

Welcome & Housekeeping

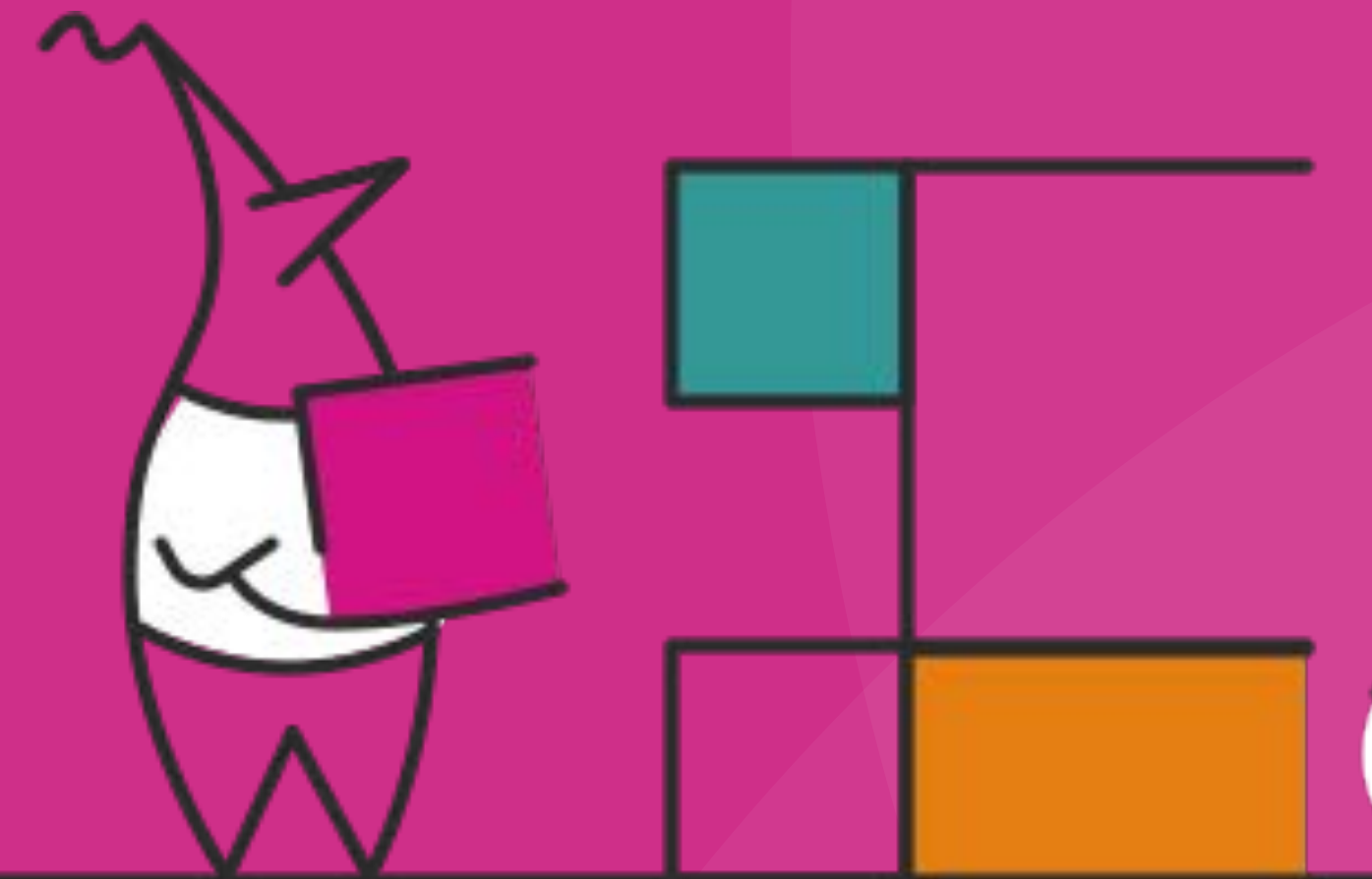
- When signing into the webinars, please use your team name and your first name only e.g. <Team Name_First Name> or <TC_Team Name_First Name>
- Please respect the [Code of Conduct](#) throughout all the webinars
- Only click on links which are shared by Panelists in the chat
- Get involved! We want to hear from you, so please make use the interactive features of Zoom:
 - Q&A - please put any questions here
 - Chat - this can used for more general discussion
 - Raise hand - opportunity for attendees to be unmuted and speak
 - Polls - these will pop up at different stages during the webinars and are anonymous
- Webinars and the slides will be available to watch after this week: <https://longitudeexplorer.challenges.org/im-a-longitude-explorer-finalist/>
- There will be three multiple choice evaluation questions at the end of the webinar which we ask all attendees to please answer



