









Empower

The project is co-funded by the European Union Erasmus CBHE program. This project is all about helping women start and grow their businesses. We've got training, advice, and support lined up to help women succeed.

Consortium members

- ✓ Technical University in Dresden
- ✓ Female Founders Space
- ✓ Varna Management University
- ✓ Namangan State Foreign Languages Institute
- ✓ Central Asian University
- ✓ Kimyo International University in Tashkent
- ✓ Bukhoro State Pedagogical Institute

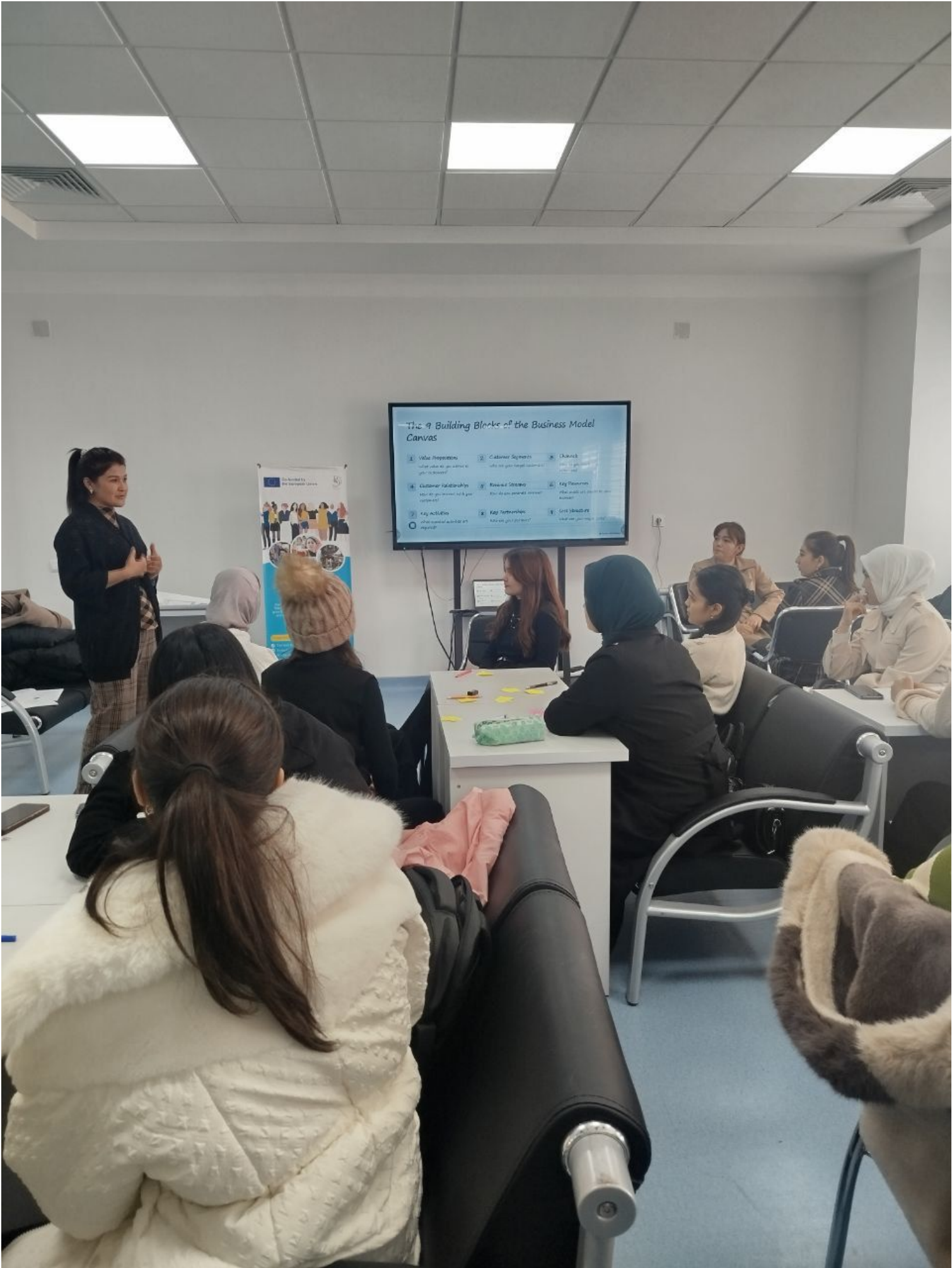
On a white table, there is a printed document titled "The Business Model Canvas" with a grid structure. Next to it are three markers (blue, black, and red), a yellow smiley face sticker, a small yellow box with a red ribbon, and a small blue and red card.



