

ASPIRE Business Model Canvas

Complete this Business Model Canvas and return to ASPIRE@kent.ac.uk to be considered for the Business Start-Up Journey showcase and the chance to win £1,000 to help develop your business.

PROBLEM	FRIENDS:
SOLUTION	

WHY YOU?

CHAMPIONS

PATHWAYS

CUSTOMER

UVP

COSTS

ACCESSIBILITY & SUSTAINABILITY

REVENUE STREAMS

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Here are some brief details about the areas of the Business Model Canvas. If you would like one-to-one support or to discuss your idea further email ASPIRE@kent.ac.uk

Problem: What problem/opportunity have you identified that you can fix? (location of the problem, the extent and severity of the problem supported with data and researched statistics)

Solution: How can your business solve this problem? Why has no one else solved this problem or what is wrong with the current solution?

Friends: Who can help you set up the business? What companies can you partner with to add value & credibility to your business? Who do you need or want support/ permission from to operate? Who can endorse you?

Foes: Who is your competition and/or your substitute? Who/What could block your launch? Who could do it better than you? (competitor research essential)

Why you/team building? What are your skills, attributes, experience that will make this a success? Who could you bring on board to make the business solution stronger?

Champions: Build an exact profile of an ideal customer? age, gender, income, heroes, fears, likes, social group, etc.

UVP: Unique Value Proposition. What is unique to your business that will attract customers? Why don't your foes have this? Can you protect it? (patent, copyright, IP)

Customer: Who is in your market place (age, sex, personal details (single, married, kids, etc...))

Pathways: How can your customer interact with you? How can they buy the product or service?

Accessibility: £1.8 billion a month is lost to businesses which aren't 'disability smart'. How have you addressed accessibility in your business?

Sustainability: Considering the Global Goals for Sustainable Development ([here](#)) how 'sustainable' is your business. What actions can you put in place to increase its sustainability and to mitigate against negative impacts?

Costs: What are your fixed costs? What are your variable costs? When is your breakeven point?

Revenue: What different ways can your business make money? (look for minimum 4 ways you can generate revenue)

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AND IN ADDITION TO THE ABOVE... Funding: How will you fund this business?