Longitude
Explorer
Prize

Erica Neve Limited Business Planning

How to create your business model canvas



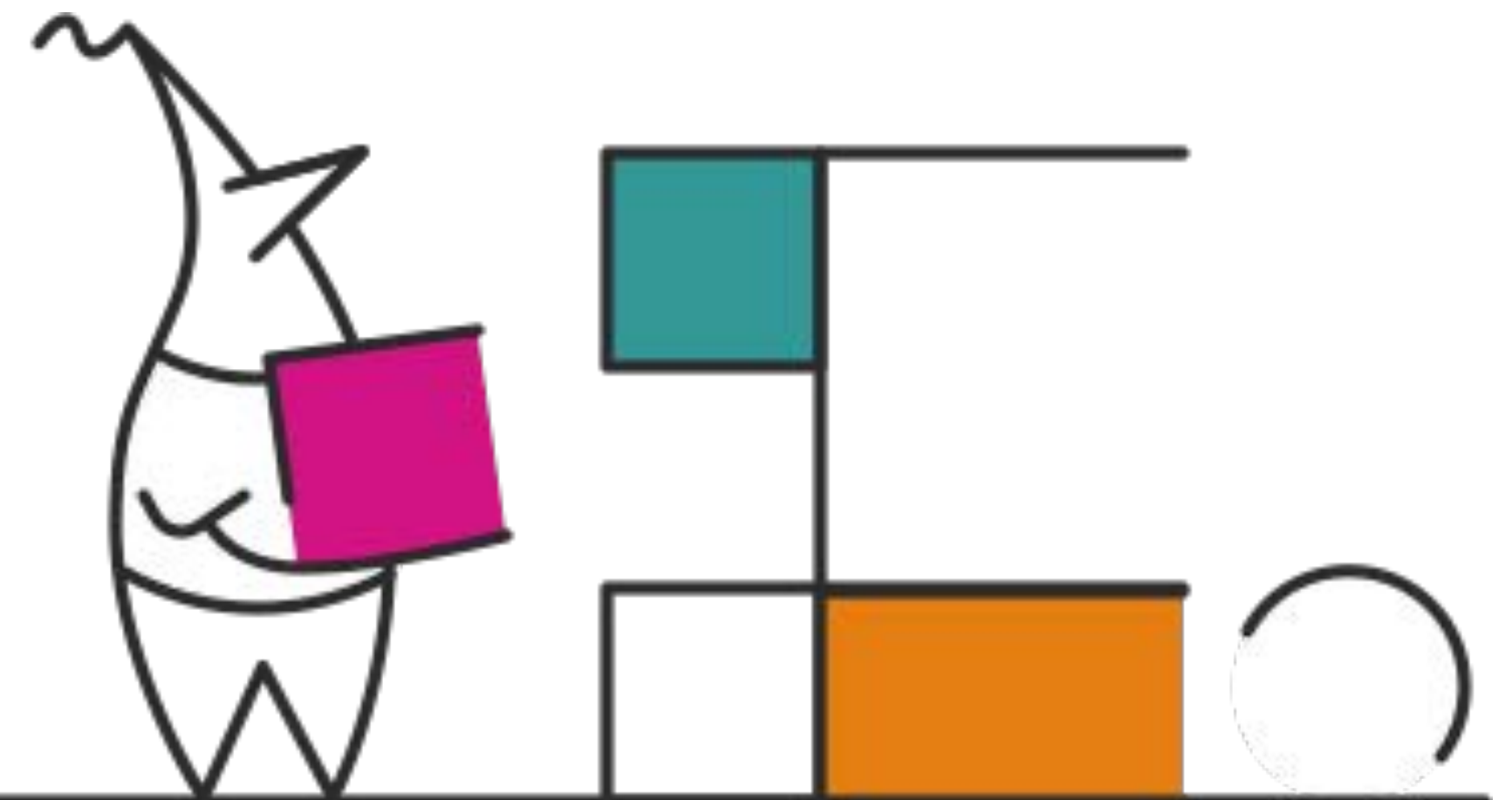


ERICA & JO

In this session, you will:

1. Learn how to create powerful value statements for your idea in **one sentence!**
2. Learn about how to communicate your idea as a business solution on **one page!**

