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Own idea project in Rapid Visual: Creation of the Business Model Canvas

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About

A lecturer at ISMA, specializing in
e-commerce and digital marketing.

Head of Product at the web development
platform WPBakery (6+ million users) and
Member of the Strategic Board at the
managed hosting service Indystack.

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Agenda

- What is Business Model Canvas

- Introduction to Rapid Visual & AI

- Live demo: How does Rapid Visual works

- Discussion

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What is Business Model Canvas?

The Business Model Canvas (BMC) is a strategic management tool that helps entrepreneurs and teams visualize, design, and describe how a business creates, delivers, and captures value.

It is a one-page business plan that breaks down the core components of a business model into 9 building blocks.

Developed by Alexander Osterwalder in the mid-2000s as part of his PhD research on business model innovation at the University of Lausanne in Switzerland.

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Key partners

What are your key partners to get competitive advantage?

- HTC (2011/10): 5GB free Dropbox storage to all Android users
- Amazon: Simple Storage Servers (35) for data storage
- Learn more about future possibilities!

Key activities

What are the key steps to move ahead to your customers?

- Promotion of service
- Continuous development of platform and services
- Troubleshooting for customers

Key resources

What resources do you need to make your idea work?

- Human resources
- Physical assets (servers, computers, high-speed Internet connection)
- Intellectual property

Key propositions

How will you make your customers' life happier?

- Freemium model
- Online storage: backup
- Simple UI
- Accessibility: universal application
- Automatic synchronization of data

Customer relationships

How often will you interact with your customers?

- Account management for business customers
- C2C support in forums
- Tech support
- Automated service through Q&A section

Channels

How are you going to reach your customers?

- Direct: homepage
- Indirect: referral through users
- Partner channels: tech forums
- Viral channels

Customer segments

Who are your customers? Describe your target audience in a couple of words.

- Mass market
- Existing market
- Target everyone using memory sticks or emails to transfer data
- Do you know their AARR funnel?

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- 2nd round of venture capital was raised in to finance: acquisitions, strategic partnerships, team growth
- What about the 1st round

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Pricing mechanism: freemium
- Recurring revenue from ongoing payments
- Options: 2GB of free space, Pro: $8,25/user/month

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Benefits

- **Simple and visual:** replaces large business plan with a one-page visual; shows how components are tied together; encourages system thinking.

- **Focus on collaboration:** create shared understanding and encourage teamwork.

- **Adaptable and fast:** can be completed quickly and encourages iterations (build-measure-learn).

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Benefits

- **Validation:** great of startups, early-stage ideas, or pivots.

- **Customer centric:** start with the problem (not a feature); deliver value to your customers.

- **Applicable to industries:** works for educational institutions, tech companies, non-profits, corporations.

- **Strategic communication:** can be used for pitching ideas to investors

- **Integrates with modern methods:** Lean startup, design thinking, agile, customer journey.

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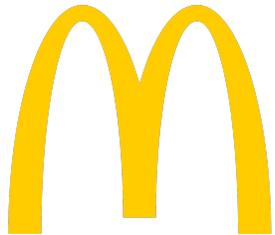eit-hei.eu

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Drawbacks

- No market/competitor analysis

- Oversimplification and abstraction

- Lack of prioritization - what should you start with

- Does not address execution

- It is fast but not that fast - days or even weeks

- Learning curve

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Rapid Visual

Rapid Visual is an AI-powered tool designed to help people transform business ideas into clear visual models.
www.rapidvisual.ai

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What can you do with Rapid Visual?

- **Business Model Canvas:** from description, website, ideation.

- **Customer personas:** personalize your potential customers.

- **Napkin sketches:** rough ideas into visuals.

- **Value scenes:** storyboards for visualization.

- **Logos:** logos and brand elements or your ideas.

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Why do you need Rapid Visual?

- **Saves time:** it takes several minutes to create BMC or persona

- **Easy start:** it gives you a foundation to work with

- **AI expertise:** receive recommendations from specifically trained AI.

- **Validates you:** validate your BMC with the results produced by AI.

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"A picture is worth a thousand words."

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Thank You

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