

The Right Foot Workshop Series

Session 2: Business Models & Lean Business Planning

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



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The Right Foot Workshop

Session 1. Setting up a business

Session 2. Business Models & "Lean" Business Planning

Session 3. Financial

Session 4 Marketing

Session 5. Other Business Lessons



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How many of you have been told
you have to write a business plan?

Who wants to read
your business plan?

Lender, investor,
partner, landlord, etc...

Who doesn't care much
about your business plan?

Your customers

“The purpose of a business is
to create a customer.”

- Peter Drucker

What To Expect In This Workshop

- A practical approach to startup business planning
- A simple business model brainstorming tool
- A “lean” (less time and \$ wasted) approach to viability
- A way to connect this to a formal business plan



Agenda/Overview

- Intro to lean startup approach
- Business Models
- What's a business model?
- Examples of different business models

- Intro to business model canvas (BMC)
- Using the BMC to cut through noise and get to important questions

- From business model to business plan
- Who is your audience? (lender, investor, partner, etc)
- Other important topics, research, and processes for creating your plan

Intro to the Lean Startup Approach

In a nutshell:

- How do I find out who my customers are, what they want, and why they will/won't want what I offer more than the alternative(s)? (Customer discovery)
- What is the best (most efficient, most valuable) way of meeting customer desires/demands? (Business modeling)
- How can I figure out what will work best and get some data/feedback to guide my actions/decisions? (Agile testing)

Intro to the Lean Startup Approach

So, what's a business model?

Business models

What's a business model?

The way a business solves customer problems and creates, delivers, captures value.

Business models

The way a business solves customer problems and creates, delivers, captures value.

Creates = production model

Delivers = distribution model

Captures = revenue model

Different Business Model Examples

..in the same
industry

RETAIL

- brick and mortar (storefront)
- e-commerce
- direct sales
- pop-up
- mobile/delivery
- kiosk, etc.










Designed for:

Designed by:

Date:

Version:

Business Model Canvas

| | | | | |
|---|---|---|---|--|
| Key Partners  | Key Activities  | Value Propositions  | Customer Relationships  | Customer Segments  |
| | Key Resources  | | Channels  | |
| Cost Structure  | | | Revenue Streams  | |










Business Model Canvas

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| Key Partners  | Key Activities  | Value Propositions  | Customer Relationships  | Customer Segments  |
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So, what's your business model?

A Tale of Two Business Models

John's Bakery

- Loves baking and is good at it
- Wants to start his own bakery business
- Searches for a storefront, equipment, etc.
- Writes a formal business plan
- Uses personal savings and credit cards (gets denied for a business loan – too risky!)
- Signs a lease and opens up regular hours
- Struggles to promote the business and get customers to come in and buy

Jane's Bakery

- Loves baking and is good at it
- Wants to start her own bakery business
- Spends time developing her brand/menu to align to customer demands/market trends
- Builds a following and a buzz on social media
- Does exclusive pop-up events (sells out every time)
- Gets a storefront (using savings, profits from company, and a small loan)
- But continues to run the store like a pop-up

Business models

Next Steps:

Thank You

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