A large black monitor is mounted on a black stand. A keyboard and mouse are visible on the stand's surface. The monitor is positioned on the right side of the room.







Co-funded by the European Union

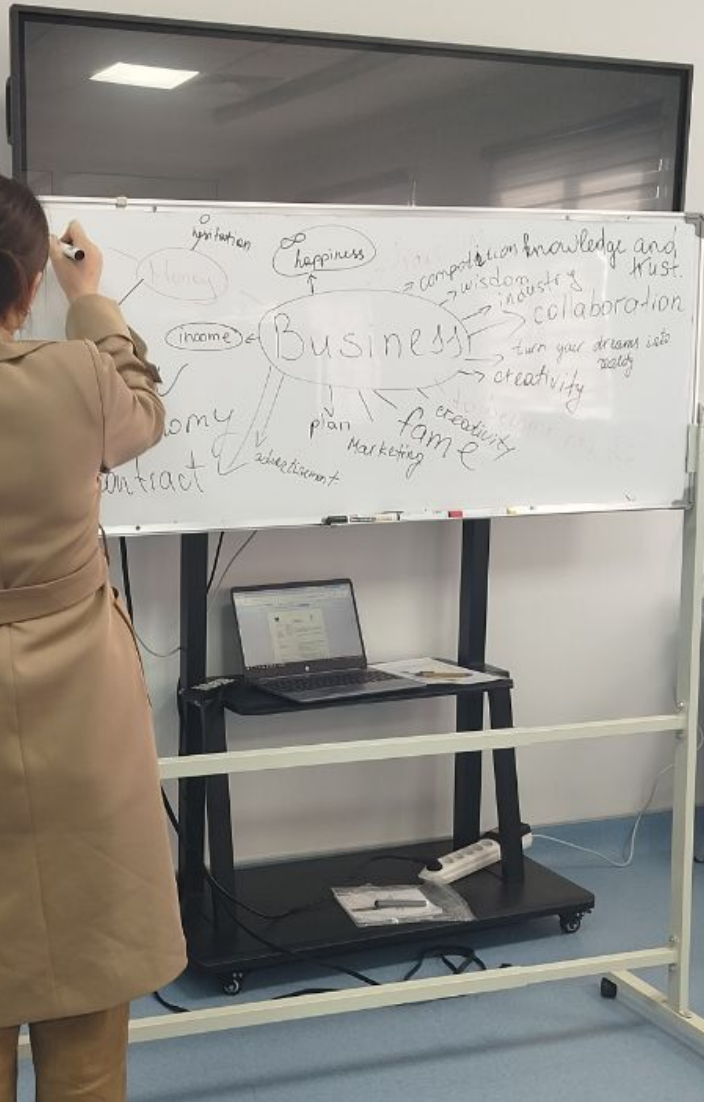



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Without output
there is no input.

sponsor
investment

Money

hesitation

happiness

leadership

→ collaboration
→ wisdom
→ industry
→ knowledge and trust

BMW
economy
contract

income

Business

→ turn your dreams into reality
→ creativity
→ confidence
→ to become new life

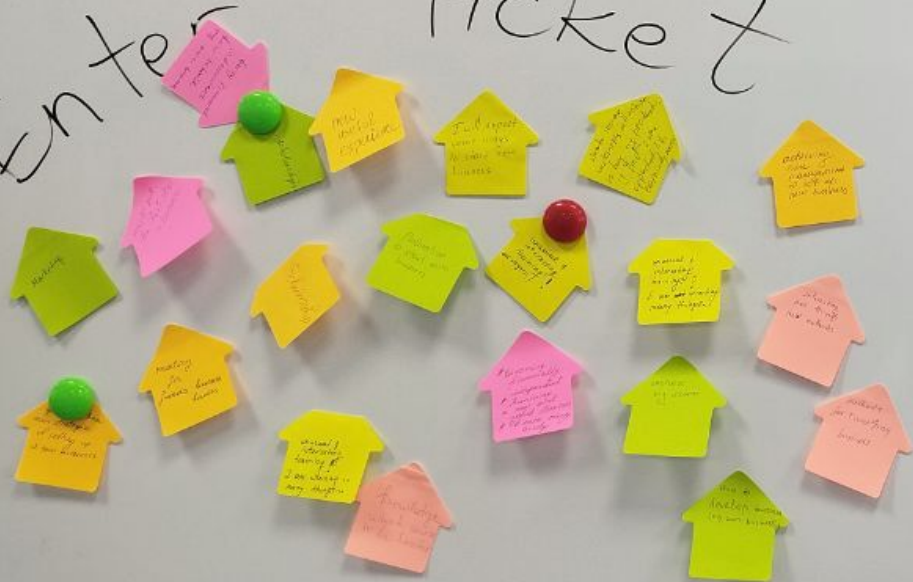
plan
Marketing
fame

advertisement

ogram.
start and
advice,
succeed.



