



# Business Planning: THE BUSINESS MODEL CANVAS WAY

Noon - 2 pm

**S B D C**  
PENNSYLVANIA

**SMALL BUSINESS  
DEVELOPMENT CENTERS**

**P**reparing a business plan is easy when you focus on using the business model canvas foundational building blocks that are essential for your business. Once you get the foundation built you will find it much easier to prepare the narrative and financial projections if you need financing.

Join us for this hands of workshop where you will work on developing the key information and testing your business model with other business owners providing feedback on your concept. This interactive peer learning cohort is unlike other business planning workshops where models and information are presented with little time to actually work on your own business model. Join this informative hands on learning group and walk away with the business model canvas template and a good start on developing your own business model.

The *Business Model Canvas* is a one-page business plan that allows you to test and validate the key parts of your business in a manageable format — and help get you on track to start your business.

### Instructions:

Pre-registration is required. The location and pre-learning materials will be emailed once your registration is complete.

### In this session, you'll learn:

- How to define your value proposition that will set you apart for success.
- How to define your customer segments and stakeholder relationships.
- Updated tips and strategies for creating a BMC.
- How to turn your business model into a loan or pitch proposal for capital.
- Next steps and online learning resources and mentoring resources.

### About the presenters:

*Lenin Agudo*, Director of the Widener University SBDC, *Lynn Loaiza*, Pennsylvania SBDC Business Consultant/mentor and *Dr. Ernie Post*, Pennsylvania SBDC State Director, will facilitate this workshop. Combined they have over 40 years experience in helping entrepreneurs secure financing with using the concepts from the *Business Model Canvas*.



**Lenin Agudo**  
Director of the  
Widener University  
SBDC



**Lynn Loaiza**  
Pennsylvania SBDC  
Business Consultant



**Dr. Ernie Post**  
Pennsylvania SBDC  
State Director

**2022 SESSION DATES | NOON - 2 P.M.**

Thursday,  
**October**  
**6**

Thursday,  
**November**  
**3**

Thursday,  
**December**  
**1**

For additional guidance visit the Pennsylvania Small Business Development Centers at: [pasbdc.org](https://pasbdc.org)

*This program is offered in partnership with Montgomery County and the PA Small Business Development Centers.*



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