

What a CANVAS is? What is it used for?

The first step in this chapter is to learn about what a CANVAS is and what it is used for. According to [Forbes](#), the “Business Model Canvas is a simple graphical template describing nine essential components: Customer segments, value propositions, channels, customer relationships (such as self-service or personal assistance), revenue streams, resources, activities, partnerships, and costs. The individual elements prompt consideration of a business’ full scope, while the layout encourages thought about how the pieces fit together.”

This tool, designed by Alexander Osterwalder in 2008, describes the business model of any company within the previously mentioned 9 blocks. A detailed explanation can be found here: <https://www.youtube.com/watch?v=QoAOzMTLP5s>

You can also get more information from the Osterwalder’s and Pigneur’s [Business Model Generation](#), where you can also find some other resources: <https://strategyzer.com/platform/resources>
<https://canvanizer.com/new/business-model-canvas> (to create an on-line version of your Business Model Canvas)

Although Osterwalder’s Business Model Canvas is a perfect tool for a startup, we recommend you to have a look at other types of canvases, which might be more suitable for your project or idea:

- Business Model YOU (Dr. Tim Clark): <http://businessmodelyou.com/> is based on the Business Model Canvas, but address to reinvent yourself and to find a new professional career.
- Lean Canvas (Mr. Ash Maruya): is a variation of the Business Model Canvas, where 4 boxes have been replaced by 4 new ones, i.e. Problem, Solution, Key Metrics and Unfair Advantage. Many startups find this tool more adapted to their needs and prefer to use it in an initial stage, when defining their business model. Here you will find more information about the differences between the Business Model Canvas and the Lean Canvas: <https://canvanizer.com/how-to-use/business-model-canvas-vs-lean-canvas>. In this website, the Lean Canvas author explains why he created a new Canvas version: <https://leanstack.com/why-lean-canvas/>, and from here (<https://canvanizer.com/new/lean-canvas>) you can create a new on-line Lean Canvas.
- Zen Canvas: <http://businessmodelzen.com/> is a tool to model a business from the idea to the design and then to the execution. From here (<https://canvanizer.com/new/business-model-zen-canvas>) you can create a new on-line Zen Canvas.

There are also other types of canvases, designed for other specific purposes. Next, you will learn how to draw a good Canvas and you will go through various Business Model Canvas examples.

Once you have finished those, you should come back to this and select one Canvas model to complete. Please, note that all of them have a determined order you should follow to fill in.

