Course Material
The Business Model Canvas

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<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
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<th>Cost Structure</th>
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FLORIDA STATE UNIVERSITY LIBRARIES
The Business Model Canvas

Representative Documents: Course Material
AESHM 474-574: Entrepreneurship in Human Sciences

Introduction
Rationale: Family and Consumer Sciences curricular provide many opportunities for entrepreneurship and small business ownership in various product and service areas. In this course students will explore issues, challenges and opportunities related to entrepreneurship in areas such as apparel retailing, restaurants, hotel operations, and childcare. Issues related to family-owned businesses, home-based businesses, and rural-based enterprises will also be addressed. Independent business owners and industry representatives will serve as resources for panel discussions.

Course objectives:
- Identify characteristics of entrepreneurs, environmental conditions which foster entrepreneurship, and the role of entrepreneurs in the broader economy.
- Understand contributions of the family and Consumer Sciences profession to small business and entrepreneurship opportunities.
- Assess motivations for starting a small business, success factors and failure rates associated with independent business ownership.
- Evaluate personal and financial resources needed for starting a small business and sources of assistance for business start-ups. Identify funding sources that contribute to the capital base required for entrepreneurship.

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Representative Documents: Course Material

Graduate Teaching Assistant: Phoebe (Vanessa) Cooper
Office: By appointment

Graduate Teaching Assistant: Arienne McCracken
Office: By appointment

Librarian: Jeff Kushkowsk
Office: 150 Parks Library (by appointment)
Office Phone: 515 294-2408

Course information
- Google Help Sheet
- Spring 2017 Syllabus
- Business Plan Project - New Businesses
- Business Consulting Projects
- Eagle Grove Businesses - ISU Merchandising Class

Project Information - Spring 2017
- Business Model Canvas Template

Quick Links
- A-Z List of e-Journals
Journals with citations or full-text available through ISU Library.
- Blackboard
- Faculty Quick Start Guide
- Grad Student Quick Start Guide
- Article Indexes & Databases
BUS 170: Intro to Business Model Creation
Laura Leavitt ~ Guest Speaker: September 16, 2016

**Business Model Canvas**

- Nine Building blocks:
  - Customer Segments
  - Value Propositions
  - Channels
  - Customer Relationships
  - Revenue Streams
  - Key Resources
  - Key Activities
  - Key Partnerships
  - Cost Structure

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**CASE STUDY #1**

Square is a provider of payments technologies for retail businesses. The company’s devices include the Square Reader and Square Stand and its software includes Square Register, Market, Cash, and Order (replacing Wallet).
1. VALUE PROPOSITION
- What value do you deliver to the customer?
- Which one of the customer’s problems are you solving?
- What bundles of products/services do you offer to each customer segment?
- Which customer needs are you satisfying?

2. CUSTOMER SEGMENTS
For whom are we creating value? Who are our most important customers?
- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

3. CHANNELS
Through which channels do our customer segments want to be reached?

4. RELATIONSHIPS
How will we get, keep and grow customers?

5. KEY ACTIVITIES
What key activities do our value propositions require?

6. KEY RESOURCES
What key resources do our value propositions require?

7. KEY PARTNERSHIPS
Who are our key partners?

8. REVENUE STREAMS
What is the revenue model? What are pricing tactics? For what value are our customers willing to pay?

9. COST STRUCTURES
What are the most important costs in our business model?
CASE STUDY #2

https://youtu.be/44s3VInnfrs

BMC w/ Library Resources

MSU Library Resources for BMC Building Blocks

Need more help?

Entrepreneurship & Small Biz Online Research Guide
http://libguides.lib.msu.edu/entrepreneur

Contact me!
Laura Leavitt
leavitt9@msu.edu
517-355-4647
Welcome to the EBV LibGuide!

This guide is here to help you discover the appropriate resources needed for entrepreneurial research while you’re at MU. Feel free to contact me after leaving campus if you have questions.

EBV Info Portal

Thanks to the generosity of numerous database vendors, EBV participants from all 10 institutions will have free access to highly valuable business research tools for the year they are in the EBV Program. Your EBV librarians have created the EBV Info Portal, where you can find the donated databases as well as many free websites which are always available. Check out this resource at the below link:

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Librarian

Gwen Gray

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