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I'm Alex Osterwalder. In my writing, speaking, and the software company I co-founded, I obsess with making strategy, innovation and entrepreneurship simple, practical, and applicable. I invented the Business Model Canvas , co-founded strategyzer.com and lead authored Business Model Generation which sold a million copies in 30 languages.

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Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

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Business model innovation is an iterative and potentially circular process. A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. The process of business model construction and modification is also called business model innovation and forms a part of business strategy.

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May 2010 I was first exposed to the Business Model Canvas through Alex Osterwalder's book: "Business Model Generation". While I found the book beautifully illustrated, I originally dismissed the canvas approach as "too simple". Many of the examples in the book illustrated the business models of well known companies like Apple and ...

Why Lean Canvas vs Business Model Canvas? | by Ash Maurya ...

Você sabe o que é Business Model Canvas (BMC)? Desenvolvido por Alexandre Osterwalder em sua tese de Doutorado, a ferramenta é simples e lhe permite analisar criticamente o seu modelo de negócio.

Como utilizar o Business Model Canvas para melhorar ou desenvolver seu negócio? Aprenda na prática

Business Model Generation is simply the go-to book for

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developing a business model. New start businesses have gradually transformed their approach in trying to fit into templates of business models and realised that every business has its own unique business model.

Business Model Generation by Alexander Osterwalder

The Business Model Canvas is a joint project launched by Alexander Osterwalder and Yves Pigneur, which is intended to present the business model of a company in a comprehensive manner. The model was described in more detail in their book "Business Model Generation ". The Canvas distinguishes between two perspectives.

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