

High School BEAR Innovation

The business model is how we take the idea, map it out and identify all of the assumptions about the idea. Sketching out your business model on a canvas prepares you for success in the market (whichever sector your idea falls in).

Here are the elements of the business model you are expected to address.

- Clearly define & validate a Problem Statement
- Clearly define & validate a potential Solution
- Customer Segments (the people served by solution)
- Value Proposition (why would they pick you?)
- Revenue Model (how will you bring in money?)
- Costs (major expenses)
- Launch (how will you get this out to the people you serve, what are the first couple of steps?)

For more help with this, check out the [Lean Canvas](#) or the [Mission Model Canvas](#).

Adapted from Tech Stars StartUp Weekend

