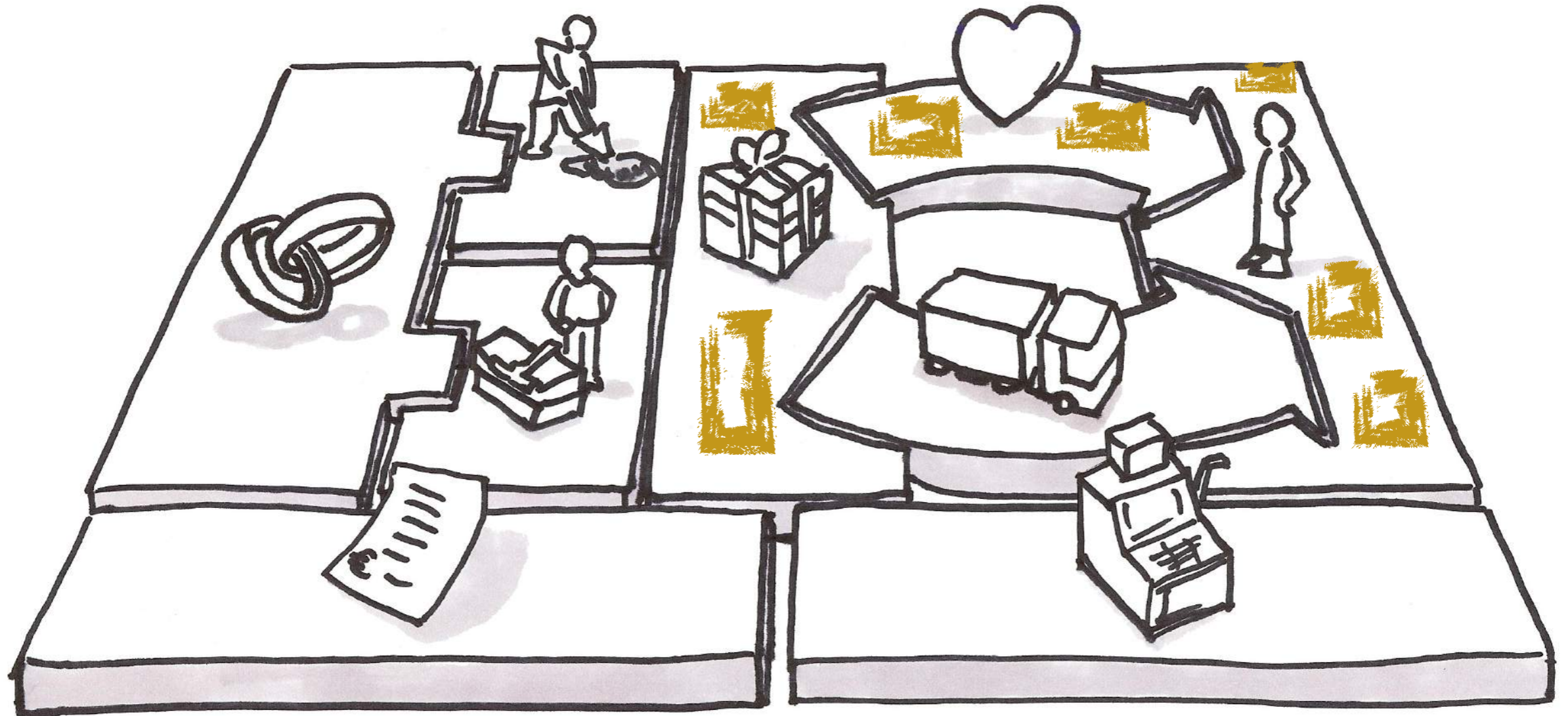
BUSINESS MODEL CANVAS

YOUR BUSINESS OUTLINED ON A PIECE OF PAPER



MARKET

What is your product market fit?



VALUE

What products or services offer customers?