All in 60 minutes



Warming up

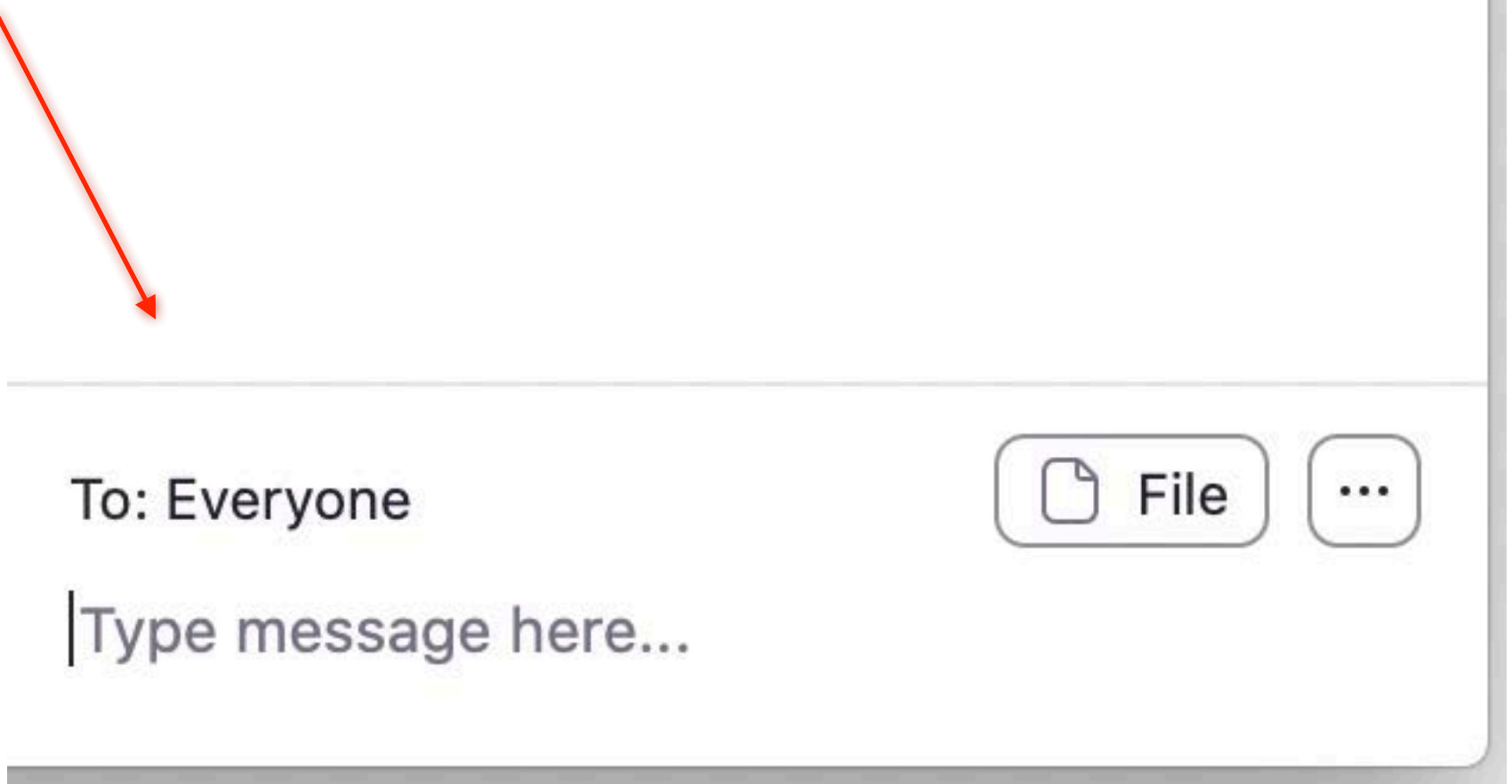
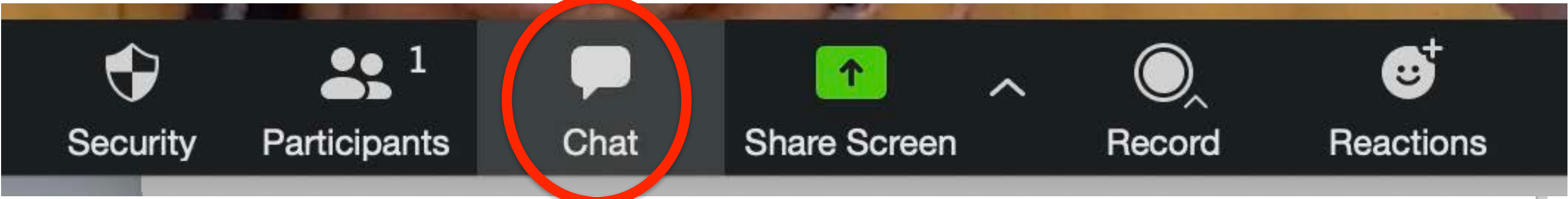
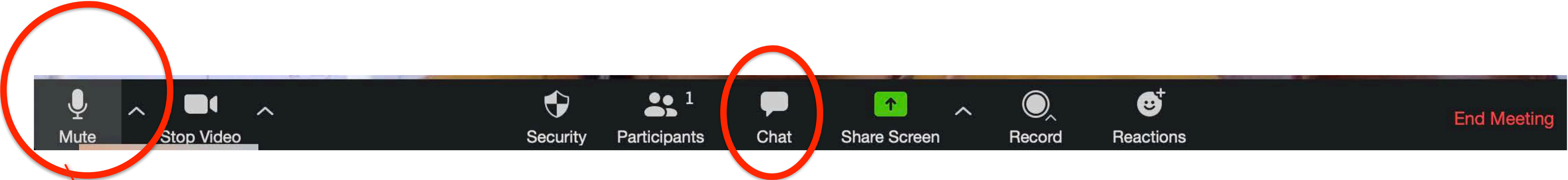
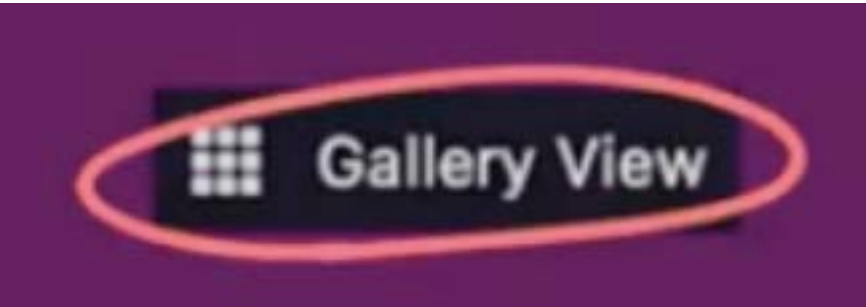
Using Zoom

