



NAME _____ CLASS _____ DATE _____

Your idea. Name a business or school mini-enterprise: _____

Fill each block of the canvas¹ with short phrases. Start with Customer segments, then Value propositions. Page 2 shows a model.

KEY PARTNERS <i>Who helps us? Which suppliers or helpers do we rely on?</i>	KEY ACTIVITIES <i>What must we do each day to make this work?</i>	VALUE PROPOSITIONS <i>What problem do we solve? What do customers get?</i>	CUSTOMER RELATIONSHIPS <i>How do we keep customers happy and coming back?</i>	CUSTOMER SEGMENTS <i>Who are our customers? Name one group.</i>
	KEY RESOURCES <i>What do we need to have: people, things, money?</i>		CHANNELS <i>How do customers find us and buy from us?</i>	
COST STRUCTURE <i>What do we spend money on?</i>			REVENUE STREAMS <i>How does money come in? Who pays for what?</i>	

¹ Layout adapted from the Business Model Canvas (Alexander Osterwalder and Yves Pigneur, Business Model Generation, 2010)

Worked example: Class Lantern Bakes



Class Lantern Bakes is a fictional school mini-enterprise selling cakes at break time. It is invented for this sheet. Read each block of the canvas¹, then answer the questions below.

KEY PARTNERS School kitchen team	KEY ACTIVITIES Baking, selling	VALUE PROPOSITIONS Fresh, affordable treats made by students	CUSTOMER RELATIONSHIPS Friendly service, regular days	CUSTOMER SEGMENTS Students and staff
	KEY RESOURCES Ingredients, a table, a float		CHANNELS A stall at break	
COST STRUCTURE Ingredients, packaging			REVENUE STREAMS Sales	

LOOK CLOSELY

Who pays? Name one cost and its block. Which block would you improve?

WHO PAYS?

A COST

IMPROVE

¹ Layout adapted from the Business Model Canvas (Alexander Osterwalder and Yves Pigneur, Business Model Generation, 2010)



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1

Riskiest assumption

Look at your page 1 canvas.

RISKIEST BLOCK _____

WHY RISKY? _____

2

Who pays?

Is it the same person who uses it?

WHO PAYS _____

3

What could go wrong?

Name a problem and a fix.

RISK AND FIX _____

4

One-sentence pitch

Fill the gaps in your own words.

We help _____ who want _____
by _____

5

Improve it

One change, then re-check.

CHANGE I WILL
MAKE _____
