
# European Cultural Heritage Enterprise (ECHE)

## DIGITAL FOR LIFE

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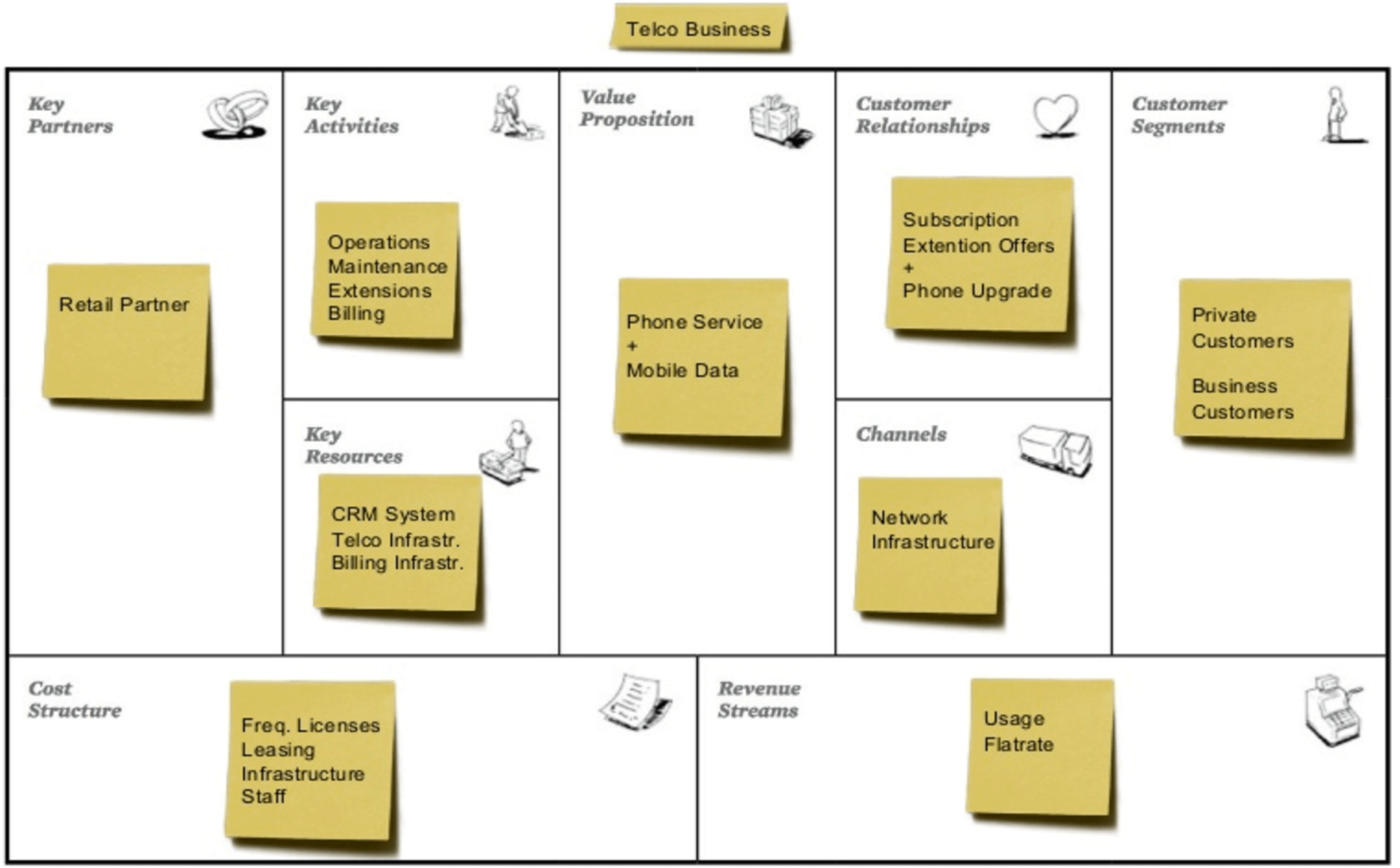
# HOW TO START A BUSINESS IN A CULTURAL AREA?