Using Mural

Using ZOOM today

In the main room





Using Mural today

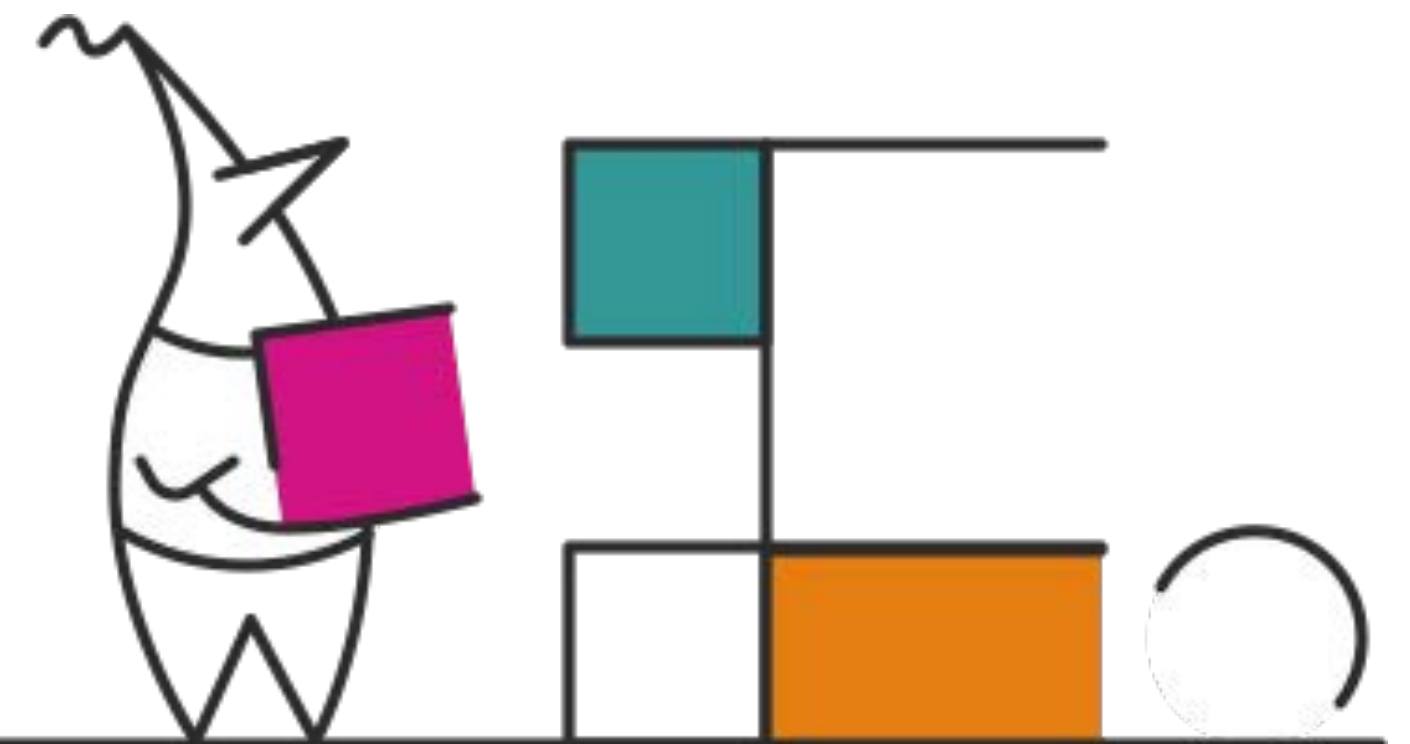
1. In the **chat window** there is a link to a interactive space called **Mural**
2. **Copy** the link
3. **Paste** it in your **address bar** in a new window in your browser
4. See you there in the minute!

Value Proposition

The Value Proposition Statement

A value proposition is a succinct explanation of both the functional and emotional benefits your product or service provides to your users (stakeholders, customers)

It's also how you solve their problem and why they should choose you over the competition or alternatives





How does your
proposition give **value**
for your stakeholders?

