



# Exercise 1.C: BMC Synthesis and Strategy Check

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Business Model Canvas (all 9 blocks) &  
Strategic / Operational Fit

## **LESSON 1: Understanding Your Creative Business Model**

**MODULE 1:  
BUSINESS PLANNING FOR CREATIVE  
ENTREPRENEURS**

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**MODULE 1**

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## **Purpose**

To help participants integrate the concepts introduced in Lesson 1 by connecting their creative value, customer focus, and operational logic within a single strategic framework.

## **Concept Focus:**

Business Model Canvas (all 9 blocks) & Strategic / Operational Fit

## **Format:**

Individual mapping with peer reflection

## **Duration:**

35 minutes

(Lesson 1 – Synthesis Exercise)



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### **Task: Draft Your Business Model Canvas Snapshot**

Using the Business Model Canvas template, participants create a first strategic draft of their creative business model, based on their outputs from Exercise 1.A (Values Alignment) and Exercise 1.B (Value Proposition Fit).

⚠ This is a working draft, not a final or complete business model.

### ***Step 1: Mapping the Core 9 Blocks***

#### ***Time: 20 minutes***

Participants complete all nine BMC blocks, focusing on clarity and internal consistency rather than detail.

Guided focus questions:

- Key Activities (KA)
  - What is one essential non-creative activity required to deliver your value?
  - (e.g. client communication, coordination, visibility)
- Channels (CH)
  - Which phase of the customer journey feels least developed for you?
  - (Awareness, Evaluation, Purchase, Delivery, After-sales)
- Key Resources (KR)
  - Beyond your creative talent, what is your most important enabling resource?
  - (e.g. IP ownership, specialised tools, key collaborator)



## MODULE 1

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---

## Step 2: Strategy Alignment Check

Time: 15 minutes

Participants review their canvas using two strategic lenses:

- Value Flow
  - Do your Key Activities and Key Resources clearly support the delivery of your Unique Value Proposition?
- Sustainability Awareness (Conceptual)
  - Is there a logical connection between how value is delivered and how the business is expected to sustain itself over time?
  - (No numbers or calculations.)

## Peer Reflection (Optional)

Participants exchange their canvas with a partner and receive brief feedback:

- One element that appears clear and coherent
- One element that appears uncertain or underdeveloped



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## Learning Outcome

*Learning Outcome (Lesson 1)*

*By completing this exercise, participants will:*

- *Understand how creative value translates into a business structure*
- *Recognise gaps and inconsistencies early*
- *Be prepared to deepen their business model in later lessons and modules*