

Develop the business idea

In this exercise you will define your business idea using the Lean Canvas Model and define the main project's goals creating a Goal Matrix.

Tasks

1. Start this exercise reflecting (also in group) on your business idea. To foster creative thinking you can start the activity with a brainstorming. In case of a group of people you can use Tricider as social voting tool. Each participant should suggest at least 3 business ideas defining pros and cons. Each member will vote the best business idea.

Tool: <https://www.tricider.com>

https://www.youtube.com/watch?time_continue=1&v=QoAOzMTLP5s → business model canvas

<https://blog.leanstack.com/why-lean-canvas-vs-business-model-canvas-af62c0f250f0> → Why Lean Canvas vs Business Model Canvas? (web site)

2. Based on the defined business idea complete the Lean Canvas Model.

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|--|---|---|---|--|
| Problem Top 3 problems 1 | Solution Top 3 features 3 Key Metrics Key activities you measure 6 | Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying 2 | Unfair Advantage Can't be easily copied or bought 7 Channels Path to customers 4 | Customer Segments Target customers 1 |
| Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc. 5 | | | Revenue Streams Revenue Model Life Time Value Revenue Gross Margin 5 | |

Tool: <https://canvanizer.com/><https://canvanizer.com/>

3. The creation of a goal matrix will help you to define the project's goals.

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|---|------------------------------------|
| Overall goal | |
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| Target results | Control criteria/indicators |
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| Pre-requisites | |
| | |
| Framework conditions | |
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| Things that don't belong to this project ... | |
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