

Developing Your Business Model

Travis J. Brown

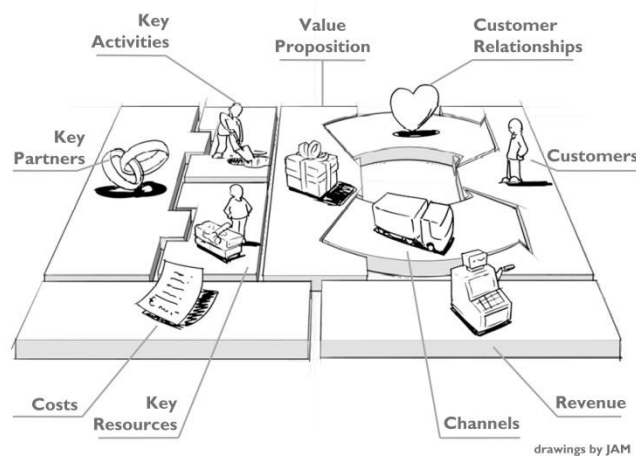
Director of Strategic Initiatives & Lecturer

School of Informatics & Computing, Indiana University

It seems that everyone has an idea for the next great business startup nowadays, but the fact remains that the odds of building a successful business remain quite steep. And, while the basic questions when testing the viability of a business are universal—

- Is the value you are offering through your product/service meaningful to your target customers?
- Can you deliver your product/service to your target customers?
- Are your target customers willing to pay enough to allow you to cover your costs and make a profit?

—in response to the obstacles faced by entrepreneurs, several resources and tools have been developed to assist entrepreneurs when developing their ideas into viable businesses. One such tool is the [Business Model Canvas](#) developed by Alexander Osterwalder:



Source: "Introduction to the Business Model Canvas" <http://zebramc.com>



The Business Model Canvas allows you to systematically lay out the elements of your business model in order to vet your business concept to check whether it is more than just an idea. In order to fill in the dimensions of the Business Model Canvas, you need to get out in the market and start gathering information to challenge the assumptions on which your business concept is based.

In order to help you understand how to effectively use the Business Model Canvas, [Strategyzer](#) developed a series of videos explaining how to complete it in order to increase your chances of success when launching your startup:

Episode 1 - [Getting From Business Idea to Business Model](#)

Episode 2 - [Visualizing Your Business Model](#)

Episode 3 - [Prototyping](#)

Episode 4 - [Navigating Your Environment](#)

Episode 5 - [Proving It](#)

Episode 6 - [Telling Your Story](#)

To get you started, here are the completed Business Model Canvases for a few prominent technology companies: [Google](#), [Facebook](#), and [Twitter](#).

Of course, mapping out your business model is only the first step in planning your business, but if you don't have a viable business model, you don't have a viable business.

For additional information about using the Business Model Canvas or entrepreneurship resources in general, please contact Travis Brown (trabrown@indiana.edu).