

# Developing Your Business Model

Before you move into full business planning mode, there is an earlier step that can help you gain clarity about the strength and logic of your business idea. It involves getting your business idea onto one page using a tool called the Business Model Canvas. This tool, created by Strategyzer is a great way to distil your business down to its basics and help you get clear in your mind what the core elements are. This, in turn, enables you to develop a compelling product and service backed by a winning marketing strategy, key messages, and pitch.

At Bayside BEC we use this tool with many of our clients as a starting point to anchor their understanding of what the business is trying to achieve and how it should be best set up to achieve it.

You can book a diagnostic session where we can model your business using the canvas and develop a roadmap for you to follow to achieve your business goals.

Strategyzer.com provides a range of free tools to assist businesses and business consultants and advisors to develop business clarity, which results in an action plan to further develop your business plan.

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 	
	Key Resources 		Channels 		
Cost Structure 		Revenue Streams 			

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**DESIGNED BY: Strategyzer AG**  
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Whatever your reasons for going into business, if it's your first time, there are some key questions that you need to answer if you want to give yourself the best possible chance to succeed. Small business is tough and you will need to draw on all of your resources and abilities to make it work.