

Intro- Develop your Entrepreneur Idea”.

You are about to start the final chapter of the CRAYON's MOOC, “Develop your Entrepreneur Idea”.

By now, you should have your knowledge and skills ready to start with the development of your Entrepreneur idea.

During these last module, you will start by defining what your idea, product or service is. With this, you will start filling-in your own B-Canvas (or other type of Canvas you prefer). Then, you will go on identifying the Value Proposition of your Business Model, and finally we will give you some tips about different types of organisation, branding, and the use of a pitch for presenting your Business Model.

Once you have the first version of the B-Canvas ready, and after having gone through the remaining chapters of the module, you will be able to present your model to other people. This process is of great importance, as it will give you insights and feedback on it, and you will then start to iterate your B-Canvas to improve your model.

This is the final part of your CRAYON's experience, and the start of your new project. Are you ready?

Good luck!