



BUSINESS MODEL CANVAS

PROFESSIONAL CERTIFICATE



BMCPC™ Version 102021

CertiProf®

Business Model Canvas Professional Certificate BMCPC™

Syllabus V102021

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Introduction

With this certification you will learn how to create business models that links specific financial and nonfinancial measures in a logical chain to delineate how a company's strategy translates into the accomplishment of stated financial goals using the Business Model Canvas.

The Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual tool with elements describing a company's value proposition, infrastructure, customers and finances. It assists companies in aligning their activities by illustrating potential trade-offs by comparing them to one another and being able to see the bigger picture of their overall business framework.

Learning Objectives

- Understanding the concepts of a business model, its patterns, and how they operate
- Introduction to the Business Model Canvas to develop new business models and document existing ones
- Understanding the different blocks of the Business Model Canvas and what their function is
- Introduction to the Lean Startup Method (Create, Measure, Learn) and Continuous Innovation
- Analyze the Lean Canvas and its function as a better method to focus on problems and possible solutions
- Analyze a possible basis of profitability in a Business Model to be able to pivot quickly if necessary

Exam Format and Duration

This study program has an exam in which the candidate must achieve a score to obtain the certification in Business Model Canvas Professional Certificate BMCPC™

- Format: Multiple choice
- Questions: 40
- Language: English
- Pass Score: 32/40 or 80%
- Duration: 60 minutes
- Open book: No
- Delivery: This examination is available Online
- Supervised: it will be at the discretion of the Partner

Eligibility for Certification

Business Ownership, Business Planning. Entrepreneurs. Consultants, Coaches, Management position or higher in a corporation, Business Leaders, Executives.

Content

Business Model – Concepts / Foundations

Foundations
How many types of business model are there?
Foundations
What is the Business Model Canvas (BMC)?
Foundations

Introduction to the Business Model Canvas

Foundations
Creator
Business Model Canvas
Exercise

Business Model Canvas - Blocks

Business Model Canvas - Blocks
The Right Side
Customer Segments Building Block
Value Propositions Building Block
Channels Building Block
Customer Relationships Building Block
Revenue Streams Building Block
Price Mechanisms
The Left Side
Key Resources Building Block
Key Partnerships Building Block
Key Activities Building Block
Cost Structure Building Block

Business Model Canvas – Revenue Streams & Cost Structure

Revenue Streams & Cost Structure

Business Model Canvas: Building Blocks ReCap

Customer Segment
Value Proposition
Channels
Customer Relationships
Revenue Sources
Key Resources
Key Activities
Key Partnerships
Cost Structure

Business Model Patterns

Business Model Patterns
Unbundled Strategy
Long Tail
LEGO®'s Long Tail Business Model
Multisided

Freemium
Open/Platform
Patterns ReCap

Business Model Canvas - Sequence

Sequence

Business Model Examples

Freemium
Amazon
Uber
Groupon
SpaceX
Walmart
Zoom
Netflix
Tesla
Vizologi

Blue Ocean Strategy

Blue Ocean Strategy
Value Innovation
Cost
Buyer Value
Cost Savings and Buyer Value
Designing Your Own Business Model
Pitch Your Business Model

Lean Startup

What is a Startup?
What is Lean Startup?
Lean Startup Principles
Applying the Lean Startup Methodology – The Create, Measure, Learn Cycle
Lean Startup Benefits
The 5 Key Principles of Lean Startup

Lean Canvas

Lean Canvas Creator
What is Lean Canvas?
Differences between the Business Model Canvas & Lean Canvas?
Lean Canvas
Lean Canvas - Sequence

Business Model Strategy

Business Model Strategy
Business Model Environment
Evaluating Business Models
Business Model Perspective on Blue Ocean Strategy
Business Model Strategy

Additional Techniques and Tools

- Empathy Map
- Ideation
- Visual Thinking
- Prototyping
- Storytelling
- Scenario Planning
- Business Model Canvas