Enter ticket

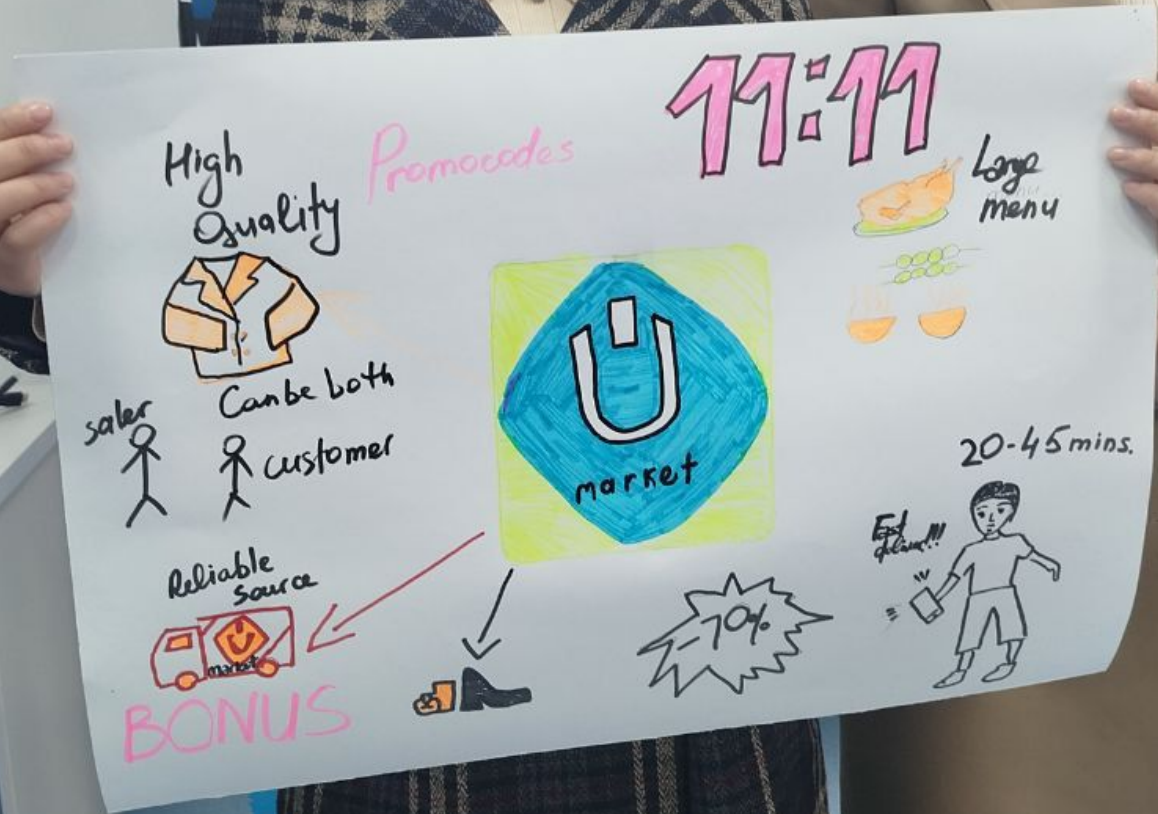


Exit ticket



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Defining Your Value Proposition

Problem
What problem do you solve for your customers?

Solution
How did you solve the problem?

Benefits
What specific benefits do you provide?



Defining Your Value Proposition

Problem: what problem do you solve for your customers?

Solution: how do you solve it?

Benefits: what specific benefits do customers gain?

