

# Business Planning

*Failing to plan is planning to fail*

How can you  
describe your

Business Model?

# The Business Model Canvas

- A tool to describe, challenge and improve your business model
  - To better understand your own thoughts
  - To discuss with co-founders and be aligned
  
- Can be used at any time; general or detailed

# How to start?

1

Use sticky notes

2

Just start  
~~Blah blah  
blah blah~~

3



Start anywhere

4

• Don't  
• Use  
• Bullets

5

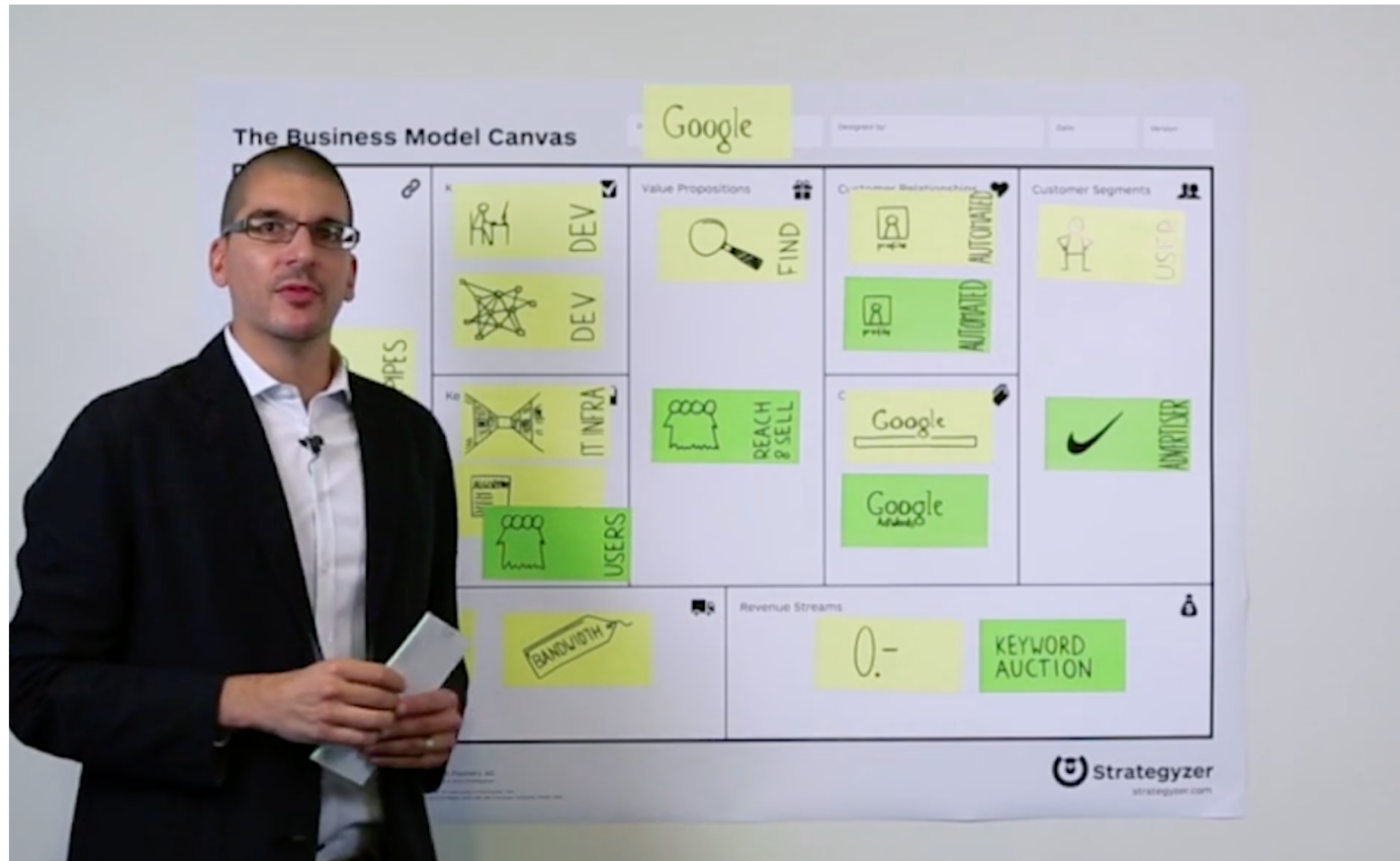
Too much  
information is  
more blah blah  
blah blah blah  
blah blah blah

6



Be precise

# Google business model canvas



*Practical exercise*