Oxford Brookes Social Entrepreneur Awards (OBSEA): From Passion to Action

**MASTERCLASS SERIES: Business Model Canvas**

Please note this is a **COMPULSORY ELEMENT** for Institute of Leadership and Management (ILM) endorsement, as part of the OBSEA programme.

**The exercise**

- Watch the Masterclass lecture video alongside the powerpoint presentation
- Complete this worksheet and submit the completed version to [Jeff Willmore](mailto:jeff.willmore@brookes.ac.uk) for sign off.

**About the Business Model Canvas**

The Business Model Canvas is a strategic management and entrepreneurial tool that helps you to describe, design, challenge and invent your business model.

**Resources**

All our resources for this Masterclass can be found here:


- Business Model Canvas - Masterclass Video, by OBSEA Programme Lead and senior lecturer in Entrepreneurship and Marketing for Hospitality & Tourism, Roberto Daniele.
- Business Model Canvas Workshop Presentation (Powerpoint)
- Business Model Canvass Worksheet – below.

**Additional resources**

For further explanation, look here:

[https://strategyzer.com/](https://strategyzer.com/) (fee payable)

**Further advice**

If you have any queries or need any further advice or help in completing this exercise, please contact:

[Jeff Willmore](mailto:jeff.willmore@brookes.ac.uk), OBSEA Programme Co-ordinator

[Roberto Daniele](mailto:roberto.daniele@brookes.ac.uk), OBSEA Programme Lead and senior lecturer in Entrepreneurship and Marketing for Hospitality & Tourism.
What are the most important costs inherent in our business model?

Which Key Resources are most expensive?

Which Key Activities are most expensive?

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?

How are our Channels integrated?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

For what value are our customers really willing to pay?

For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?