



# YOGA INSTRUCTOR

BUSINESS MODEL CANVAS

Sample



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Business Guides

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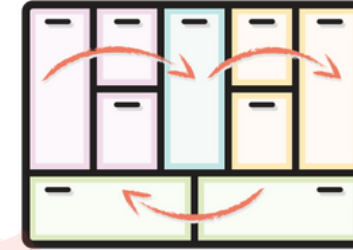
# What is Inside?

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 ?

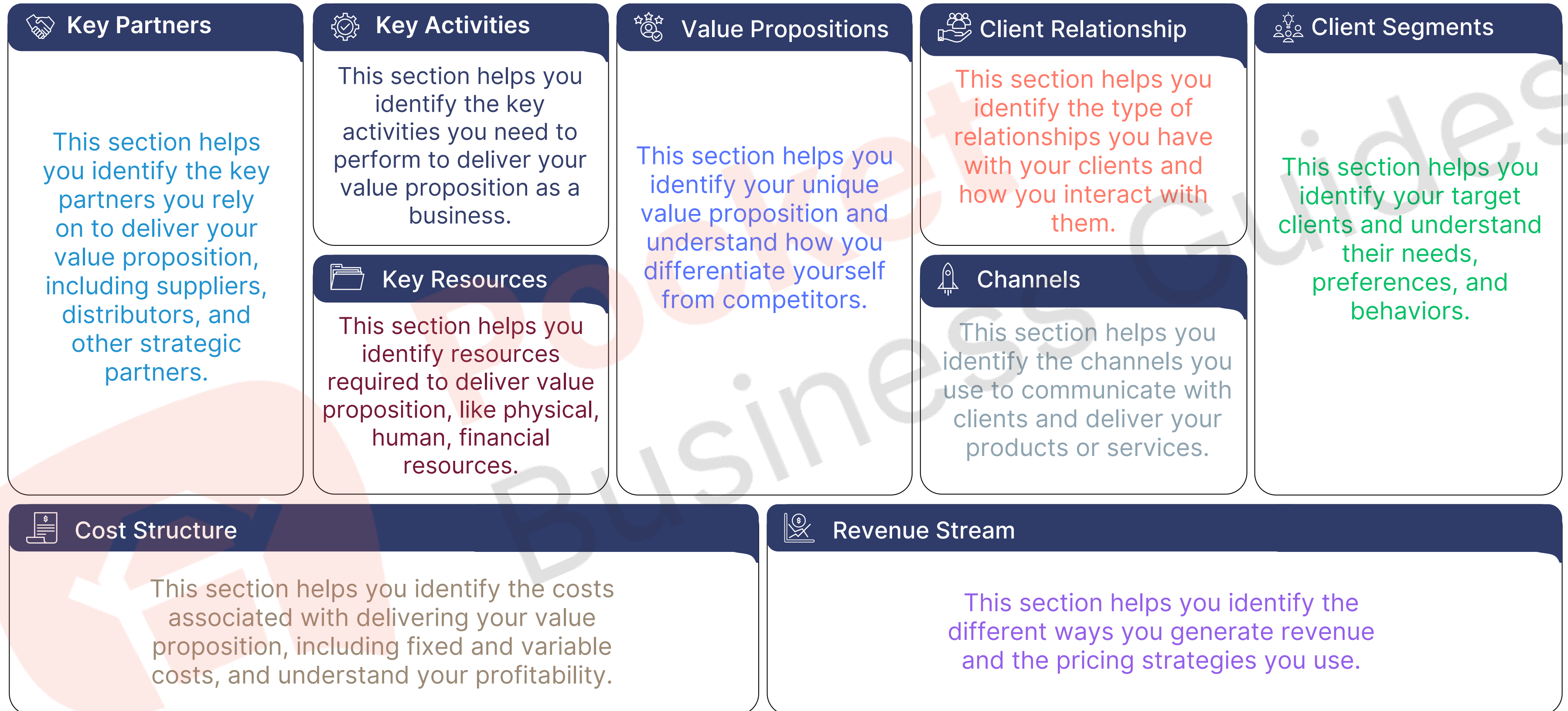


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# BUSINESS MODEL CANVAS

How BMC Looks Like?



Designed for :

Designed by :

Date :

Version :





*Worksheets*



# 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.



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# How to Use This Section

- 1 Write down your existing business model
- 2 Write down your future goals and aspirations
- 3 Compare both states to see where improvements are needed
- 4 Write down actionable steps to move from current state to future state



# 1. Key Activities

Current State

Future State

Action Items for Growth

EXAMPLE

Current State - what am I doing now ?

*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

Action Items for Growth

EXAMPLE

Current State - what am I doing now ?

*Personalized yoga sessions*

Future State - what should I do for growth ?

*Wellness events and seminars*

# 3. Client Segments

Current State

Action Items for Growth

Future State

Current State - what am I doing now ?

*Health-conscious individuals*

Future State - what should I do for growth ?

*Athletes*

EXAMPLE

# 4. Key Resources

Current State

Action Items for Growth

Future State

EXAMPLE

Current State - what am I doing now ?

*Qualified instructors*

Future State - what should I do for growth ?

*Administrative staff*

# 5. Channels

Current State

Action Items for Growth

Future State

EXAMPLE

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

Action Items for Growth

Future State

EXAMPLE

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

Action Items for Growth

Future State

EXAMPLE

Current State - what am I doing now ?

*Class fees*

Future State - what should I do for growth ?

*Space rental for events*

# 8. Key Partners

Current State

Action Items for Growth

Future State

EXAMPLE

Current State - what am I doing now ?

*Local health clubs and gyms*

Future State - what should I do for growth ?

*Travel agencies (for yoga retreats)*

# 9. Cost Structure

Current State

Action Items for Growth

Future State

EXAMPLE

Current State - what am I doing now ?

*Instructor salaries*

Future State - what should I do for growth ?

*Training and development*

# Get Expert Help for Your Personalized Business Documentation

- Personalized to Your Business Services and Products
- Customized for Your Location and Business Goals
- Delivered in Just 2-3 Days





# THANK YOU

