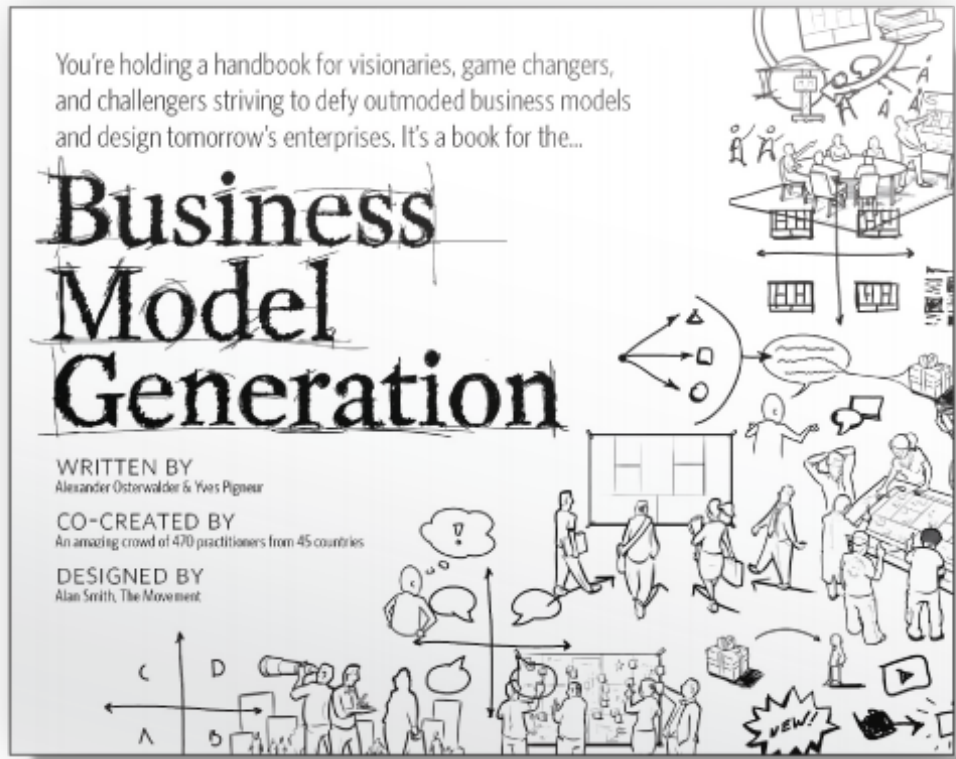


Madison Non-Profit Day

Power Up: Move Your
Organization to the Next Level

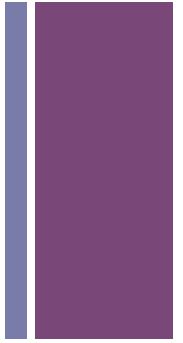


Business Model Generation



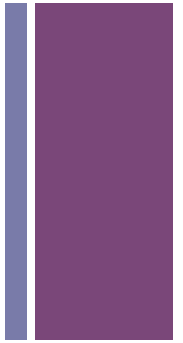
<http://www.businessmodelgeneration.com/>

+ Business Model Generation



A business model describes the rationale of how an organization creates, delivers and captures value.

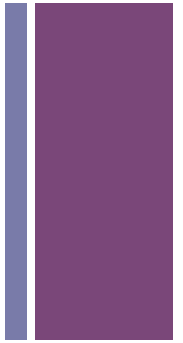
+ Business Model Generation – The Canvas



<u>Key Partners</u>	<u>Key Activities</u>	<u>Value Propositions</u>	<u>Customer Relationships</u>	<u>Customer Segments</u>
	<u>Key Resources</u>		<u>Channels</u>	
<u>Cost Structure</u>		<u>Revenue Streams</u>		
<u>Social Costs</u>		<u>Social Benefits</u>		

+ Make the investment

- Take the time
- Seek out help
- Get clarity
- Take action





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