














1. I have an IDEA

- **Business Model Canvas – By Enno Masurel**

Long and extensive business models were traditionally necessary for startups to obtain a loan from a bank. With alternative financing methods such as crowdfunding and angel investors, the necessity for a short and concise way to explain a business idea evolved. The Business Model Canvas is the most common tool to do this. This version of the canvas was specially designed by Dr. Enno Masurel of the Center for Entrepreneurship @VU.

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Business Model Canvas 2017

<p><i>What and When?</i></p> <p><i>Your Business Idea in 250 Words & SWOT Analysis</i></p>						
<p><i>Competition</i></p> 	<p><i>Stakeholders</i></p>  <p>-----</p> <p><i>Coach</i></p> 	<p><i>Key Activities</i></p> 	<p><i>Value Proposition</i></p> 	<p><i>Clients</i></p> 	<p><i>Channels</i></p>  <p><i>Client Relationships</i></p> 	<p><i>Sustainable Entrepreneurship</i></p> 
<p><i>Protection</i></p> 	<p><i>Key Resources</i></p> 	<p><i>Exit strategy</i></p> 				
<p><i>Finance</i></p> 						

- **Doubts about your idea?**

If you're having doubts about your business idea you must first know what those doubts are. Not only should you think about your doubts but also about the potential of your idea. An ideal tool for this is a SWOT-analysis. By doing this you will have a better overview over the strengths, weaknesses, opportunities and threats of your business idea. If it turns out that the negative parts over weigh the positive parts you might want to think about whether you really want to continue with this idea. If not you can stop doubting yourself and start investing more time into your idea.

Another way to overcome your doubts is to talk to your friends, family or likeminded people about your idea. Maybe they will be able to encourage you to pursue your business idea. But don't forget many successful entrepreneurs now did not have the support of other people when they initially started. So if you are very excited about it and think your idea is great but others don't support it, trust yourself. When you will be successful those people that brought you down at first will be the one's cheering the loudest for you.



If you have any further questions, please send us an e-mail at CFE@vu.nl.