

How to draw a good canvas?

Now that you know what a Business Model Canvas is, I am going to provide you with some suggestions and recommendations to draw a good Canvas.

The first thing you should know each type of Canvas has a specific order you should follow when filling it in. Let's take as an example the original Business Model Canvas. The order you should follow is:

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

Also note that boxes from 1 to 5 (right part of the Canvas) form the CUSTOMER VALUE, whereas the left side of the Canvas (boxes from 6 to 9) are part of the INFRASTRUCTURE needed for your business model.

Now, take your Business Model Canvas in A0 size and add the numbers to each box. To start filling it in, you will also need post-its of different colours and a pen.

Here you have some tips that will be helpful for you:

- You should be iterating the Canvas as much as needed, so I recommend you to start filling it in with just one post-it colour.
- Write only one word per post-it. If it is not possible, write a very short sentence.
- Start with only one or two post-it per block maximum. On following iterations, you can add some more.

Once you have your first Canvas version, you should show it to a group of persons to give you feedback on it. Use different post-it colours for pain points and positive feedback.

And here you have also some clarifications that will help you to fill in your Business Model Canvas:

1. Customer Segment: Write here to whom you deliver value.
2. Value Propositions: Think of how you help and which customer needs are you satisfying. Your Value is a promise, which means it is your Brand. Do not confuse it with your activities.
3. Channels: Be aware of the cycle's business. Which channels are you going to use to reach your Customer Segment?
4. Customer Relationships: Think of how you will get, keep and increase your customers.
5. Revenue Streams: Here you can think of the price of your product that your customers are willing to pay. Also try to write something about the pricing strategy.
6. Key Activities: Use only verbs. List here the activities required in order to achieve your Value Proposition.

7. Key Resources: Write in this box all resources needed for your Value Proposition (professionals, suppliers, etc.)
8. Key Partners: Take it as a relational tool.
9. Cost structure: Disconnect between activities and key resources.

Watch this video next that will show you how to draw your first Business Model Canvas:
https://www.youtube.com/watch?v=_4MHqyf4Vw0