RELATIONSHIP

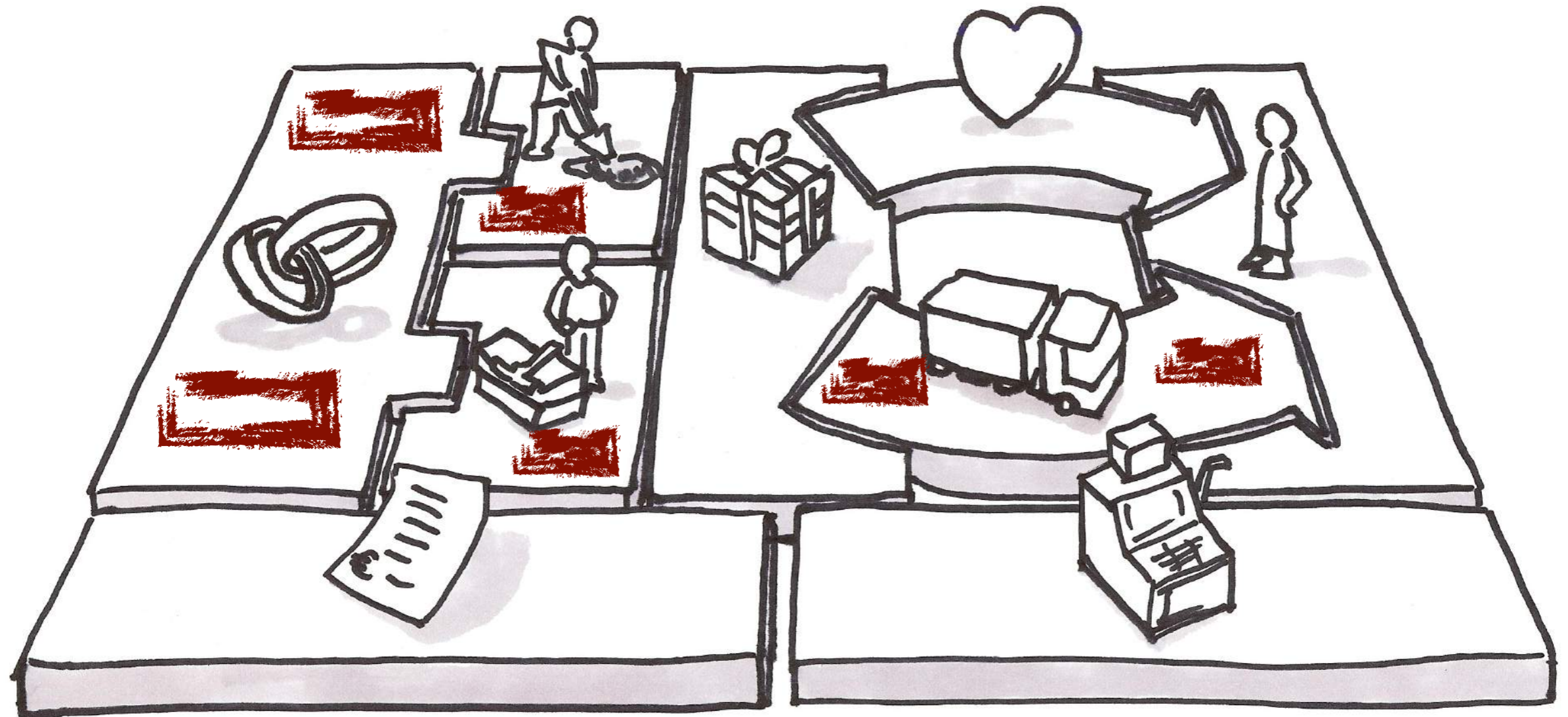
What interaction will you have with your customers?

CUSTOMERS

What people do you wish to reach or serve?

OPERATIONS

What needs to be in place to run your business?



PARTNERS

What companies do you need to make the business

ACTIVITIES

What are the key actions you need to do add value?

