CREATIVE BUSINESS MODEL CANVAS WORKSHOP
The business model canvas is like a blueprint for strategy to be implemented through your businesses structures, processes and systems.
<table>
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<tr>
<th>KEY PARTNERS</th>
<th>KEY ACTIVITIES</th>
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<th>YOUR AUDIENCE</th>
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Creative Business Model Canvas

KEY PARTNERS & KEY RESOURCES

IDENTITY VALUE PROPOSITION

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**IDENTITY VALUE PROPOSITION**
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**Mailchimp:** Send Better Email.

**FreshBooks:** Small Business Accounting. For you, the Non-Accountant.

**Apple:** Light. Years ahead.

**Irina Cumberland:** Reduce Stress with Natural Fractal Art.
Value Proposition Worksheet

How is your work different from other artists or competitors?
- Authentic one-of-a-kind designs
- High quality, good-fitting tees
- Genuine connection to Maine

What is your or your businesses unfair advantage?
- Location

What do you do better than anyone else?
- Elevate the Maine tourist tee
- Poor high quality/well-fitting tees of unique/trendy designs

Drawing from above, in a concise sentence: What do you make, how is unique, and why should people invest it?
- Deliciously soft, high quality, stylish tees printed by hand with love on an island in ME
Value Proposition Worksheet

Identity Mind Mapping:
- Individual thinking time (10 mins)
- Pair & Share (10 mins)
- Group Synthesis (10 mins)
KEY PARTNERS & KEY RESOURCES

KEY ACTIVITIES

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COST STRUCTURES

REVENUE STREAMS
Key Partners:
- Buyer-Supplier partnership
- Competitor Partnership
- Strategic Alliance
- Joint Venture

Key Resources:
- Physical resources
- Human resources
- Intellectual resources
- Financial resources
Key Partners and Key Resources:
- Paired discussion (10min)
- Group share out (15 min)

Summary 10 min
2019 Artist and Makers Schedule:

9:30 am - 11:00 am
- Insurance Planning for Artists and Makers
- Best Branding Practices
- Pathways for Fine Art and Craft

11:15 am - 12:30 pm
- Wholesale v. Retail: What’s the Best Strategy for you?
- Email Marketing: Importance and Impact
- Growing in Collaboration

2:15 pm - 3:45 pm
- Using Etsy vs. Building your own Website.
- Instagram Successes and Failures.
- What is the Artists’ Obligation to Society?

Creative Business Model Canvas:

- Key Partners
- Key Activities
- Communication
- Your Audience

- Key Resources
- Identity Value Proposition
- Channels

- Cost Structures
- Revenue Streams