## Business Model Canvas

# What is it?

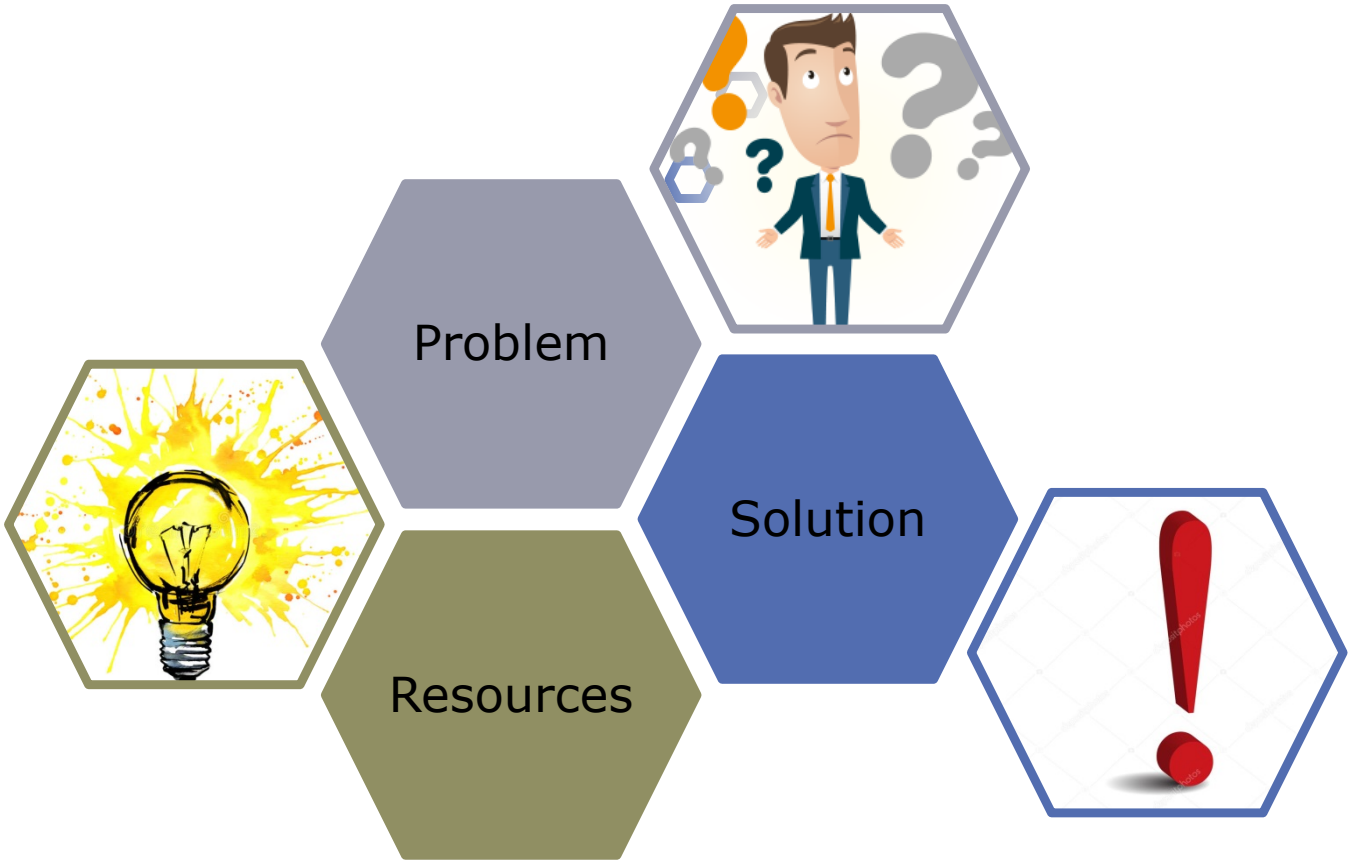
The Business Model Canvas is a strategic tool that uses visual language to create and develop innovative business models. It allows you to visually represent how a company creates, distributes and captures value. It is an effective work table
with 9 blocks representing the constituent elements of a company.




Source: [Telco business model canvas]

The model that we propose is inspired by the Business Model Canvas, but possesses elements of originality aimed at the eventual startup of a cultural enterprise.

# Where do we start?



# problem

- What are the main cultural problems that you propose to solve?
- What demand / need do your customers / beneficiaries want to satisfy?
- What are the contextual conditions in which your idea fits?

# resources

- What are the key physical, intellectual resources (patents, copyrights, data, etc.), human resources (internal, external and partner personnel) and financial resources needed to implement your idea?

# solution

- How do you intend to solve the problem?
- What products or services do you intend to offer to your customers / beneficiaries?
- What is your solution different or better than what already exists?

# Next step


Who are your main customers / beneficiaries?

What are the main activities needed to reach your customers, generate revenue streams and get results?

How do you intend to reach your customers / beneficiaries?

# customers

Who are our customers?

This is essential to set the target and formulate an ad hoc strategy.

# activities

What are the main activities needed to reach your customers, generate revenues and get results?

# channels

How do you intend to reach your customers / beneficiaries?

## Cost structure

- What are the most expensive resources and / or activities?

## Revenue flow

- What are the most relevant entry entries for your idea?

# costs

- What are the most important costs of our Business Model?
- Which of the Key Resources are the most expensive?
- Which of the Key Activities are the most expensive?

# revenues

Sale of an asset:

- Registration fee: if you sell a service on an ongoing basis, eg gyms
- Rent / hire: this revenue stream is generated when a customer is given the opportunity to use an asset for a specified time.

# Results

What are the clearly measurable and verifiable results that you intend to achieve?

What impact do they have on the territory?

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