The Missoula Small Business Development Center webinar series presents:

Business Model Canvas
&
Value Proposition Design

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Education
- 1999 – Gonzaga University – BA Journalism
- 2005 – University of Montana – MBA emphasis on entrepreneurship and marketing
- 2005 – University of Montana – Non-Profit Administration Certificate

Certifications
- 2016 – present – Accredited Small Business Consultant (ASBC)
- 2012 – 2014 – Inbound Certified, Hubspot

Entrepreneurship
- 2004 – present – Groundswell Media Productions, Missoula, MT
- 2005-2016 – Montana Web Designers & Developers Association, Missoula, MT
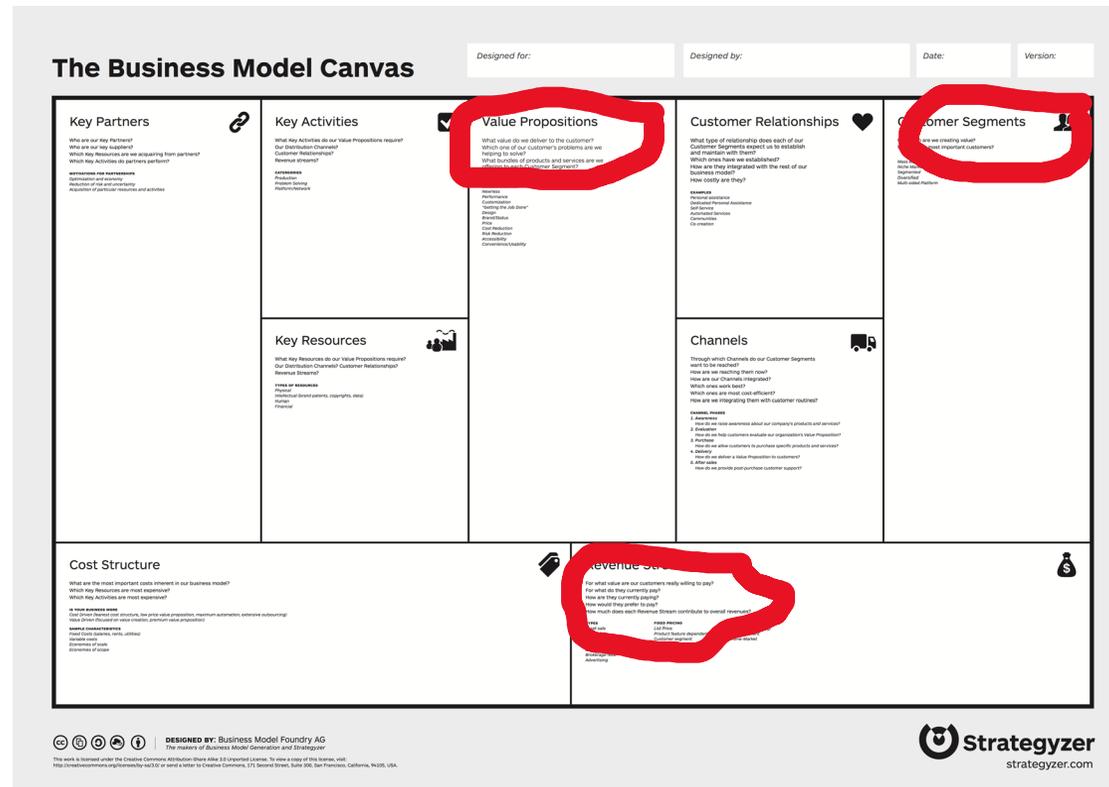
Business Model Canvas

Resources

- [Download Business Model Canvas](#) by Strategyzer
- [Download Value Proposition Canvas](#) by Strategyzer
- [First 100 pages](#) of Value Proposition Design book
- [Canvanizer](#) - online Business Model Canvas tool

Where to Start

- Value Proposition
- Customer Segments
- Revenue Streams

Why start here?

This process can be repeated for each *revenue stream* AND *customer segment* combo.

Value Proposition Design

Revenue Stream

- Product A
- Product B
- Service Package A
- Service Package B

Customer Segment

- Women, 40-65
- Men, 65+
- Teens with jobs
- Adults with elderly parents

What's the message?

Pains Relieved

- Reduce time running errands
- Reduce risk of sun cancer

Gains Created

- Provide opportunity for fun memories
- Free up time that can be spent on something else

Where to share the message?

Customers You Have

- New parents
- Urban singles
- People living in Missoula County

Customers You Want

- Empty nesters
- Rural singles
- People across the Northwest

Where to share the message?

Create a Persona
for each customer segment

- Name
- Gender
- Employment
- Age
- Income
- Recreation
- Shopping
- Daily routines

Where to share the message?

How can I get this info?

- Your experience in the business
- Talk to business executives
- Talk with employees who work directly with customers
- Survey customers

Where to share the message?

Possible places for messages

- Online (Facebook, Twitter, Instagram, LinkedIn, Websites, Paid Advertising, Blogs)
- Print publications
- Store bulletin boards
- Email lists – yours and others
- Flyers
- Reader boards

Q & A

Let's workshop your ideas!