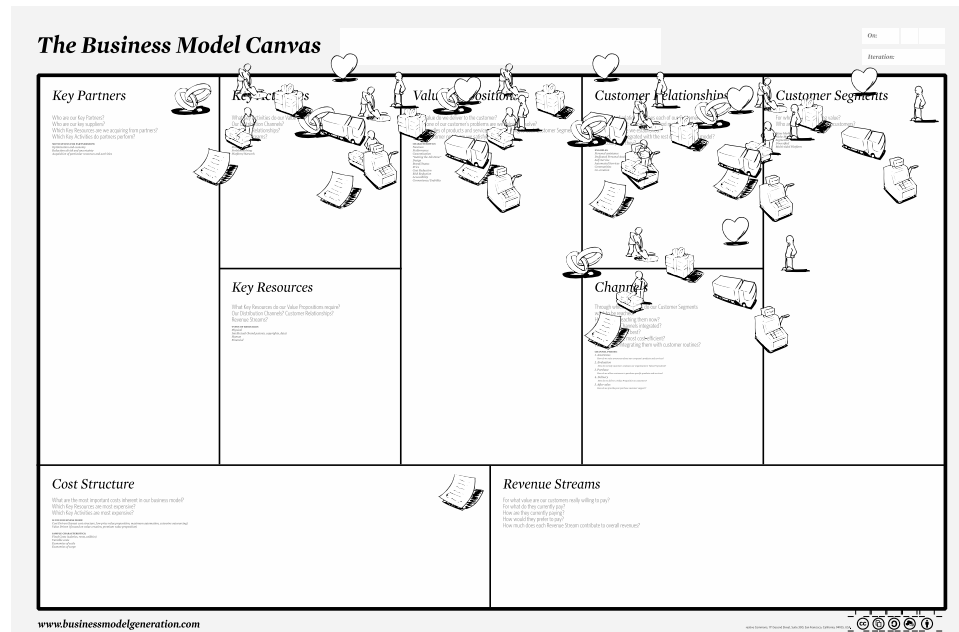


Using the Business Model Canvas to Accelerate Entrepreneurship and Cultivate Intrapreneurship

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Agenda



Innovation

Introduction to intrapreneurship and the entrepreneurial mindset

Entrepreneurship and Intrapreneurship defined

Entrepreneur's Tool Kit Overview

Business Model Canvas



Learning Objective for Today

- You will leave this session knowing how to use the Business Model Canvas to map your innovation.



Why Innovation?

- Change is happening whether you're ready or not.
 - AI is the perfect example!
- To embrace it fuels creativity, critical thinking and problem solving.
- Better to be prepared than be behind.
 - Lessons from the pandemic



Innovation is happening all around you!

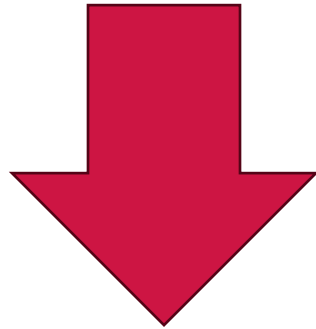




Mindset Matters

What is the “*Entrepreneurial Mindset*”?

It is a way of thinking that helps you overcome challenges, be decisive, and accept responsibility for your outcomes



Leads to Entrepreneurs and Intrapreneurs

Entrepreneurs are people who see an opportunity to create value and are willing to take a risk to capitalize on that opportunity.

Intrapreneurship is a people-centric, bottom-up approach to developing innovation **WITHIN** an organization.





Key Entrepreneurial Skills

- The ability to identify and assess opportunity
- Constant research
- High level of problem-solving skills
- Ability to manage risk
- Advanced networking skills
- Perseverance, proactivity and flexibility
- Leadership and self-confidence





Intrapreneurial Success

Why is an Intrapreneurship important: Some of the biggest successes in larger companies come from employees!

Flamin' Hot Cheetos

Happy Meals

Sticky Notes





Get Started.....

