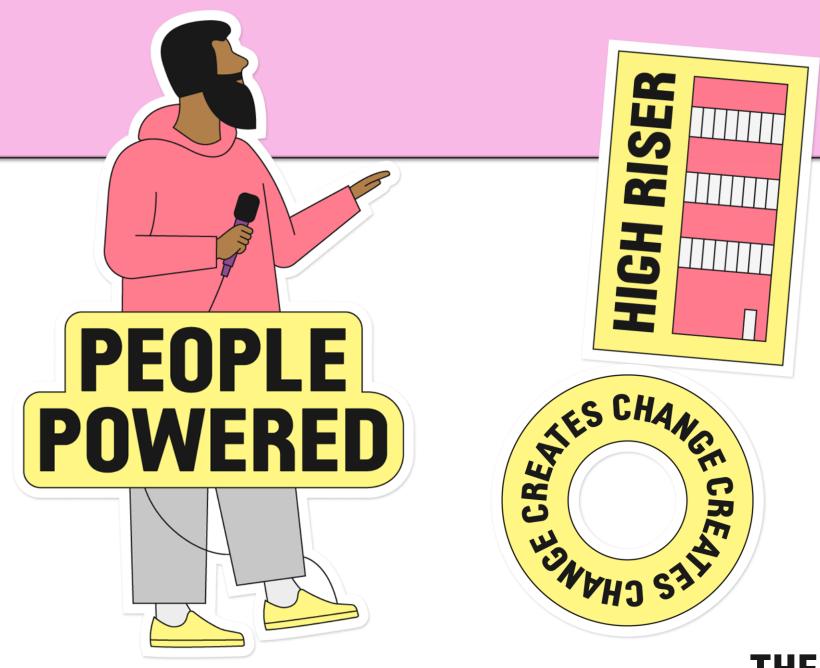
## BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS







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## HOW TO MAKE THE MOST OF THIS SESSION WHY IT'S IMPORTANT





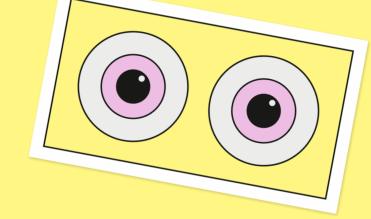
- Use practical tools to bring your ideas and plans to life
- Help communicate your ideas with others
- Take the fear and complexity out of Business Planning





# SESSION OVERYIEW 1





- Tools to analyse & assess your proposition/idea/venture
- Tools to practice planning at a stage that works for you





## BUSINESS PLAN Schmizness Plan!

Business Plans are important at key points in time, BUT>>>

- They can be OVERWHELMING and distract you from making your venture a reality
- They also take time, money & expertise to do well

When starting out - creating a series of summaries & key reports is less overwhelming





## **SWOT ANALYSIS**



A quick & simple, starter for 10...

Strengths	Weaknesses
Opportunities	Threats





### PESTLE ANALYSIS



Deep dive & wider contextual understanding of risks, opportunities, demand & how your venture links to policy needs

Can be used to consider risk & get your evidence stats in order

Political	Economic	Social
Technological	Local	Environmental





### 2 SENTENCE BUSINESS PLAN



#### What is the problem?

Top 3 Problems/Pain Point



#### Who has this problem?

Target Market



#### How are you going to solve the problem?

Your Product/Service



#### Why should the person, who has this problem, buy from you?

Your USP and competitive advantage



#### Why should the person, who has this problem, buy from you?

Money, skills, talent, IP



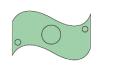
#### How will you reach the customer?

Marketing, Sales, Advertising & Distribution



#### How much will this cost?

Capital, operations, distribution etc.



#### What is the problem?

Revenue streams, margins, value of customer



#### When should this be done?

Timeline



#### What are the measures of success?

SMART Goals, Success Metrics



#### **Action Steps:**

Marriage of the Business Plan & To-do List











### BUSINESS MODEL CANVAS

#### **Builds on the 2 sentence Business Plan**



- Easy to understand
- Customer focused encourages you to think about the value you'll bring to your customers & beneficiaries
- Shows connections it's on one page so you can see how things relate to one another
- Describes how you create, deliver & capture value





### WHAT IS A BUSINESS MODEL?

- Mechanism through which a company generates profits
- People can get lost in writing a business plan without thinking how it's actually going to be delivered, effective and how different parts of the business will hang together & function
- The Business Model Canvas helps with this...







