Welcome & Housekeeping

● When signing into the webinars, please use your team name and your first name only e.g. <Team Name_First Name> or <TC_Team Name_First Name>
● Please respect the Code of Conduct throughout all the webinars
● Only click on links which are shared by Panelists in the chat
● Get involved! We want to hear from you, so please make use the interactive features of Zoom:
  ○ Q&A - please put any questions here
  ○ Chat - this can used for more general discussion
  ○ Raise hand - opportunity for attendees to be unmuted and speak
  ○ Polls - these will pop up at different stages during the webinars and are anonymous

● Webinars and the slides will be available to watch after this week: https://longitudeexplorer.challenges.org/im-a-longitude-explorer-finalist/
● There will be three multiple choice evaluation questions at the end of the webinar which we ask all attendees to please answer
Erica Neve Limited

Business Planning

How to create your business model canvas
In this session, you will:

1. Learn how to create powerful value statements for your idea in **one sentence**!
2. Learn about how to communicate your idea as a business solution on **one page**!

All in 60 minutes
Warming up

Using Zoom
Using Mural
Using ZOOM today

In the main room

👍
👎
🖐
Using Mural today

1. In the chat window there is a link to a interactive space called Mural
2. Copy the link
3. Paste it in your address bar in a new window in your browser
4. See you there in the minute!
Value Proposition
The Value Proposition Statement

A value proposition is a succinct explanation of both the functional and emotional benefits your product or service provides to your users (stakeholders, customers)

It’s also how you solve their problem and why they should choose you over the competition or alternatives
How does your proposition give value for your stakeholders?
You’ll need to think about

1. The problem(s) you are solving
2. The benefits your solutions provides
3. Who for?

*Hint:* For purpose and profit solutions, the person paying for your solution, may not be the person using it, (also known as the ‘end user’).
All these Solutions have Value Proposition Statements

- Spotify for Music
- Uber delivery for Food banks
- Personal plastic use tracking App
- Keep at School Cup
Stakeholder 1 - Local Authorities and schools

Our ‘keep at school’ cup

Help(s) Local Authorities and schools

Who care about minimising plastic waste

By eliminating single plastic cup usages

And providing personalised and highly durable metal cups in schools

(unlike) plastic and paper cups or glass cup alternatives
Stakeholder 2 - Young People

Our ‘keep at school’ cup

Help(s) Young People

Who care about minimising plastic waste but also have great deal of things to remember to bring to school each day

By eliminating the need to remember to bring their own drinking container each day

And providing personalised and highly durable metal cups in schools for each young person

(unlike) the plastic cup or glass cup alternatives
Activity

Your turn!

1. Grab a piece of paper and a pen
2. Write a value proposition for one or more stakeholders for one of the examples
   TIP - we will put a slide up to remind you of the examples and the template to write a value proposition statement
   TIP - this is a draft version and a practice

You have 5 minutes. We’ll set the timer
Spotify for Music
Therapy

Uber delivery for
Food banks

My Little Plastic Footprint
Personal plastic use tracking App

keepcup
Keep at School Cup

Template:

Our ..... Help(s) .......
Who want to .......
By ...... And ..... and ...... (unlike) ......

📝
You’ll need to think about

1. The problem(s) you are solving
2. The benefits your solutions provides
3. Who for?

*Hint:* For purpose and profit solutions, the person paying for your solution, may not be the person using it, (also known as the ‘end user’)*
Activity

Your Value Proposition Statement

1. Grab a piece of paper and a pen
2. Write a value proposition for one or more stakeholders for your idea
   TIP - use the template to write a value proposition statement
   TIP - this is a draft version, you’ll share this with your team and as a team you will iterate on your value proposition statement

You have 5 minutes. We’ll set the timer
1. In the **chat window** there is a link to an interactive space called **Mural**
2. **Copy** the link
3. **Paste** it in your **address bar** in a new window in your browser
4. See you there in the minute!
Complete this statement for your idea:

Our… your solution product or service
Help(s)… describe your customer or user
Who want to… describe what your customer or user is trying to get done
By… verb (reducing, avoiding) and… the customer problems
And… verb (increasing and enabling) and (the customer gains)
(optional)
(unlike) other solutions and competitors
Working on your Value Proposition Statement

1. Clarify your mission and purpose
2. Ensure you look at the competitors/alternatives
3. Establish why you are different to competitors
4. Know your stakeholders - make your VP for THEM
5. Mind map all the benefits of your solution
6. Create a first version and keep iterating on it
The Startup Canvas
The Startup Canvas

The Startup canvas helps you to create a one-page business plan.

It allows you to consider and sketch out all the key components for your business model.
The Start-Up Canvas

The benefits are:

1. Fast - you can sketch your first canvas in as little as 30 minutes
2. Concise - the format forces you to distill your idea and solution
3. Effective - it is an easier format to share and use to communicate your idea to stakeholders and investors
### The Start-Up Business Model Canvas

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Value Proposition</strong></td>
<td>Why is your solution different to what exists and why is it worth paying attention to? What value does it give? <strong>Hint</strong> - put your value proposition statement here</td>
</tr>
<tr>
<td><strong>Solution</strong></td>
<td>Outline your solution(s) to the problem. <strong>Hint</strong> - try and do this by describing it in 3 key features</td>
</tr>
<tr>
<td><strong>Problem</strong></td>
<td>The top three problems you are solving <strong>Hint</strong> - these could be your competitors</td>
</tr>
<tr>
<td><strong>Customer Segment</strong></td>
<td>Who are your target customers and stakeholders? <strong>Hint</strong> - your users and customers may be different (those who pay for your solution may not be the end user)</td>
</tr>
<tr>
<td><strong>Channels</strong></td>
<td>The ways you plan to reach your customers and users <strong>Hint</strong> - how will your customers and users find out about you?</td>
</tr>
<tr>
<td><strong>Revenue Model</strong></td>
<td>How you make money</td>
</tr>
<tr>
<td><strong>Market</strong></td>
<td>The details of the market you are entering, the types and size of the market for example <strong>Hint</strong> - this requires gathering insight</td>
</tr>
<tr>
<td><strong>External Risks</strong></td>
<td>Any external risks you can think of that might impact on success that you see</td>
</tr>
<tr>
<td><strong>Key Performance Indicators</strong></td>
<td>List 3 ways you will measure the success of your business and your solution?</td>
</tr>
</tbody>
</table>
JO’s Canvas
Activity

Your Startup Canvas

1. Grab a piece of paper and a pen
2. Start to draft a version of your canvas
3. Start with 0,1,2,3

TIP - use the numbered template to give you the order in which to complete your canvas

TIP - this is a draft version, you’ll share this with your team and as a team you will iterate

TIP - you will only complete a 1-2 draft sections in the time

You have 5 minutes. We’ll set the timer
# The Start-Up Business Model Canvas

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This canvas helps you start to create a one-page business plan.
Filling in your first Startup Canvas

1. Start with stating your solution and adding your customer segment
2. Then write the problem you are solving
3. Add your value proposition statement
4. Add the details of the market you are entering
5. List the key ways in which you will measure success
6. List the ways you will reach your customers
7. Finish off with adding how you will make money and any risks
Key Take Aways

1. Start with your Value Proposition Statement
2. Spend 30 - 60 mins on your 1st Startup Canvas
3. Relentlessly seek feedback
4. Reframe risk through ITERATION
5. Fall in love with the problem, not your solution
Thank you

mail@ericaneve.com
Before you go...

To help us continue to improve these sessions, please answer these three short multiple choice polls which will pop up on your screen now.

Thank you!

Longitude Explorer Prize