RESOURCES

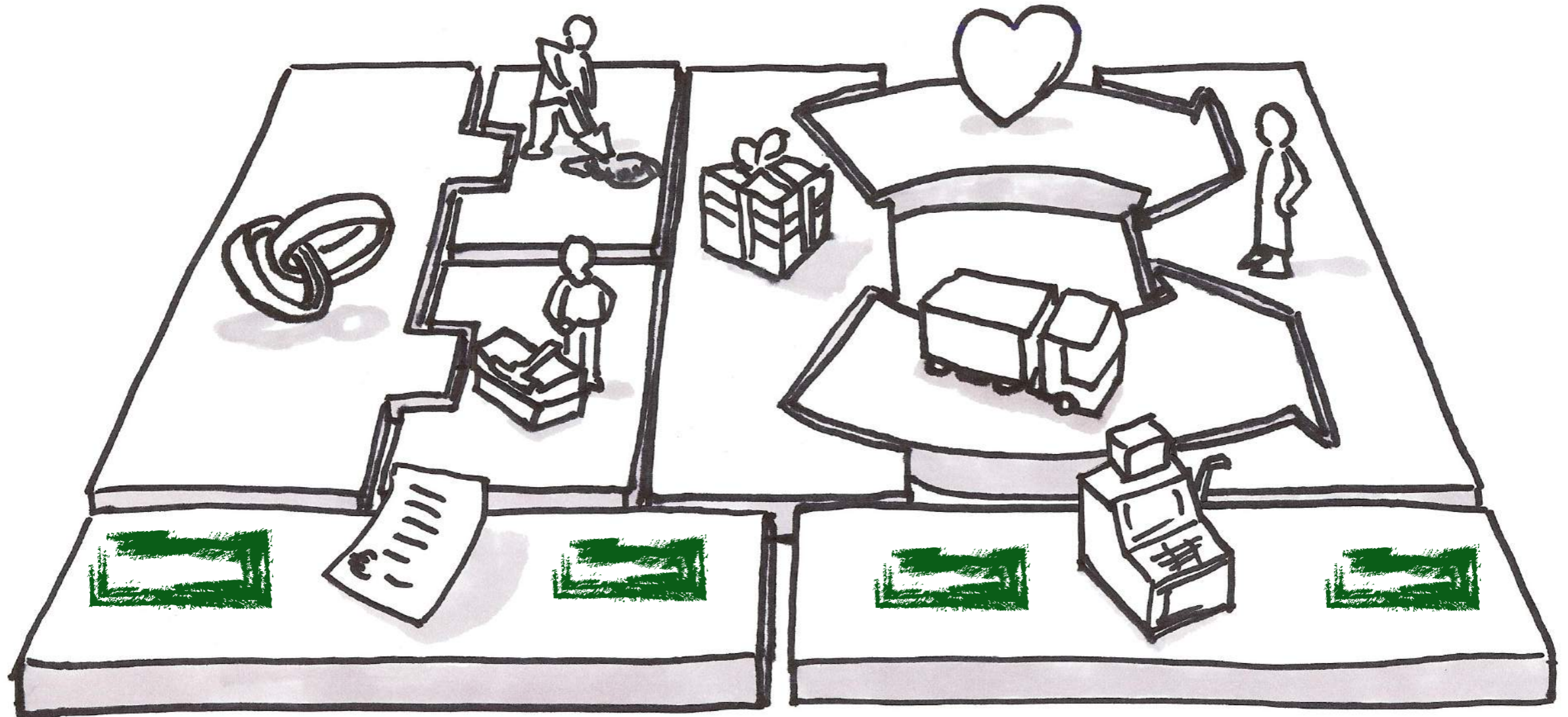
What do you need to create your product or service?

CHANNELS

What paths will you use to reach your customers?

RESULTS

What factors will influence your cashflow?



COST STRUCTURE

What will generate costs when running your business?

REVENUE & IMPACT STREAMS

What will generate cash for your business?

A collection of approximately 20-25 speckled eggs, likely quail or similar small bird eggs, are arranged in a circular pattern on a light-colored wooden surface. The eggs exhibit a variety of colors including shades of blue, green, brown, and grey, with dark spots and blotches. The background is dark and out of focus. The word "EXAMPLE" is overlaid in the center in a bold, white, sans-serif font.

EXAMPLE



MEET JACK

A FRUIT FOR MEAT LOVERS

MEET JACK BUSINESS MODEL CANVAS



A close-up photograph of a wooden basket filled with numerous colorful, speckled eggs. The eggs are arranged in rows, and the colors range from light blue and green to dark blue and black. The basket is made of light-colored wood with a visible grain. The background is dark and out of focus.