You'll need to think about

1. The problem(s) you are solving
2. The benefits your solutions provides
3. Who for?

Hint: For purpose and profit solutions, the person paying for your solution, may not be the person using it, (also known as the 'end user')





All these Solutions have Value Proposition Statements



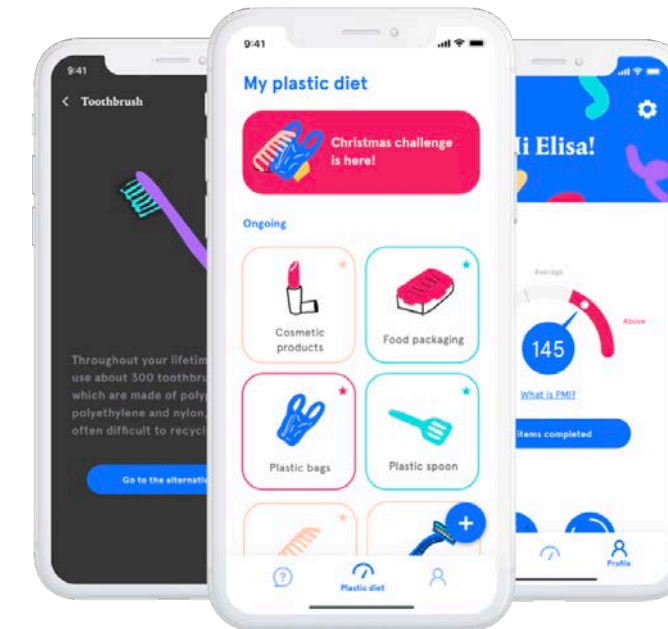
Spotify for Music
Therapy

Uber

Uber delivery for
Food banks



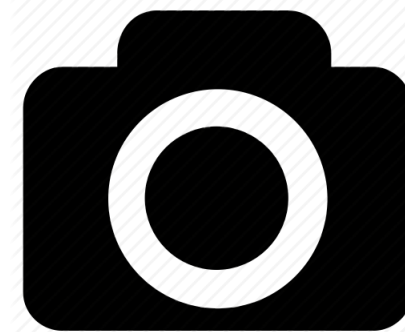
My Little
Plastic Footprint



Personal plastic
use tracking App



Keep at School
Cup



Stakeholder 1 - Local Authorities and schools

Our 'keep at school' cup

Help(s) *Local Authorities and schools*

Who *care about minimising plastic waste*

By *eliminating single plastic cup usages*

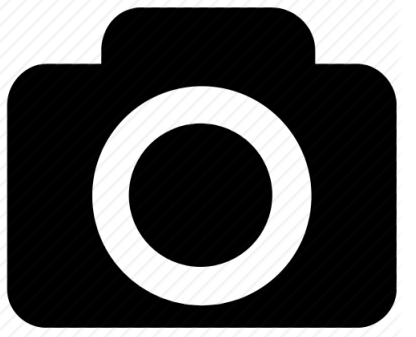
And *providing personalised **and** highly durable metal cups in schools*

(unlike) *plastic and paper cups or glass cup alternatives*



Stakeholder 2 - Young People

Our *'keep at school' cup*



Help(s) Young People

Who *care about minimising plastic waste but also have great deal of things to remember to bring to school each day*

By *eliminating the need to remember to bring their own drinking container each day*

And *providing personalised **and** highly durable metal cups in schools for each young person*

(unlike) *the plastic cup or glass cup alternatives*

Activity



Your turn!

1. Grab a piece of paper and a pen
2. Write a value proposition for one or more stakeholders for one of the examples

TIP - we will put a slide up to remind you of the examples and the template to write a value proposition statement

TIP - this is a draft version and a practice

You have 5 minutes. We'll set the timer



Spotify for Music
Therapy



Personal plastic
use tracking App

Uber

Uber delivery for
Food banks



Keep at School
Cup



Template:

Our

Help(s).....

Who want to.....

By.....

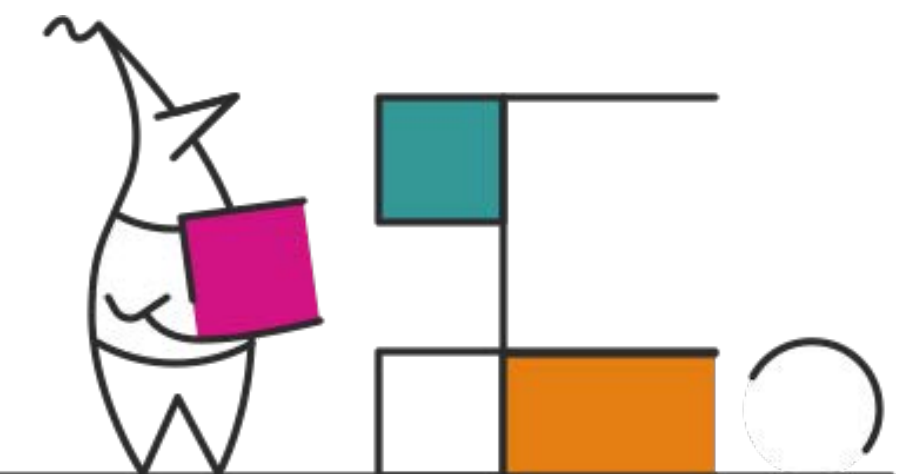
And *and*

(unlike)

