Business Planning - Teacher Guide

1 hour in total (45 min session plus 15 minute Q&A)

Aims

- This workshop will support teams to think about the key considerations when developing an idea into a business, using a business model canvas (or similar template format).

- It will help teams to understand the importance of refining their business model based on user feedback and how they can capture this during key stages of development.

- They will leave the session with a better understanding of what a potential investor would look for in a business and how to apply this to their own ideas.

Resources

- Value proposition Ad-libs (blank PDF supplied) - ideally print one per team member (also fine to just have one copy for the whole team).

- Value Proposition example Netflix (PDF supplied) - you may want to print a copy of this for reference. PLEASE DONT SHOW THE TEAM THIS BEFORE INSTRUCTED.

- Lean Canvas (blank PDF supplied) - print one per team (ideally on A3 or large format but A4 is fine).

- Lean Canvas example Netflix (PDF supplied) - you may want to print a copy of this for reference. PLEASE DONT SHOW THE TEAM THIS BEFORE INSTRUCTED.

- A blank sheet of A4 paper for each team member

- Pens/pencils (ideally including a marker/felt-tip/sharpie)

- Post-it notes (optional)

Session Structure

We will supply a copy of the slides used in the session.

- Introductions, what is a business plan? - 10 mins

- Introducing the Lean Canvas - 5 mins

- Value proposition Ad-libs activity - Group Exercise using value proposition ad-libs worksheet - 10 mins

- Completing your canvas - Group Exercise using the Lean Canvas - 15 mins
- Summary, top-tips, next steps - 5 mins

- Q&A - 15 mins

Suggested follow-up activities:

Which parts of the canvas were most difficult to complete? Are there gaps in your knowledge or plan that you need to fill. Use the canvas to identify areas you need to do more work on. Aim to have at least one complete canvas before you complete your workbook.

Additional online resources

Useful online resources:

https://cnvs.online/ - online tool for completing lean canvases with examples.

https://www.strategyzer.com/canvas - downloadable canvases and other useful tools.