

the IO1 journey

**4 Steps
Methodology
Definitions for
Crayon's**

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- 1.1. Reinforcing aspirational identity
- 1.2. Defining what your product or service is
- 1.3. Business Model Value Proposition with Lego®
- 1.4. Stakeholder map and best customers

Playing Lego®

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- 2.1 Preparatory tasks before workshop
- 2.2 Alignment game
- 2.3 Energy inner Journey
- 2.4 Johari Window

**Reviewing Business
Models**

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- 3.1 Rules for Drawing Good Canvases
- 3.2 Facebook & Ryanair models
- 3.3 Business Cycle model

**Using Canvas and LSP
to evaluate the
entrepreneur idea.**

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- 4.1 Defining what your product or service is.
- 4.2 Your Business Model Value Proposition.
- 4.3 Defining the Stakeholder map and best customers.
- 4.4 Evaluation