You'll need to think about

1. The problem(s) you are solving
2. The benefits your solutions provides
3. Who for?

Hint: For purpose and profit solutions, the person paying for your solution, may not be the person using it, (also known as the 'end user')



Activity



Your Value Proposition Statement

1. Grab a piece of paper and a pen
2. Write a value proposition for one or more stakeholders
for **your idea**

TIP - use the template to write a value proposition statement

TIP - this is a **draft version**, you'll share this with your team and as a team you will **iterate on your value proposition statement**

You have 5 minutes. We'll set the timer

Back to Mural

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2. **Copy** the link
3. **Paste** it in your **address bar** in a new window in your browser
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Complete this statement for your idea:

Our... *your solution product or service*

Help(s)... *describe your customer or user*

Who want to... *describe what your customer or user is trying to get done*

By... *verb (reducing, avoiding)* and... *the customer problems*

And... *verb (increasing and enabling)* and *(the customer gains)*

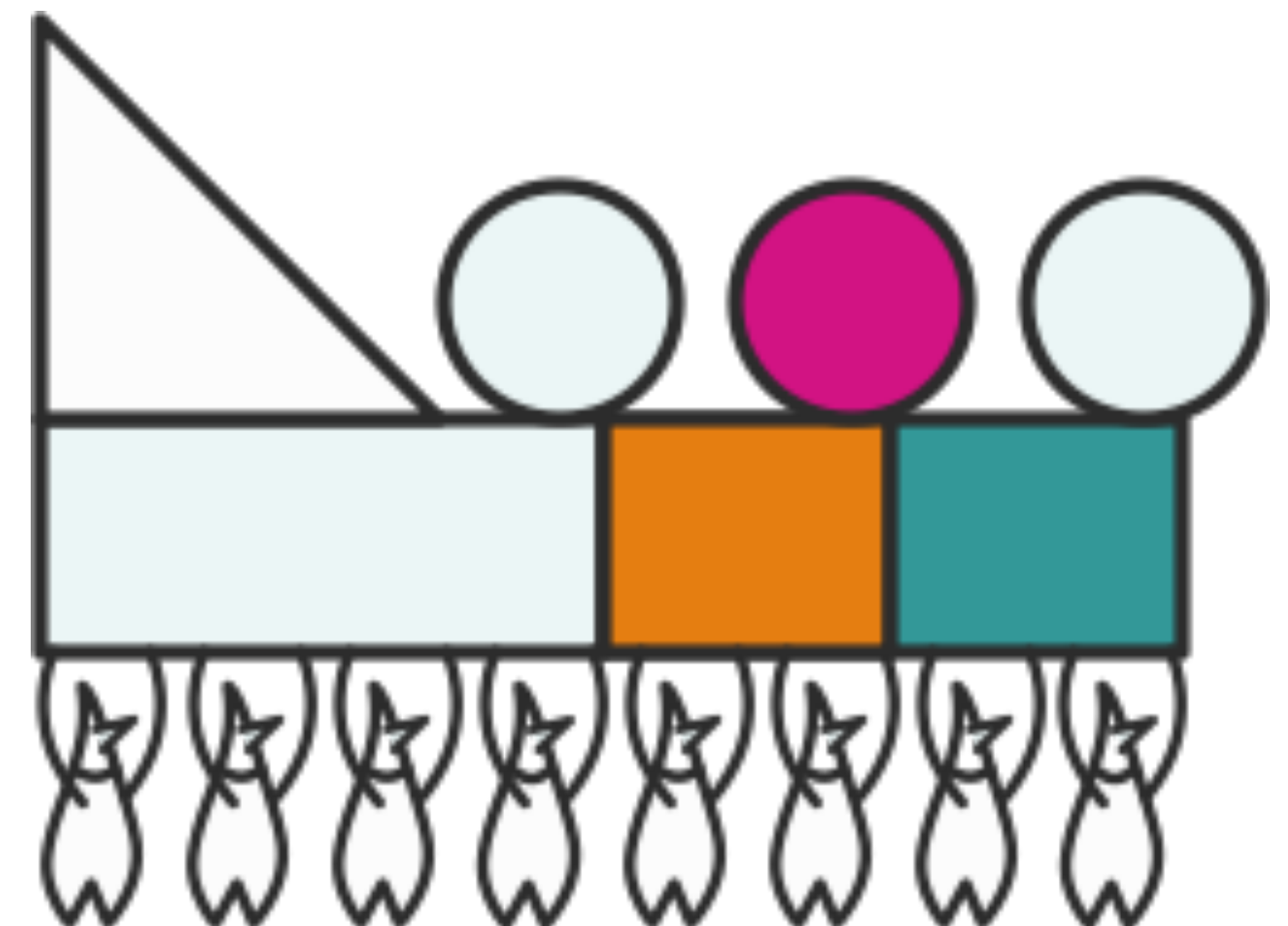
(optional)

