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# The Big Pad Of 50 Blank, Extra-Large Business Model Canvases And 50 Blank, Extra-Large Value Proposition Canvases: A Supplement To Business Model Generation And Value Proposition Design (Strategyzer)



## Synopsis

100 Blank, Extra Large, Tear-Out Canvases Give You More Space to Brainstorm and Strategize

Millions of people use the Business Model Canvas and the Value Proposition Canvas to clearly understand customers, create better products, and grow businesses. This supplement to the bestselling books, *Business Model Generation* and *Value Proposition Design* gives you more space to scribble, brainstorm, and move sticky notes—•with 50 blank, extra-large, tear-out Business Model Canvases (15" x 11" or 38cm x 28cm) and 50 blank, extra-large, tear-out Value Proposition Canvases (15" x 11" or 38cm x 28cm). The large format makes it easier to keep the creative ideas flowing, be inspired, and share your work with others. In addition to the 100 blank canvases, the two sample "learning canvases" provide trigger questions to help you learn to use each box in the canvas and jump-start progress. Whether you're chasing down a game-changing business model or working to evaluate and refresh an old one, the highly visual, spacious design makes it easy to use the powerful centerpiece tool in *Business Model Generation* to lead your product, brand, or company into the next stage of growth. If you need space to think hard about your value proposition, the 50 blank Value Proposition Canvases will help you create products and services that perfectly match your customers' needs and desires. When business conversations become mired in hunches and intuitions, or you're haunted by that expensive new product launch that flopped, these canvases offer a quick way to raise the collective intelligence of your team. Tear out a blank canvas and design a powerful visual business model or value proposition based on the global bestsellers *Business Model Generation* and *Value Proposition Design*. These transformational business tools have proven themselves at all types of companies, from start-ups to such large organizations as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, and Philips. • •

## Book Information

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**Business Model Generation** offers you powerful, simple, tested tools for understanding, designing, and implementing a new business model or analyzing and renovating an old one.

**Value Proposition Design** helps you tackle a core challenge of every business creating compelling products and services customers want to buy. Using the same stunning visual format as *Business Model Generation*, this sequel explains how to use the *Value Proposition Canvas*, a practical tool to design, test, create, and manage products and services customers actually want.

**The Big Pad of Business Model and Value Proposition Canvases** This supplement to the bestselling books, *Business Model Generation* and *Value Proposition Design*, gives you more space to scribble, brainstorm, and move sticky notes with 50 blank, extra-large, tear-out Business Model Canvases and 50 blank, extra-large, tear-out Value Proposition Canvases. The large format makes it easier to keep the creative ideas flowing, be inspired, and share your work with others.

**Business Model You** Most of us lack a structured way to reinvent ourselves, even as changing workplace business models make professional and personal life more challenging than ever. *Business Model You* is your guide to replacing career uncertainty with career confidence by using the single-page blueprint that's helped reinvent thousands of organizations worldwide.

**100 Blank, Extra Large, Tear-Out Canvases Give You More Space to Brainstorm and Strategize** Millions of people use the Business Model Canvas and the Value Proposition Canvas to clearly understand customers, create better products, and grow businesses. This supplement to the bestselling books, *Business Model Generation* and *Value Proposition Design* gives you more space to scribble, brainstorm, and move sticky notes with 50 blank, extra-large, tear-out Business Model Canvases (15" x 11" or 38cm x 28cm) and 50 blank, extra-large, tear-out Value Proposition

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Alex and team have developed an amazing innovation with the Business Model Canvas / Value Prop Canvas. Two simple and impactful tools that everyone should have in your toolkit along with this BIG book of BMC and Value Prop Canvas!

As advertised. Everything I expected.

For any practitioner of Alex Osterwalder's *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* and *Value Proposition Design: How to Create Products and Services Customers Want* (Strategyzer), this 'book' is exactly what it says it is... a huge tablet/pad of tear-off blank templates for you/your team/your workshop of 50 Business Model Canvas sheets and 50 Value Proposition Canvas sheets. Use post-it notes (separate) to reuse the same sheet multiple times or tear off a new sheet each time (there's 50!).

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