**Level 3 Lesson 1: Business Model Canvas**

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| **1. Description Content** |
| http://www.zebramc.com/wp-content/uploads/2012/02/bmcanvas-basic-model3.jpg  Congratulations on your Level 2 Completion, and welcome to Level 3!  In this series, you will get to know a business plan building tool called Business Model Canvas. If you commit completing these 4 lessons, you will be holding your very first business plan!  Shall we begin?  **Button:** Yes! |

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| **2. Description Content** |
| But before we start, please make sure that you have a pen and some paper.  Why? Because you will not just be reading. Once you go through this lesson, you will have finished the first component of your business.  You can begin by drawing the 9-block template shown above. Once you are done, click Next to start.  **Button:** Next |

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| **3. Description Content** |
| Let’s start with understanding what Business Model Canvas is. Click to play the video below to start your journey.  VIDEO 1: What is Business Model Canvas?  Recap of the parts:  1. Value Proposition  2. Customer Segment  3. Channels  4. Customer Relationship  5. Key Resources  6. Key Activities  7. Key Partners  8. Cost Structure  9. Revenue Stream and Profits  Now you know all the 9 parts. Shall we dive into the first one in greater depth?  **Button:** Okay. |

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| **4. Description Content** |
| The Value Proposition is first. It is where you will think about your products and services. Click to play the video below to start.  VIDEO 2: Value Proposition.  The guiding questions are below. Please spend some time to reflect on them and write the answers into your template.  **Guiding Questions for Part 1: Value Proposition**   1. What is your product or service? 2. Why does your product or service stand out? 3. What need do you fulfill?   Click Next when you are done.  **Button:** Next. |

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| **5. Description Content** |
| Congratulations for completing your first lesson in Level 3!  Lesson 2 will introduce you to the next 3 parts of the Business Model Canvas. You will understand your customers, how to reach them, and how to keep them coming back.  Please, before you leave, rate this lesson! Please also let us know on what you think about this lesson in the comment box of the rating page.  See you in Lesson 2?  **Button:** Rate this lesson. |