(unlike) *other solutions and competitors*

Working on your Value Proposition Statement



- 1 Clarify your mission and purpose
- 2 Ensure you look at the competitors/ alternatives
- 3 Establish why you are different to competitors
- 4 Know your stakeholders - make your VP for THEM
- 5 Mind map all the benefits of your solution
- 6 Create a first version and keep iterating on it



The Startup Canvas

The Startup Canvas



The Startup canvas helps you to create a one-page business plan.

It allows you to consider and sketch out all the key components for your business model.



The Start-Up Canvas



The benefits are:

1. **Fast** - you can sketch your first canvas in as little as 30 minutes
3. **Concise** - the format forces you to distill your idea and solution
4. **Effective** - it is an easier format to share and use to communicate your idea to stakeholders and investors

The Start-Up Business Model Canvas

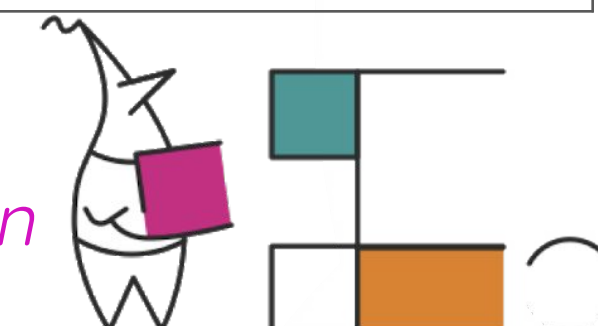
Team name:

Project name:

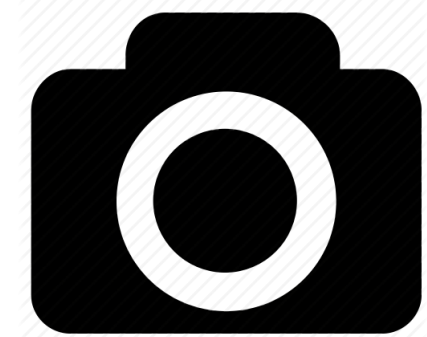
<p>Value Proposition <i>Why is your solution different to what exists and why is it worth paying attention to? What value does it give?</i> Hint - put your value proposition statement here</p> <p style="text-align: center;">3</p>	<p>Solution <i>Outline your solution(s) to the problem,</i> Hint - try and do this by describing it in 3 key features</p> <p style="text-align: center;">0</p>	<p>Problem <i>The top three problems you are solving</i></p> <p style="text-align: center;">2</p> <p>Existing alternatives <i>Are there any alternatives solutions to the problem already?</i> Hint - these could be your competitors</p>	<p>Customer Segment <i>Who are your target customers and stakeholders?</i> <i>Who are your end users?</i> Hint - your users and customers may be different (those who pay for your solution may not be the end user)</p> <p style="text-align: center;">1</p>	
<p>Market <i>The details of the market you are entering, the types and size of the market for example</i> Hint - this requires gathering insight</p> <p style="text-align: center;">4</p>	<p>Channels <i>The ways you plan to reach your customers and users</i> Hint - how will your customers and users find out about you?</p> <p style="text-align: center;">6</p>	<p>Revenue Model <i>How you make money</i></p> <p style="text-align: center;">7</p>	<p>External Risks <i>Any external risks you can think of that might impact on success that you see</i></p> <p style="text-align: center;">8</p>	<p>Key Performance Indicators <i>List 3 ways you will measure the success of your business and your solution?</i></p> <p style="text-align: center;">5</p>



This canvas helps you start to create a one-page business plan



JO's Canvas



Activity



Your Startup Canvas

1. Grab a piece of paper and a pen
2. Start to draft a version of your canvas
3. Start with 0,1,2,3

TIP - use the numbered template to give you the order in which to complete your canvas

TIP - this is a **draft version**, you'll share this with your team and as a team you will **iterate**

TIP - you will only complete a 1-2 draft sections in the time

You have 5 minutes. We'll set the timer

The Start-Up Business Model Canvas

Team name:

Project name:

<p>Value Proposition <i>Why is your solution different to what exists and why is it worth paying attention to? What value does it give?</i> Hint - put your value proposition statement here</p> <p style="text-align: center;">3</p>	<p>Solution <i>Outline your solution(s) to the problem,</i> Hint - try and do this by describing it in 3 key features</p> <p style="text-align: center;">0</p>	<p>Problem <i>The top three problems you are solving</i></p> <p style="text-align: center;">2</p> <p>Existing alternatives <i>Are there any alternatives solutions to the problem already?</i> Hint - these could be your competitors</p>	<p>Customer Segment <i>Who are your target customers and stakeholders?</i> <i>Who are your end users?</i> Hint - your users and customers may be different (those who pay for your solution may not be the end user)</p> <p style="text-align: center;">1</p>	
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This canvas helps you start to create a one-page business plan



