**NNIP Business Planning Workshop**

***When***

Tuesday, October 21st, 1-5 pm (estimated time) at the Piton Foundation in Denver, Colorado

***Purpose***

Organizations focused on creating neighborhood-level information systems for use in community-building and policymaking face unique opportunities and challenges related to long-term sustainability. While business models vary across the partnership from university-based centers to standalone nonprofits, all organizations need to have a clear sense of the value proposition to their customers, communication strategies, and cost models.

In this workshop, NNIP partners are invited to learn how to apply a lean canvas planning tool to visualize and hone their business model (see below for the basic template). Participants will leave with a concise 1-page business plan that identifies: Customer Segments, Value Propositions, Communication Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. We will focus on a canvas specifically tailored to organizations working to create social impact.

***Basic Agenda***

1. Learn the Business Canvas Process
2. Apply the Process to Your Organization
3. Present Your Canvas to other NNIP partners
4. Create a 2.0 version based off input and shared understand of value

***Key Takeaways***

1. Agile business planning techniques
2. An operational business canvas to take back to your organization for review
3. Partner to partner engagement with others working to conceptualize their business models

***More details about the Lean Canvas***

Below are some external resources to review:

<http://www.businessmodelgeneration.com/>

<http://practicetrumpstheory.com/business-model/>

<https://www.youtube.com/watch?v=RzkdJiax6Tw>

From Alexander Osterwalder’s Business Model Generation

The starting point for any good discussion, meeting, or workshop on business model innovation should be a shared understanding of what a business model actually is. We need a business model concept that everybody understands: one that facilitates description and discussion. We need to start from the same point and talk about the same thing. The challenge is that the concept must be simple, relevant, and intuitively understandable, while not oversimplifying the complexities of how enterprises function.

[The Business Canvas] concept allows you to describe and think through the business model of your organization, your competitors, or any other enterprise. This concept has been applied and tested around the world and is already used in organizations such as IBM, Ericsson, Deloitte, the Public Works and Government Services of Canada, and many more.

This concept can become a shared language that allows you to easily describe and manipulate business models to create new strategic alternatives. Without such a shared language it is difficult to systematically challenge assumptions about one’s business model and innovate successfully.

We believe a business model can best be described through nine basic building blocks that show the logic of how a company intends to make money. The nine blocks cover the four main areas of a business: customers, offer, infrastructure, and financial viability. **The business model is like a blueprint for a strategy to be implemented through organizational structures, processes, and systems.**

***Social Lean Canvas Template***

