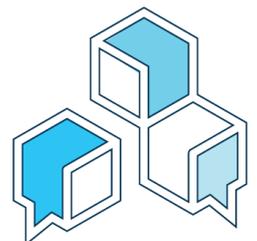


PHASE 1

Canvas



begin
blockchain



enabling new growth for sme's



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This document is part of the results of the BEGIN project www.beginblockchain.eu and is part of Intellectual Output 2 (IO2). This is aimed at entrepreneurship educators and business advisors, a large and diverse group working across enterprise centres, incubators, chambers of commerce, regional colleges and more.



The resources that are outcome of IO2 respond to the following needs, identified through our own Needs Analysis (NEN, Business Adviser Attitudes to Blockchain, 2020):

- Entrepreneurship educators who are interested in introducing training, but are inhibited by their own inexperience and/or those who rely on traditional “lecture” approaches and lack the pedagogic strategies to enable effective 21st century skills’ development.
- SME managers and entrepreneurs who as adult learners, require dynamic teaching approaches that value their previous experience and demonstrate clear relevance to their daily work. They need digital skills to understand the potential of blockchain, and the entrepreneurial skills to identify and evaluate and implement opportunities.

STARTING FROM THE BMC

The following Figure summarizes the elements that are typically included in a BMC. Since the training starts from a BMC already sketched by the students (possibly with the help or mentors or tutors), the BMC is the guiding tool for all the activities. Concretely, it must be used thorough all the training in the following ways:

- As a point of departure to access the training from a blockchain business idea.
- As a guide for the self-directed goals of the groups of students. They typically identify unclear points in the BMC or elements that are not detailed enough and have relation with their understanding of blockchain technologies, and use them to formulate learning goals.
- As a way of tracking progress, both by the student group and by the trainer.
- As the final outcome of the training. The idea is that the BMC gets changed and refined during the training, so that the final one, maybe together with a pitch, may be used as a component of the final evaluation.

Lean Canvas is adapted from The Business Model Canvas

<p>PROBLEM Top 3 problems</p> <p style="font-size: 48px; text-align: center;">1</p>	<p>SOLUTION Top 3 features</p> <p style="font-size: 48px; text-align: center;">4</p>	<p>VALUE PROPOSITIONS Single, clear, compelling message that states why you are different and worth buying</p> <p style="font-size: 48px; text-align: center;">3</p>	<p>UNFAIR ADVANTAGE Can't be easily copied or bought</p> <p style="font-size: 48px; text-align: center;">5</p>	<p>CUSTOMER SEGMENTS Target Customers</p> <p style="font-size: 48px; text-align: center;">2</p>
<p>KEY RESOURCES Key activities you measure</p> <p style="font-size: 48px; text-align: center;">8</p>		<p>CHANNELS Path to customers</p> <p style="font-size: 48px; text-align: center;">9</p>		
<p>COST STRUCTURE Customer Acquisition Costs Distributing Costs Hosting People, etc.</p> <p style="font-size: 48px; text-align: center;">7</p>			<p>REVENUE STREAMS Revenue Model Lifetime Value Revenue Gross Margin</p> <p style="font-size: 48px; text-align: center;">6</p>	

1 PROBLEM

- Are one of the justifying elements of blockchain (transparency, security, decentralization, etc.) clearly an important component of the problem?

2 CUSTOMER SEGMENTS

- Do the proposition require some knowledge from its potential users that may become an inhibitor?
- Are these customers in the sense that they pay you directly or are “users” of the decentralized app, that pay for their use to different actors in the networks? Are some of these actually not users but “partners” that will also benefit from the DApp?

3 UNIQUE VALUE PROPOSITION

- Is the unique value proposition reliant on the use of a blockchain or decentralization?
- Why is it different from the value proposition of similar non-blockchain applications?

4 SOLUTION

- Which of the elements of blockchain are important in the solution proposed?

5 UNFAIR ADVANTAGE

- This element is controversial in applications in public, permissionless blockchains, since they are by design typically easy to be copied (open source, fully documented) and there is no way of “buying” an application since its data resides in the public network and a company cannot have control of it.
- This may still have sense in consortium or private blockchains.

6 REVENUE STREAMS

- Is there a need to tokenize? Shall these tokens be utility or assets or both?
- Is the startup going to retain part of an initial launch of a new protocol or application? What will be the rules that can be considered “fair” for the users of the protocol?
- Is the startup engaging in collecting fees? Note that in general, these fees would be open to collection for any participant if in a public blockchain.
- Is the startup considering grants/VC or other sources of income for the development, different from those inherent to the tokenization if applicable?
- How all the above fits in a unified cryptoeconomic model? (this may not apply to private or consortium blockchains)

7 COST STRUCTURE

- For private or consortium: compare the hosting or blockchain as-a-service options.
- For public blockchains: in this case, for most cases the cost structure shall be analyzed in the protocol or DApp, and the startup will be one of the participants that will incur in these costs.
- For all cases: consider the difficulty in recruiting developers

8 KEY RESOURCES

- Which elements of a blockchain do you require to create value for your customers?
- The blockchain infrastructure should allow you to create, deliver and capture value... which are the blockchain key resources that are indispensable to your business model?
- You will not perform all key activities nor you will have all key resources so, which are the key partners / technologies that will leverage your business?

9 CHANNELS

- How value propositions are delivered to your customers (customer channels)?
- Are there different channels for the different customer segments identified?

It should be noted that the BMC especially in the case of projects that involve public blockchains becomes very different from conventional ones. This is to be expected due to the problems discussed above, and is the core of the training, since students would need to deal with a change in the way the conceptualize the model, if they are still not used to the idea of decentralized applications and protocols.

www.beginblockchain.eu



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