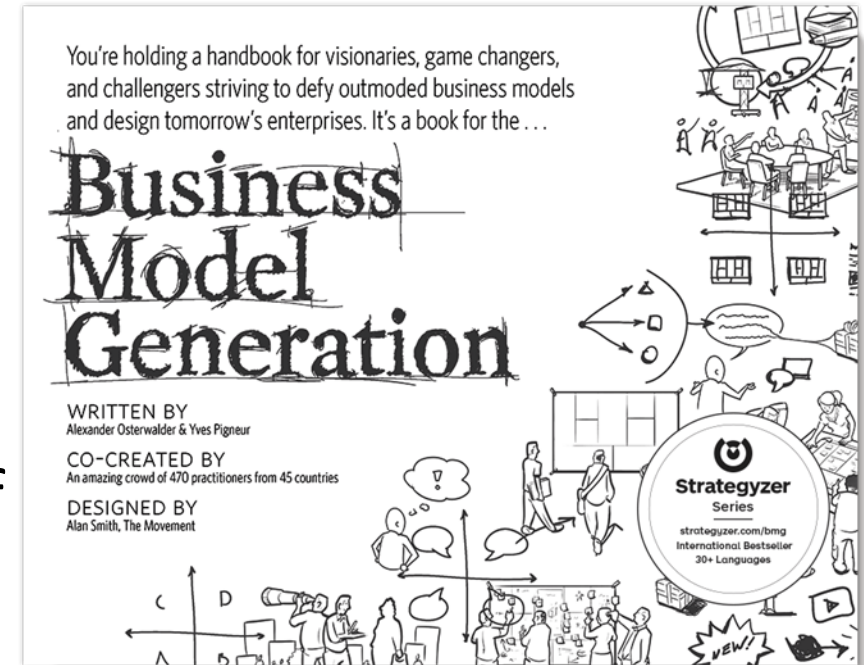
- Entrepreneurship vs. WANTrepreneurship
- Listen to the customer
- Engage in experiments
- Look at feedback
- Learn about the industry
- Pivot
- Start over

.....**Do Something!**



Business Model Canvas

- Developed by Alexander Osterwalder. Synthesized all of the components in to the book ***Business Model Generation***, published in 2010.
- “A business model describes the rationale of how an organization creates, delivers, and captures value.”
- It is a visual tool





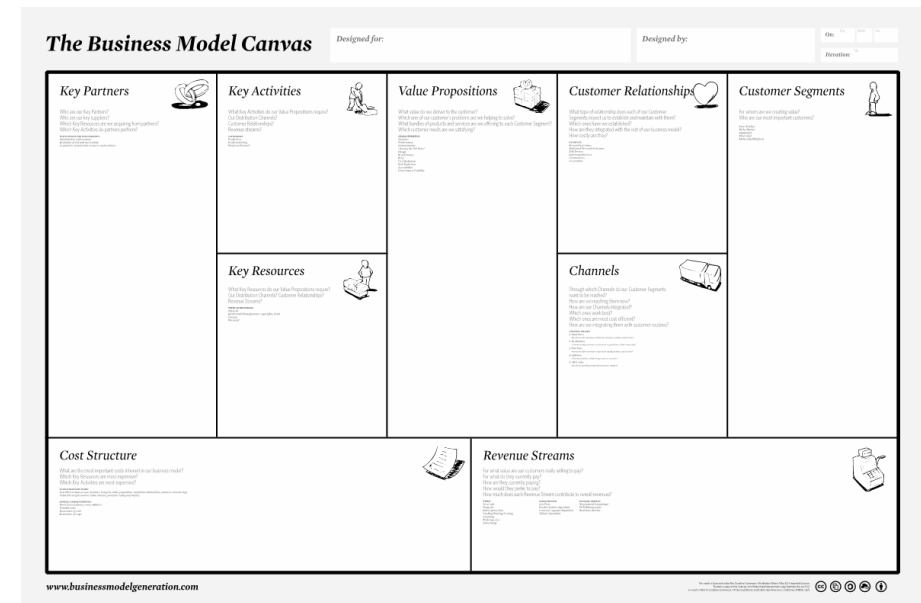
Business Model Canvas

[Business Model Canvas Explanation and Example](#)



9 Building Blocks

- Step 1 Customer Segments
- Step 2 Value Proposition
- Step 3 Channels
- Step 4 Customer Relationships
- Step 5 Revenue Streams
- Step 6 Key Resources
- Step 7 Key Activities
- Step 8 Key Partners
- Step 9 Cost Structures





Tips about the Process

- Start with the Customer Segment and the Value Proposition
- It's OK to leave sections blank
- Be concise
- Think in the present
- Be customer focused (member focused)!!





Exercise I-Energy Drink

The Basics

- You have concocted a recipe for a new energy drink!
- You are not sure what you should do first
- You have assembled a group of stakeholders to examine possibilities.

10 minutes in your breakout room to create a BMC

Be prepared to share your value proposition and customer segments





Findings

Advantages

- Quickly see what you need to know
- Make a decision (go, no-go, re-think/re-tool)
- Customer focused



