

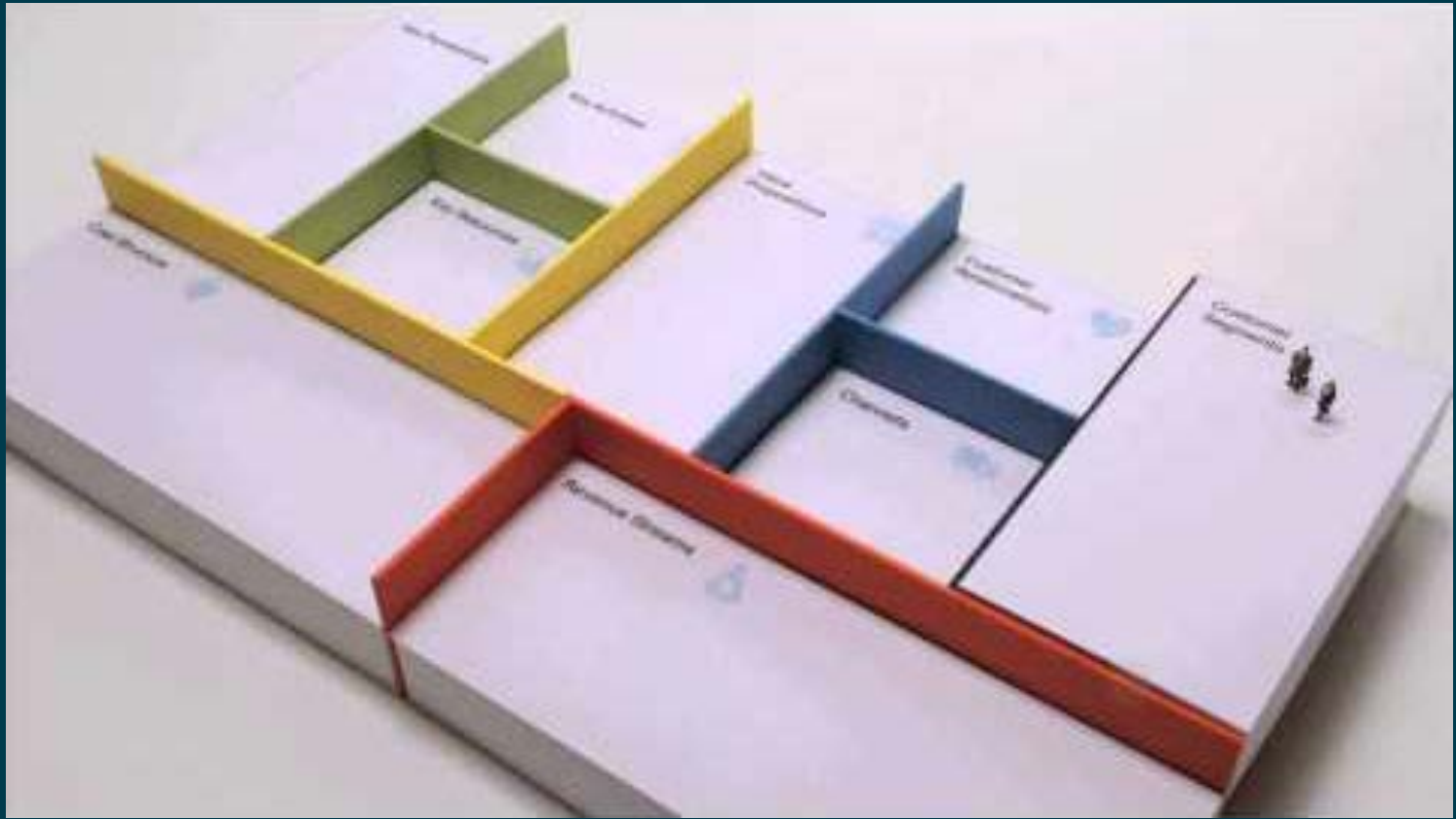
**CREATIVE
BUSINESS
MODEL
CANVAS
WORKSHOP**



Archipelago
THE ISLAND INSTITUTE STORE

What is the Business Model Canvas?

The business model canvas is like a blueprint for strategy to be implemented through your businesses structures, processes and systems.



Creative Business Model Canvas

KEY PARTNERS	KEY ACTIVITIES	COMMUNICATION	YOUR AUDIENCE
KEY RESOURCES	IDENTITY VALUE PROPOSITION		CHANNELS
COST STRUCTURES		REVENUE STREAMS	

Creative Business Model Canvas

KEY PARTNERS & KEY RESOURCES	KEY ACTIVITIES	COMMUNICATION	YOUR AUDIENCE
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KEY PARTNERS

KEY ACTIVITIES

COMMUNICATION

YOUR AUDIENCE

KEY RESOURCES

CHANNELS

**IDENTITY
VALUE PROPOSITION**

COST STRUCTURES

REVENUE STREAMS

IDENTITY
VALUE PROPOSITION

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
- 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
- Pair high quality / well fitting tees w/ 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 w/ 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 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

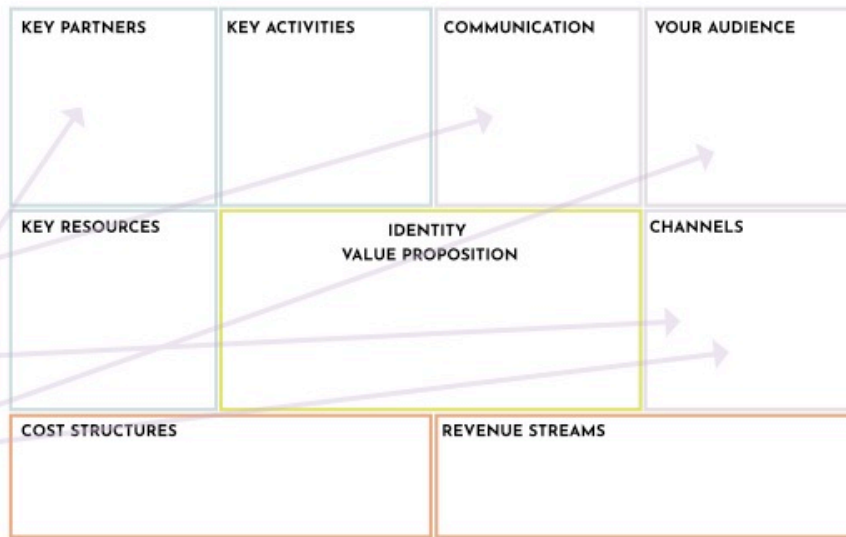
FOUNDATIONAL

TRANSFORMATIONAL

INSPIRATIONAL

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



2019 Artist and Makers Schedule