EXERCISE

“THE WHOLE IS GREATER THAN
THE SUM OF ITS PARTS” - ARISTOTLE

BUSINESS MODEL CANVAS

PARTNERS

ACTIVITES

VALUE

RELATIONS

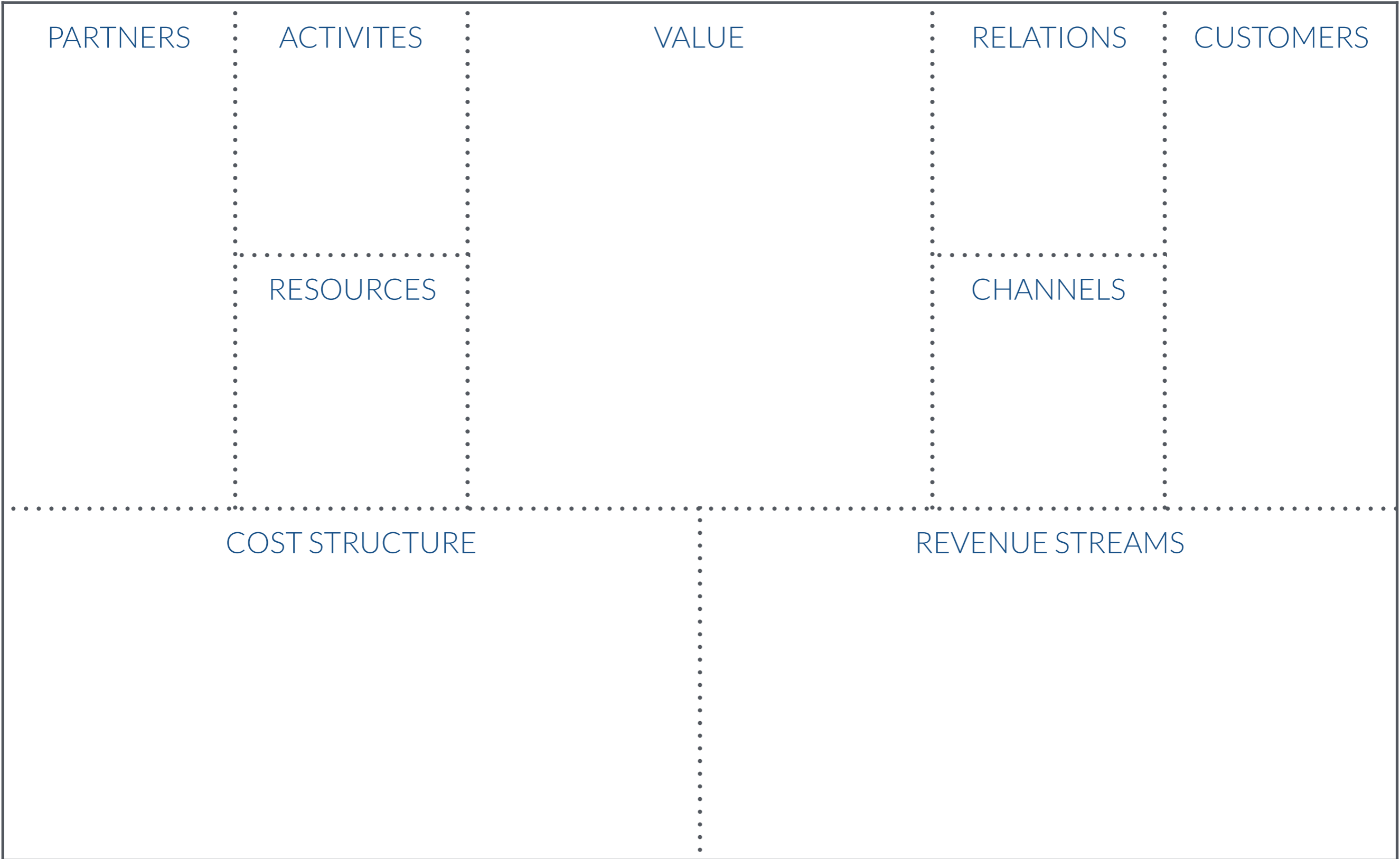
CUSTOMERS

RESOURCES

CHANNELS

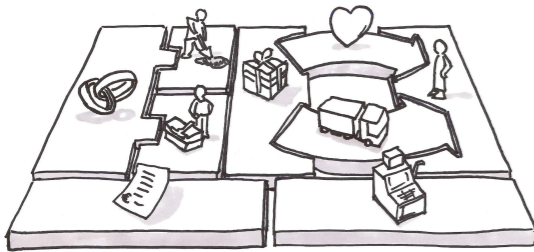
COST STRUCTURE

REVENUE STREAMS



BUSINESS MODEL CANVAS SUMMARY

A HIGH-LEVEL OVERVIEW OF YOUR BUSINESS



Model

Get your business vision on paper

You can see business as an exploration game, you get your ideas on paper to then gradually explore the ones you believe have the best potential, until you find a way forward. It is a tool to help you:

- Visualize your business idea on one piece of paper
- Highlight what items need to be researched further
- Serve as a guideline for your business plan: Market, Operations, Finances

MODEL

MARKET

OPERATIONS

RESULTS

YOUR PRODUCT OR SERVICE UNDERSTOOD

