

## Module 5

### ExtraLife: Business Plan Development, Business Model Canvass, Strategic forms

#### Case Study

##### The Business Model Canvas

**Business Model Canvas** is a strategic tool that through visual language helps to create and describe any business model. Using a graph that is divided into 9 blocks - representing the 9 core elements of the company - the model enables you to visually represent how a business creates, distributes, and captures value.

The **Business Plan (traditional)** is a more complex and well-structured document; Indicates what, how much time and money is needed to put the business model into practice. In this sense, the BP represents qualitatively and quantitatively, through the tables of the economic account, the perspective balance sheet and financial statement, ideas, strategy and intuitions. All the assumptions developed during creation of the business model. The first document to be design is the Business Model Canvas, and only after you can proceed with drafting the Business Plan.

Here is an example of the Business Model Canvas structure related to a company that produces wooden toys for children:

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> <li>• Creatives and designers for niche segments</li> <li>• Joiners Business Partners</li> </ul>	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> <li>• Platform Management</li> <li>• Logistics Platform promotion</li> </ul>	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> <li>• Contents and niche products Production tools (Products and contents)</li> </ul>	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> <li>• Customer Support (Platform Forum) Niche product customization</li> </ul>	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> <li>• Families with Children</li> <li>• Creative for niche segments Niche market</li> </ul>
	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> <li>• Platform Logistics</li> </ul>		<p><i>Channels</i></p> <ul style="list-style-type: none"> <li>• Internet Business Partners</li> </ul>	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> <li>• Platform management and development Workshop management and development</li> </ul>			<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> <li>• Differentiated niche products Package volumes contained</li> </ul>	



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