A New Business Strategy

Link to digital tool	Canvanizer
Level of knowledge	Basic general knowledge
Learning objectives	Learn how to use online digital tools to come up with fresh, sustainable and inclusive business strategies.
Linked to module	5
Description of the tool	The **Canvanizer** tool is free, and it is very easy to use to **create a new business strategy**. You can start simply by choosing a format for your Canvas based on what you need to do. For example, if your business idea focuses on having a strong societal impact, you can choose a Social Learning Canvas. To save your work, you can create a free account by signing up with your email address.

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	There is a guide and tutorials on how to use Canvanizer on their website, which also gives tips on how to find innovative business start-up ideas online.
How to use the tool as part of the course	Business strategy development is one of the first and most crucial parts of starting a new company. It can help you set your main objectives and maintain financial sustainability. You can use this tool in the early steps of developing your business strategy to help you in the process of brainstorming, getting organized and starting your business. You can also use this tool whenever you need to come up with a new idea or strategy, or when you need to solve an issue within your company.

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	This tool can also be used to create a SWOT Analysis, as it offers free templates for SWOT analysis. The user can change the field titles for each SWOT Analysis based on their own needs.