

# Introductory video module 3: Blueprinting the business model

“Hi and welcome to module 3: Blueprinting the business model.

My name is Tandiwe. We have already met in the welcome video to this online course. I will be your trainer for this module and will guide you through the most important steps for blueprinting your business model.

So what is a business model? A business model is not to be confused with a business plan. Before writing a business plan for convincing financing partners to invest in your business, you need to be clear about your business model.

Essentially the business model is the architecture of your business and describes how you create added value for your customer and position yourself compared to competitors. Here you will decide how and through which channels you will interact with your customers and how you will make them pay for your product or service.

The business model also describes how you operate your business to efficiently deliver quality products and services. Here you will describe which activities and resources you will perform and have in-house and for which ones you will need to partner up with other businesses or institutions. Finally, you will also have to estimate the costs that are associated with operating your business.

In this module we will also take a closer look at your customer. In the last module you defined your customer segments and assessed market demand. In this module you will zoom into the customer segments and find out about their daily activities and the pains they currently have – for example their crop yield decreasing because they are using chemical fertilizer that lacks important micronutrients. Once you know what keeps them up at night and what they dream about, you will be able to design an offer that really fits their needs.

So to get started, watch the video of week 1 below!”