

# Method 4

## Business Model CANVAS+<sup>★</sup>

### Reverse Coaching



### Entrepreneurial Coaching

			
Complexity	Target group	Pax number	Activity duration
High	New Entrepreneurs, Mentors Age 18 +	2	60 – 75 min



## Description

The Business Model Canvas is a strategic management template used for developing new business models (can be downloaded here: <https://www.strategyzer.com/canvas/business-model-canvas>). The canvas is broken down into 9 key building blocks:

1. Customer Segments
2. Value Propositions
3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partners
9. Cost

Usually during filling in canvas, a skilled mentor (youth worker) would coach his/her mentee, a prospective entrepreneur (youth with fewer opportunities) by asking the predefined questions for each of 9 building blocks.

Utilising the reverse coaching method, the roles will be swapped. The mentee (youth) will become a coach, lead the process and coach the other person (youth worker) through business model development using Business Model Canvas template. In the end provision of feedback from both sides will follow.



## Objectives

To visualise and assess a business idea.



## Needed materials

- Business model canvas template (online or printed)

- Creativity
- Vision
- Valuing ideas
- Self-awareness
- Financial & economic literacy



## Competences

- Planning & management
- Coping with ambiguity, uncertainty and risk
- Working with others
- Learning through experience



## EntreComp

The European Entrepreneurship Competence Framework

EntreComp is the European reference framework to support a shared, comprehensive understanding of entrepreneurship as a competence.

EntreComp identifies the knowledge, skills and attitudes we all need to act upon opportunities and ideas, and transform them into social, cultural, or financial value for others.

<https://ec.europa.eu/social/main.jsp?catId=1317&langId=en>



## Instructions

Before reverse coaching the mentor (youth worker) should be already introduced to the business model canvas. The mentee (youth with fewer opportunity) will be introduced to the concept by the lecturer during capacity training (with provision of examples or filling in his/her own business model canvas).

The mentor during one of the mentoring sessions will inform his/her mentee about the process of swapping their roles where he/she will be in the position of beginning entrepreneur designing a business model for the problem he/she wants to solve. While a youth worker will work on business model canvas building blocks (writing down ideas) based on asked questions, the mentee in role of mentor will take notes about his/her own ideas or recommendations. After completing all 9 building blocks, the roles will be swapped back and the mentor (youth worker) will discuss with the mentee all created building blocks (what are the recommendations/insights of the mentee) as well as the benefit of the reverse coaching.

### QUESTIONS FOR BUSINESS MODEL CANVAS 9 BUILDING BLOCKS:

(questions can be simplified)

#### Customer Segments

For whom are we creating value?

- Who are our most important customers?
- Value Propositions

- What value do we deliver to our customers?
- Which customer needs are we satisfying?
- Which customer problems are we helping to solve?
- What bundles of products and services are we offering to each customer segment?

### **Channels**

Through which channels do our primary customer segments want to be reached?

- How are we reaching them now?
- How are our channels integrated?
- Which channels work best?
- Which channels are most cost-efficient?
- How are we integrating them with customer routines?

### **Customer Relationships**

What type of relationships do each of our primary customer segments expect us to build and maintain with them?

- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

### **Revenue Streams**

- For what value are our customers willing to pay?
- For what value do they currently pay?
- How are they currently paying?
- What method would they prefer to use for paying?
- How much does each revenue stream contribute to overall revenues?

### **Resources**

- What significant resources do our value propositions require?
- Which significant resources do our distribution channels require?
- What significant resources do our customer relationships require?
- Which significant resources do our revenue streams require?
- Activities
- What significant activities do our value propositions require?
- Which activities are the primary drivers of customer relationship?
- Where does our distribution channel provide value-add?
- What are the revenue streams for each channel?

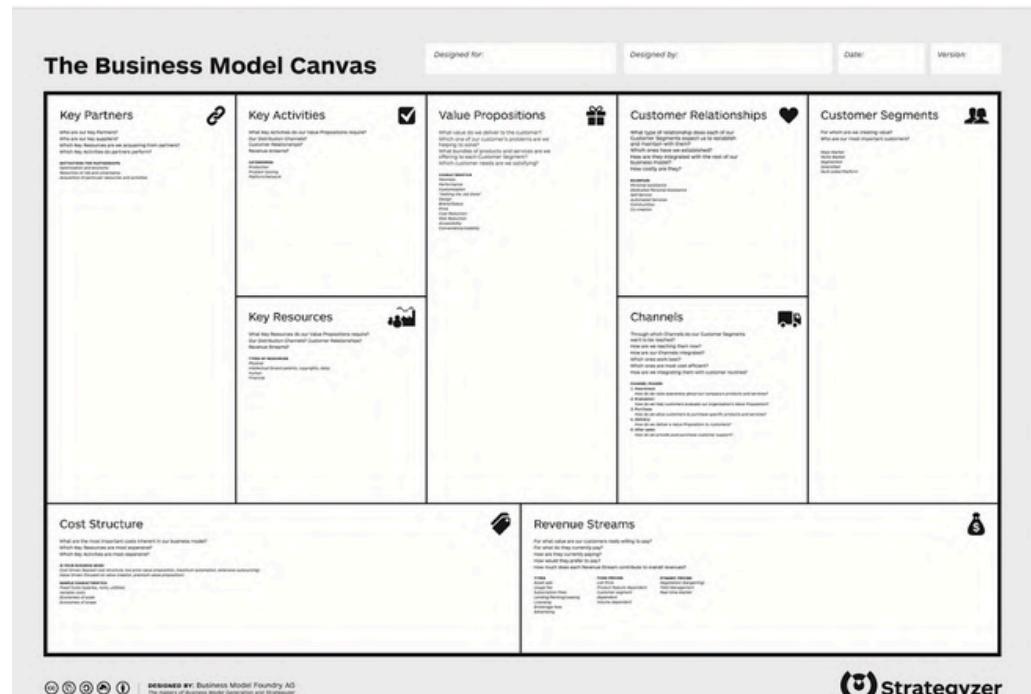
### **Partners**

- Who are our significant partners?
- Who are our significant suppliers?

- What critical activities do our partners perform?
- What important resources are we acquiring from our suppliers?

### Cost Structure

- Which costs are most critical to our business structure?
- What primary resources are the most expensive?
- What primary activities are the most expensive?



 Strategyzer



### Varieties for the method

This method is flexible, can be used also as peer to peer coaching (between youth with fewer opportunities themselves during capacity training).



### Tips for facilitator

Encourage participants (youth in position of mentor) to take notes and do not be judgemental – to write down everything what will come to their mind during their reverse coaching on business model canvas.

Just play and have in mind to adapt to each individual needs



Offline, Online



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