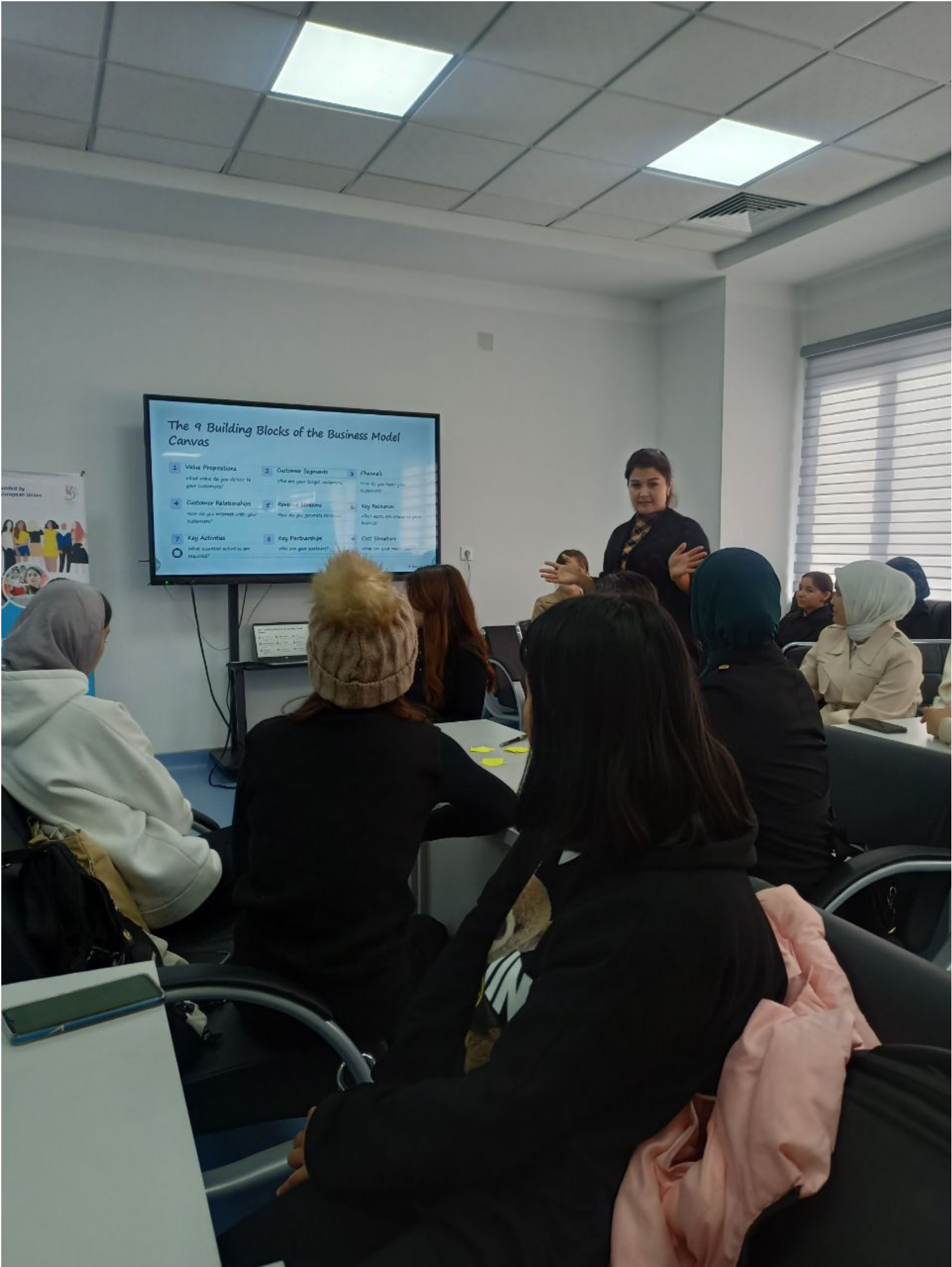
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The project is co-funded by the European Union under the Erasmus+ programme. The project is all about helping entrepreneurs and start-ups to develop and grow their businesses, and to get needed advice and support when up in their own business.

Key messages:

- The role of entrepreneurs in business
- The role of customers in business
- The role of employees in business
- The role of investors in business
- The role of partners in business
- The role of suppliers in business
- The role of competitors in business
- The role of regulators in business
- The role of society in business



The 9 Building Blocks of the Business Model Canvas

- | | | |
|--|---|--|
| 1 Value Propositions
What value do you deliver to your customers? | 2 Customer Segments
Who are your target customers? | 3 Channels
How do you reach your customers? |
| 4 Customer Relationships
How do you interact with your customers? | 5 Revenue Streams
How do you generate revenue? | 6 Key Resources
What assets do you need to run your business? |
| 7 Key Activities
What essential activities are required? | 8 Key Partnerships
Who are your partners? | 9 Cost Structure
What are your major costs? |

