

Annex 6: Business Model Canvas practice

Module 6 activity

Learning Goals

- Understand what is and how to use the 'Business Model Canvas' as a tool to test the potential and viability of a new idea for a social venture or an NGO

Background Information

This exercise will allow trainees to become familiar with one of the tools used when creating new ventures. It will give them the opportunity to build a business model canvas using existing projects (and even test their own) and evaluate the basic parameters for new social ventures creation. At the end of this exercise, trainees will feel confident to use this tool for their own benefit in the future.

Duration

60 minutes

Room Organisation

Trainees should work in groups. Members of each group are advised to sit next to each other.

Support material

Paper and pens or pencils.

Instructions

1. First, the trainees watch the video provided.
2. Then, the trainees form groups and start completing each block of the Business Model Canvas.
3. Give 20 minutes for groups to respond to each example
4. A spokesperson of each group delivers the outcomes.
5. The trainer comments on the input for some minutes and provides solution slides.
6. Allow some time for discussion.