

Workshop Cohort: BUSINESS MODEL CANVAS

Reflection and feedback is not for the faint of heart

This **Workshop Cohort** is designed for the entrepreneurs and the innovators. If you are trying to assess the feasibility of a business, new product, or just an idea, this program is for you. It is designed to help you better understand your target audience and value proposition while assessing the feasibility of your idea. **\$95** includes two 3-hour sessions for you and any other team members to collaborate on a business model.



Value Proposition

Brainstorm new ideas that make your idea pop. Help your users understand why your product is new, different, or special.



Customer Segments

Identify your target audience to narrow in on your business plan, create better products, and build an effective marketing plan.



Key Activities

Define the core items that your product will support, improve, or make possible.



Available Resources

Gain a strong sense of the accessible resources your team has and how they will play into your business.



Cost Structure

Decipher the core costs of bringing your business to life and sustaining its daily operations.



Revenue Streams

Discover the feasibility of your product based on how much you can charge for it and if it will cover all the costs of your daily operations.

Why Join a **Workshop Cohort**?

The outdated approach to consulting is too expensive and rarely provides the practical tools you need to uncover opportunities and solve your real problems. Consulting Cohorts™ were designed intentionally to provide professional services with more value from anywhere for less money.



More Value

Only pay for 1-on-1 time when you need it with no added costs.



More Accessible

Log-in from work or home and collaborate using innovative tools.



More Collaborative

Communicate differently and include more perspectives.



More Effective

Solve the right problem and gain skills to handle the next challenge.