Business Model Canvas

Table of contents

Outline . . . 1
The business model canvas . . . 1
The value proposition canvas . . . 2
Interviewing . . . 2
Exercise: the front stage of a successful product . . . 2
Key takeaways . . . 3
Homework . . . 3
Next week . . . 3

Week 2 seminar. See comp1100[1] for course logistics.

Outline

1. The business model canvas — the nine blocks
2. Front stage vs back stage
3. The canvas as a record of customer discovery
4. The value proposition canvas
5. Ground rules for interviewing

The business model canvas

See business-model-canvas[2] for all nine blocks and the question each one answers, the front/back stage split, and — the part that makes it more than a template — how each cell starts as a *hypothesis* and becomes a *fact* as the customer-discovery[3] loop turns.

[1] courses/comp1100/comp1100.pdf
[2] courses/comp1100/business-model-canvas.pdf
[3] courses/comp1100/customer-discovery.pdf

COMP1100 focuses on the front stage: customer segments, value propositions, channels, customer relationships, revenue streams.

The value proposition canvas

See value-proposition-canvas[4] — the value map and customer profile, the intersection of what your customer wants / what you do well / what your competitors do well, and the six ways to innovate from a customer profile.

Interviewing

See value-proposition-canvas[5] for the seven ground rules (section 4.5 of the course notes). The two that change an interview most:

- **Get facts, not opinions** — don't ask "Would you…?", ask "When was the last time you…?"
- **Always open doors at the end** — "Who else should I talk to?" Always.

Exercise: the front stage of a successful product

As a team, select a successful software product (**not** designed by Apple) and write down the front stage of its business model canvas:

Customer segments (pick one)	Value propositions	Channels	Customer relationships	Revenue streams
Who is it for? What are their characteristics? What problems do they have?	What are the features that solve the customers' problems?	How is it delivered to you? Web? Mobile app? Post? Physical stores? Via partners or direct?	How do they build relationships? Support? Updates? Community engagement? Training?	How do they generate revenue? Subscriptions? One-off transactions? Advertising? Selling support?

[4] courses/comp1100/value-proposition-canvas.pdf
[5] courses/comp1100/value-proposition-canvas.pdf

Key takeaways

- Business model canvas = a way to understand and visualise business models.
- Value proposition canvas = a way to understand and visualise the value proposition and market fit.
- These guide our thinking **and** represent our learnings/lessons.
- When we interview customers to construct profiles, we need to **listen**.

Homework

Team: meet your team in the studio this week (your legend allocates you); hold a meeting outside class to get to know each other; set up a weekly team meeting separate from studio time; select one or two challenges to work on for the semester.

Individually: set up a one-on-one meeting with your supervisor when they contact you.

Next week

Seminar: 2025-08-11-experimentation-and-customer-relationships[6]. Studio: none — public holiday.

[6] courses/comp1100/2025-08-11-experimentation-and-customer-relationships.pdf