

Crafting the Right Business Model



We are excited to announce that we have successfully held the first Meetup this year (2017) on 24/1/2017 .We are very thankful to our meetup participants and .attendees

Our meet up topic was **CRAFTING THE RIGHT BUSINESS MODEL**. Here we share some points we have discussed in the meetup. We discussed this topic with a PowerPoint presentation highlighting the *9 building blocks of a Business Model Canvas*. We started the presentation with a short video (<https://www.youtube.com/watch?v=wwShFsSFb-Y>).

First section of this presentation we reviewed the difference between old and new way of business models and also we explained the difference between **Business Models, Business Plans** and the **Business Formula** with relevant examples.

Second section of the presentation includes the explanation of each segment (**1.Customer, 2.Value proposition, 3. Channels, 4.Customer Relationship, 5.Revenue Stream, 7.Key Resources, 8.Key Activities, 9. Cost Structure**) in the Business Model and some examples of an established Business Models (e.g. Netflix and JetBlue Airline).

Third part of the presentation looked at the Importance of ' **VALUE**' and what it means to develop a Valuable Business Start-Up. In this part we noted importance of **USP (Unique Value Proposition)** of the business and how to calculate the **VALUE MATRIX** in your business.

Our presentation concluded with a slide of **YOUR AGENDA**. This slide showed how a business can **DISRUPT** the industry by either the **INTRODUCTION** of a new Technology vs. **REVOLUTIONIZE** a Commodity.

Our Advisory team organized this Meetup. Miss.Afwaz lead the meetup and concluded by helping the attendees build their own Business Model Canvas. A big thank you for our advisory team for doing such a great job last week! 😊

If you would like to join our future Meetups and network with like-minded business individuals in Kuwait, follow the link below:

<https://www.meetup.com/morison/>=