



IN SITU SOCIAL ENTREPRENEURIAL TTT - SESSION 2

BUSINESS MODEL TRAINING

Reading list

Books

Business Model Generation (most likely available in your national languages, too)

<https://www.strategyzer.com/books/business-model-generation>

Article:

Using the Business Model Canvas for Social Enterprise Design (pdf)

<http://cscuk.dfid.gov.uk/wp-content/uploads/2016/07/BMC-for-Social-Enterprise.pdf>

Videos

Strategyzer Youtube channel: From Idea to Business - Animated Series

<https://www.youtube.com/channel/UCPVreN9tVxFY2RgWeENShpg>

Strategyzer Webinar with Steve Blank: Business Model Design For Mission Driven Organizations

https://www.youtube.com/watch?v=_jvwCY10jlQ

Blogs

Steve Blank on The Mission Model Canvas

<https://steveblank.com/2016/02/23/the-mission-model-canvas-an-adapted-business-model-canvas-for-mission-driven-organizations/>

Alexander Osterwalder on The Mission model Canvas

<https://www.strategyzer.com/blog/posts/2016/2/24/the-mission-model-canvas-an-adapted-business-model-canvas-for-mission-driven-organizations>

Sustainable Business Model Canvas

<https://www.case-ka.eu/index.html%3Fp=2174.html>