



# **The Business Model Canvas Playbook: Design And Advance Your Personal Business Model On 20 Blank Canvases To Evolve Your Lean Startup Into A Successful Company (Lean Series) (Volume 3)**

*Marco Meyer*

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### **A MUST HAVE FOR VISIONARIES, ENTREPRENEURS, EXECUTIVES AND CONSULTANTS WITH A GAME CHANGING ATTITUDE**

This is not a fiction or non-fiction book. It is also not a workbook.

So what is it then?

This book consists of several worksheets. To be precise: **20 blank business model canvases**. Since worksheet did not sound appealing enough, we chose “playbook”.

A playbook contains a sports team’s strategies and plays. Very similar to a business model of startups / companies.

### **WHAT IS A CANVAS?**

Alexander Osterwalder’s business model canvas presents a visual overview of the nine components of any business on one page. This page has nine boxes that depict the details of a company’s product, customers, channels, demand creation, revenue models, partners, resources, activities and cost structure.

### **HOW SHOULD I USE THIS PLAYBOOK?**

What exactly you do with it is up to you. I personally recommend you fill the canvases with your ideas, guesses, visions and strategies, than you experiment and test things in real life and change your business model along the way.

To do it the right way I highly recommend reading:

1. *Business Model Generation* by Alexander Osterwalder & Yves Pigneur. The inventors of the business model canvas. A must! Enough said.
2. *The Lean Startup* by Eric Ries. Successfully launch your startup and prevent failure.
3. *The Startup Owner’s Manual* by Steven Blank & Bob Dorf:

## As stated by Blank & Dorf, 2012 in The Startup Owner's Manual

*“As a startup moves through the Customer Development process, it will use the business model canvas as a scorecard, by posting the hypotheses about each component of the model and then revising the hypotheses as the founders gather facts.*

*Think of your first version of the business model canvas as the starting point showing the hypotheses that must be confirmed in face-to face or online interaction with customers. (...)*

*Using the business model canvas as a guide makes it easier to figure out where and how to pivot, since the team can visually diagram its alternatives and see what it needs to change.*

*Each time the founders iterate or pivot in response to customer feedback, they draw a new canvas showing changes. Over time, these multiple canvases form a “flip book” that shows the evolution of the business model.” (Steven Blank & Bob Dorf, 2012)*

Tags: business model template, business model canvas, business model canvas book, the lean startup, canvas book, startup owner's manual, business model canvas poster, business model canvas whiteboard

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