

YOGA INSTRUCTOR

BUSINESS MODEL CANVAS

Sample



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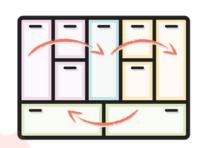
What is Inside?

- 1. What is a Business Model Canvas?
- 2. How it Looks Like?
- 3. Worksheet: Build Your Own Canvas in Minutes
- 4. Tips to Build Your Own Yoga Business Model Canvas
- 5. Build Your Growth Plan



What is a Business Model Canvas?

- A single page strategic management tool
- Visual chart shows all aspects of your business
- Helps developing new business models
- Helps documenting existing business models
- Empowers business owners to brainstorm ideas
- Helps identify new opportunities for business growth



1-page document, the heart of your business



Visual & self-explanatory



Develop new business models or document existing business models

How Business Model Canvas looks like?





BUSINESS MODEL CANVAS

How BMC Looks Like?



Key Partners

This section helps you identify the key partners you rely on to deliver your value proposition, including suppliers, distributors, and other strategic partners.



Key Activities

This section helps you identify the key activities you need to perform to deliver your value proposition as a business.



Key Resources

This section helps you identify resources required to deliver value proposition, like physical, human, financial resources.



Value Propositions

This section helps you identify your unique value proposition and understand how you differentiate yourself from competitors.



Client Relationship

This section helps you identify the type of relationships you have with your clients and how you interact with them.



<u>Channels</u>

This section helps you identify the channels you use to communicate with clients and deliver your products or services.



کِیْکِ Client Segments

This section helps you identify your target clients and understand their needs, preferences, and behaviors.



Cost Structure

This section helps you identify the costs associated with delivering your value proposition, including fixed and variable costs, and understand your profitability.



Revenue Stream

This section helps you identify the different ways you generate revenue and the pricing strategies you use.

Designed for:

Designed by:

Date:

Version:





Build Your Growth Plan

This section allows business owners to compare their current business model with their envisioned future state, helping identify areas for improvement and growth.



How to Use This Section

- Write down your existing business model
- Write down your future goals and aspirations
- Compare both states to see where improvements are needed

Write down actionable steps to move from current state to future state

1. Key Activities



Current State	Future State
Action Items for Growth	Current State - what am I doing now?
Action items for orowth	Conducting yoga classes and marketing
	Future State - what should I do for growth?
	Develop online content and host retreats

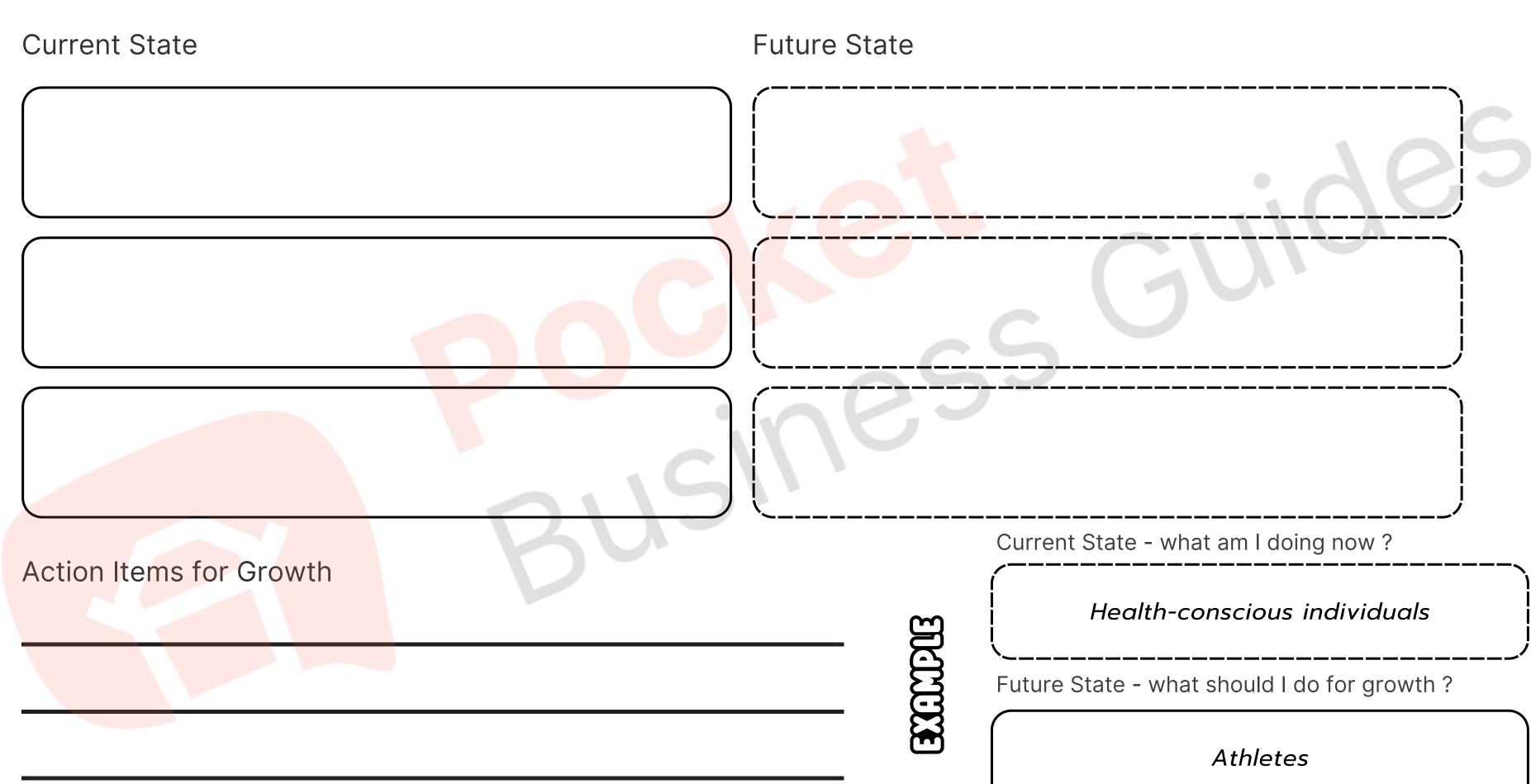
2. Value Propositions



Current State	Future State
	Current State - what am I doing now ?
Action Items for Growth	Current State What anni doing now:
	Personalized yoga sessions
	Future State - what should I do for growth?
	Wellness events and seminars

3. Client Segments





4. Key Resources



Current State	Future State
	5
Action Items for Growth	Current State - what am I doing now?
Action (terms for Orowth	Qualified instructors
	Future State - what should I do for growth?
	Administrative staff

5. Channels



Current State	Future State
Action Items for Growth	Current State - what am I doing now?
	In-studio classes
	Future State - what should I do for growth?
	Email newsletters

6. Client Relationships



Current State	Future State
Action Items for Growth	Current State - what am I doing now?
	Personal consultations
	Future State - what should I do for growth?
	Regular feedback surveys

7. Revenue Streams



Current State	Future State
Action Items for Growth	Current State - what am I doing now?
Action items for Growth	Class fees
	Future State - what should I do for growth?
	Space rental for events

8. Key Partners



Current State	Future State
Action Items for Growth	Current State - what am I doing now?
Action (tell) for Orowth	Local health clubs and gyms
	Future State - what should I do for growth?
	Travel agencies (for yoga retreats)

9. Cost Structure



Current State	Future State
Action Items for Growth	Current State - what am I doing now?
Action items for Growth	Instructor salaries
	Future State - what should I do for growth?
	Training and development

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