Intro to Business Models	
After having learnt more about yourself, your current level of energy and how others see you, it is now time to expand your knowledge about business models.

The first step is to learn about one of the main tools you are going to use to develop your project or idea. This tool is the CANVAS, a strategic management tool to develop new business models or document existing ones. The Business Model Canvas was initially designed by Osterwalder and Pigneur, and later some other authors have designed different canvases. For example, Business Model YOU (Personal Business Model Canvas, by Dr. Tim Clark), Lean Canvas, Zen Canvas or B-Canvas.

In this chapter, you will learn what a Canvas is, you will learn about some good examples of Canvas, following the examples of successful companies such as Facebook, Ryanair and Google. By using the Canvas tool, you will understand how their business models are created. After that you will also learn on how to draw a good Canvas, and finally, you will practice about customer experience.

Get ready to start this new stage in your path! | |