

# URBAN KITCHEN GARDEN

BUSINESS MODEL CANVAS

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# BUSINESS MODEL CANVAS GUIDE

## From Seed to Seedling

### What is the Business Model Canvas & Why Use It?

The Business Model Canvas is like planting a seed for your business. It's a one-page overview that maps out what you do (or want to do) and how you plan to do it, helping you grow your idea into something tangible and sustainable. This visual tool, first introduced by Alexander Osterwalder and Yves Pigneur, brings together the crucial parts of any initiative—activities, resources, challenges, and relationships—and shows how these elements connect to bring your vision to life.

### Why Use It?

Whether you're starting (like a new seedling) or an established organisation (a mature plant), the Business Model Canvas is an ideal tool for focused conversations around management and strategy. It enables you to:

- Develop new initiatives or refine existing ones.
- Identify opportunities for growth or improvement.
- Visualise trade-offs and align activities around a shared goal.

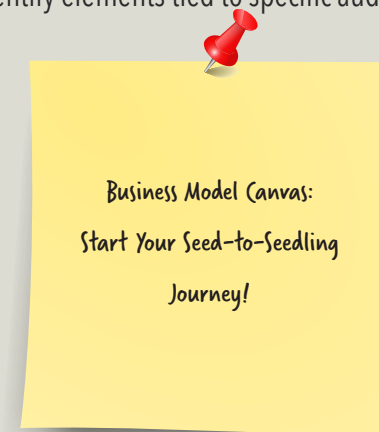
Using this tool, you can streamline planning and ensure that every piece of your business model works toward your primary purpose.

### How to Begin: Start with What You Do

To plant your idea, start by defining your Value Proposition—the core of what you offer. This is like the main root of your seedling. Once you've established this, you can build other supporting elements, such as your audience, resources, and activities. Each building block provides crucial details, just as a seed needs water, sunlight, and soil to grow.

### Using Sticky Notes and Visual Elements

Use sticky notes to write down keywords for each block in the canvas. This way, you can move ideas around, making adjustments as you refine your business model. Consider using different colours to identify elements tied to specific audience segments or resources.



# 9 BUILDING BLOCK:

## Who Will Help You? (KEY PARTNERS)

### QUESTIONS:

- Who are your key partners or suppliers?
- What motivates these partnerships?

## What Do You Do? (VALUE PROPOSITION)

### QUESTIONS:

- What core value do you deliver to your audience?
- Which needs are you satisfying?

## Who Do You Help? (AUDIENCE SEGMENTS)

### QUESTIONS:

- Which groups are you creating value for?
- Who is your most important audience?

## How Do You Do It? (KEY ACTIVITIES)

### QUESTIONS:

- What key activities does your value proposition require?
- What activities are most important for distribution, relationships, and revenue?

## How Do You Interact? (AUDIENCE RELATIONSHIPS)

### QUESTIONS:

- What kind of relationship does your audience expect?
- How can you integrate this relationship-building into your work?

## What Do You Need? (KEY RESOURCES)

### QUESTIONS:

- What resources does your value proposition require?
- What specific supplies or equipment are necessary?

## How Do You Reach Them? (DISTRIBUTION CHANNELS)

### QUESTIONS:

- Through which channels do your customers want to be reached?
- Which channels are most effective and cost-efficient?

## What Will It Cost? (COST STRUCTURE)

### QUESTIONS:

- What are the main costs involved in running this business?
- Which resources and activities are the most expensive?

## How Much Will You Make? (REVENUE STREAMS)

### QUESTIONS:

- For what value are your customers willing to pay?
- How would they prefer to pay?



Business Model Canvas:  
Start Your Seed-to-Seedling  
Journey!