

# Guide: Business Model Canvas



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# Business Model Canvas

## Introduction

Osterwalder's Business Model Canvas maps out the different areas of a business, from the core value proposition to how you relate to clients or customers, the infrastructure you put in place to deliver value for them, and the balance of costs and value creation and capture.

## Overview

One of the most popular tools in business strategy is the Business Model Canvas, developed by Osterwalder and promoted through Strategyzer. The model is based on academic research into key business processes and is useful for anticipating how a problem might be addressed, what the business model might be, and how this might fit within existing value-creation strategies within an organisation.

Around a central value proposition, the model asks people to consider how

- They engage with their customers or clients, who they are, how you reach them and the relationship
- The infrastructure, including partnerships, the pattern and structure of activities and the alignment of resources, deliver value
- The costs and benefits associated with creating value accrue

At EBNLab, we use this model to structure and refine our understanding of the need, consider the population and how to reach it, and critically analyse the operational and financial viability of addressing the need. The key to using the model is to engage in a structured discussion about each element. Contact EBNWorks to arrange a session using this model. Please upload completed templates as evidence to EBNLab.

## External Resource

[Strategyzer Business Model Canvas](#)

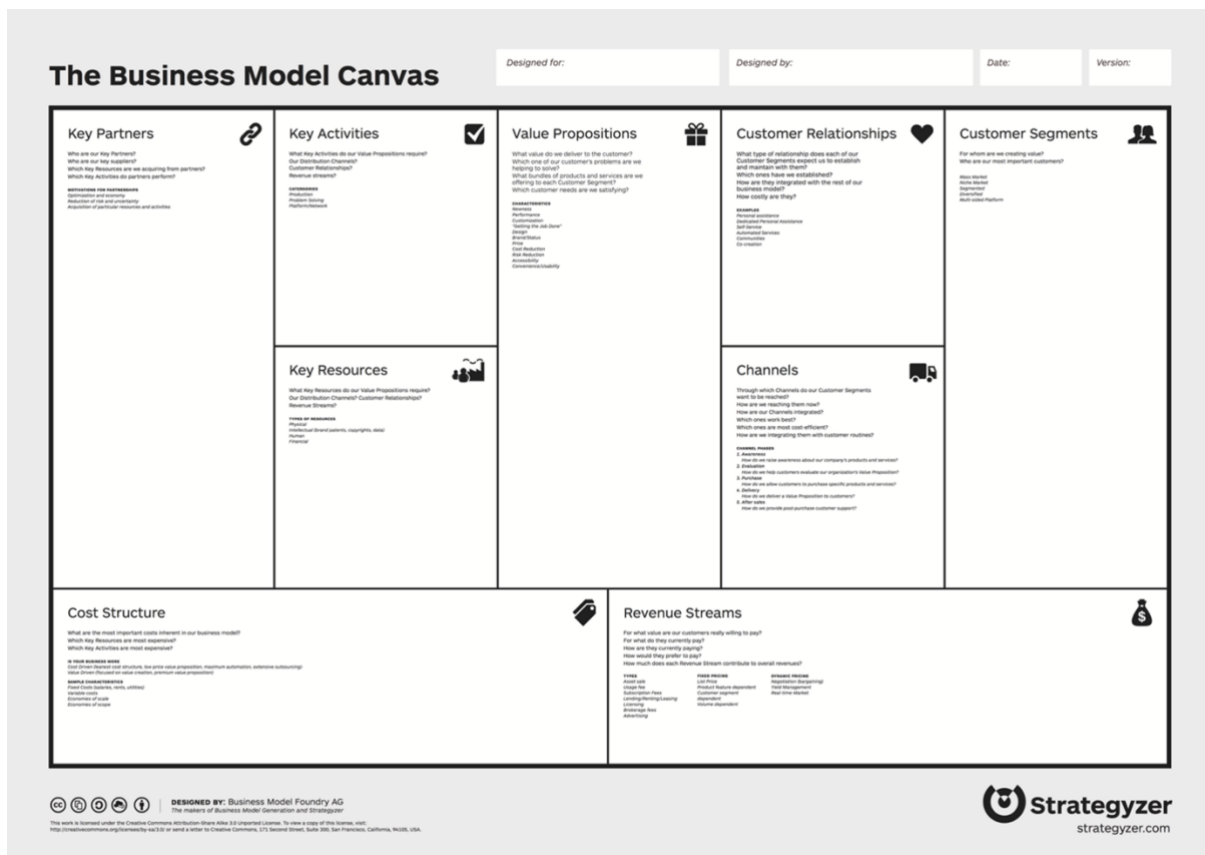


Figure 1: The Business Model Canvas