



Contribution ID: 20

Type: **not specified**

Business Model Canvas an value proposition for university startups

Tuesday, 11 July 2023 09:00 (1h 30m)

Business model is a conceptual description of the method of value creation, — economic (revenue, profit), social (image), etc. It is a description of how the company will make money. It shows what needs are to be done to grow a business, the resources it needs, and how to put it into a single mechanism.

- What is a business model, why is it needed
- Types of business models
- Overview of Lean Canvas components (+ Business model canvas)
- Consideration of an example. Elomia startup
- Building your own Business model canvas
- Value proposition canvas (+Canvas)
- Building your own value proposition canvas

objectives:

- What is a business model, why is it needed
- Types of business models
- Overview of Lean Canvas components (+ Business model canvas)
- Consideration of an example. Elomia startup
- Building your own Business model canvas
- Value proposition canvas (+Canvas)
- Building your own value proposition canvas

outcomes:

1. Teach students how to use the Canvas business model
2. Consider examples of business models of well-known startups
3. Record problem segments and solutions
4. Students can fill in the value proposition canvas

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Session Classification: Entrepreneurship and Innovation