## SOCIAL BUSINESS MODEL CANVAS



#### **Key Resources**

What resources will you need? People, finance, access?

#### **Partners + Key Stakeholders**

Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permission?

#### **Key Activities**

What programme & non-programme activities will your organisation be carrying out?

Channels

How are you reaching your beneficiaries & customers?

#### **Cost Structure**

What are your biggest expenditure areas? How do they change as you scale up?

#### **Type of Intervention**

What is the format of your intervention? Is it a workshop? Service? Product?

#### Surplus

Where do you plan to invest your profits?

#### **Segments**

Beneficiary

Customer

Who are the people or organisations who will pay to address this issue?

#### **Value Proposition**

Social Value Proposition

Impact measures

How will you show that you are creating social impact?

Customer Value Proposition

What do your customers want to get out of this initiative?

#### Revenue

Break down your revenue sources by %





## SOCIAL BUSINESS MODEL CANVAS



#### **Key Resources**

Room hire Refreshments Recording services Distribution Travel / Speakers / Performers

What resources will you need? People, finance, access?

#### **Partners + Key Stakeholders**

Community, Housing Associations, Media, Theatres, Commissioners

Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permission?

#### **Key Activities**

planning of events and performances Creative planning/Practice sessions Event promotion and management Publishing of audio/visual content media Travel / Speakers / Performers

What programme & non-programme activities will your organisation be carrying out?

Co-design and facilitation /

Creative and cultural events. ticketed performances Books and publications Video channel

**Type of Intervention** 

What is the format of your intervention? Is it a workshop? Service? Product?

#### Channels

Local and community theatre You tube Local radio **Via Housing Associations** 

How are you reaching your beneficiaries & customers?

#### **Segments**

Tenants and residents **Housing Associations** Local Arts and Culture organisations Families, young people, diverse communities

Beneficiary

Customer

Tenants and residents **Housing Associations** Local Arts and Culture organisations General public, family members overseas, fans

Who are the people or organisations who will pay to address this issue?

#### **Value Proposition**

Promote heritage, unlock talent, reduce isolation, improve wellbeing, community connection & pride

Social Value Proposition

Impact measures

Increased awareness, engagement numbers, health improvement, sales of tickets/resources, community pride How will you show that you are creating social impact?

Customer Value Proposition Increased skills, more diverse arts/music/media, pride in identity and innovation, wider audiences in venues/on radio What do your customers want to get out of this initiative?

#### **Cost Structure**

Venue hire (unless pro-bono), performers time, facilitation and rehearsal time, marketing and promotion, packaging/distribution What are your biggest expenditure areas? How do they change as you scale up?

#### Surplus

Subsidise tickets, programmes for up coming talent Where do you plan to invest your profits?

#### Revenue

Ticket sales, refreshment sales, book/publication sales Programme commissions, distribution fees, youtube advertising

Break down your revenue sources by %

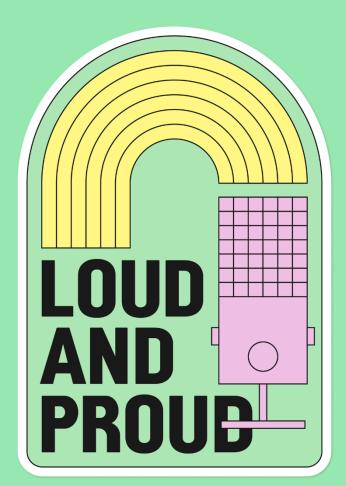




## BUSINESS PLAN

If you're at the stage to start writing a Business Plan>>>

- Think about the audience and the reader
- Use existing templates to help get you started and the restructure right
- Don't labour over it the sooner you test it, the sooner you find out if it works!
- Start with problem solving community need and the numbers (budget/sustainability)
- Keeping it a series of short reports/sections means you can update elements easily and keep it live







## **SESSION SUMMARY**

Consider which Business Planning tools will work for you currently



 See these as live working documents use them, implement the plans and refresh the information

• Use the information to effectively communicate with conviction to aid with operations, pitching for opportunities, marketing and communicating impact and crucially understand what is financially viable





## TAKE THE LEAP



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