

BM Value Proposition	
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After having defined your entrepreneur idea, project, product or service, you are going to start filling in the [B-Canvas](#), or any other Canvas model you feel more comfortable with.

The first thing you should do is to place your idea, project, product or service in the centre of the heart.

Then, I recommend you to start filling the following Canvas boxes, in this specific order:

1. Key Activities (What you do)
2. Users, Customer Segments (Who you help)
3. Value Proposition (How you help)
4. Channels (How they know you and how you deliver)

Build a model or prototype for each of the boxes together with the team you are working with.

The aim of this process is to define the value proposition of your idea, project, product or service, having reached a common agreement with the team.

It is highly recommended that you contact a CRAYON's partner to use their LEGO® bricks available. In this way, you will have many more bricks and pieces to use for your model. As well, you will have a CRAYON's expert available to guide you through this development process. If it is not possible for you to do this activity in any of the CRAYON's partner facilities, you can use the LEGO® bricks provided with the Welcome pack. In this case, it is better if you do one model for each box and take pictures of each of them. In this way, even though you have a small amount of pieces, you will, in the end, have the pictures of the models you built for each of the four boxes previously mentioned, as well as for the Purpose (in the centre of the heart).

After you have these boxes completed, you should follow by filling in the remaining boxes, in the order mentioned in the previous chapter. In order to do this, you can continue using your LEGO® bricks and taking pictures or you can use sticky notes.

Once you have completed your first version of the B-Canvas, you will have your first version of your Business Model Canvas.

After this, continue with the following sections (Type of organisations, Branding and Pitch) to further define your business model and to learn on how to present your idea clearly and shortly.

Are you ready for these final steps?

>>ACCESS THE ASSIGNMENT [HERE](#)<<