

# Instructional Videos on Creating a Coherent Business Model Canvas

Below you will find a series of resources that will help you successfully construct a Business Model Canvas for your venture.

*This short, 6 episode series produced by Strategyzer is a 20 minute investment that is well worth your time. This series breaks down how to translate your abstract idea into something concrete that can be pitched with success!*

**Episode 1:** Getting From Business Idea to Business Model (2:13)

<https://www.youtube.com/watch?v=wwShFsSFb-Y>

**Episode 2:** Visualizing Your Business Model (3:41)

<https://www.youtube.com/watch?v=wLKP-BaC0jA>

**Episode 3:** Prototyping (2:40)

<https://www.youtube.com/watch?v=iA5MVUNkSkM>

**Episode 4:** Navigating your Environment (3:40)

[https://www.youtube.com/watch?v=7O36YBn9x\\_4](https://www.youtube.com/watch?v=7O36YBn9x_4)

**Episode 5:** Proving It (3:02)

[https://www.youtube.com/watch?v=-2gd\\_vhNYT4](https://www.youtube.com/watch?v=-2gd_vhNYT4)

**Episode 6:** Telling Your Story (3:39)

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

**Total Time: 18 mins 25 seconds**

*These are some additional resources that may be useful to get a better understanding of what a good and/or bad Business Model Canvas looks like.*

**The Business Model in Context (1:51)**

<https://www.youtube.com/watch?v=aGkrNYh4MUE>

**Designing Business Models (2:31)**

<https://www.youtube.com/watch?v=no0m0I3ygAg>

**Competing on Business Models (3:59)**

<https://www.youtube.com/watch?v=DTf3W9mBiHw>

**Why Business Models Fail (4:02)**

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

**Strategyzer's Value Proposition Canvas Explained (3:13)**

<https://www.youtube.com/watch?v=ReM1uqmVfP0&t=5s>