Filling in your first Startup Canvas



1 Start with stating your solution and adding your customer segment

2 Then write the problem you are solving

3 Add your value proposition statement

4 Add the details of the market you are entering

5 List the key ways in which you will measure success

6 List the ways you will reach your customers

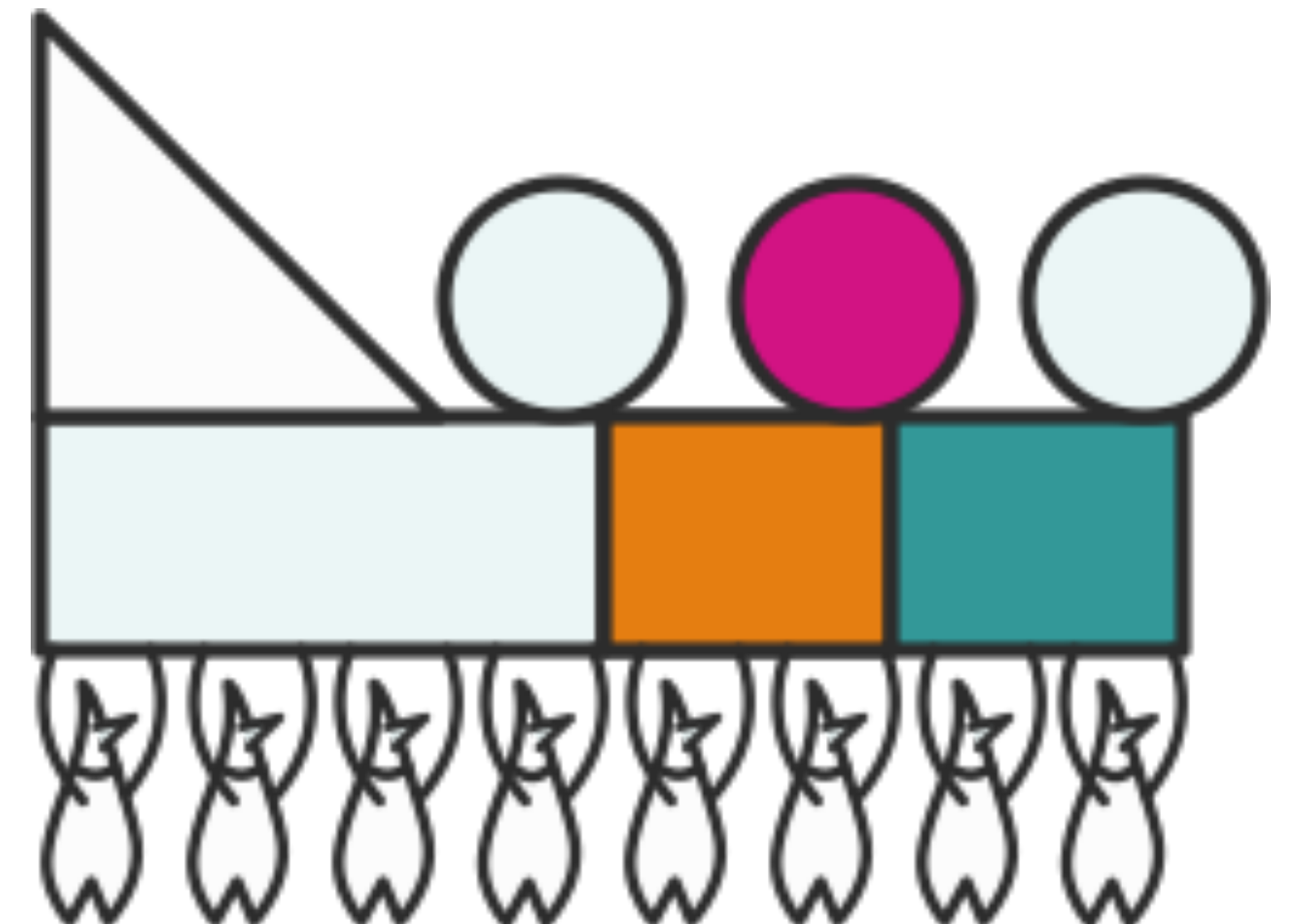
7 Finish off with adding how you will make money and any risks



Key Take Aways



- 1 Start with your Value Proposition Statement
- 2 Spend 30 - 60 mins on your 1st Startup Canvas
- 3 Relentlessly seek feedback
- 4 Reframe risk through ITERATION
- 5 Fall in love with the problem, not your solution



Thank you



mail@ericaneve.com

Before you go...

To help us continue to improve these sessions, please answer these three short multiple choice polls which will pop up on your screen now.

Thank you!



Longitude
Explorer
Prize