

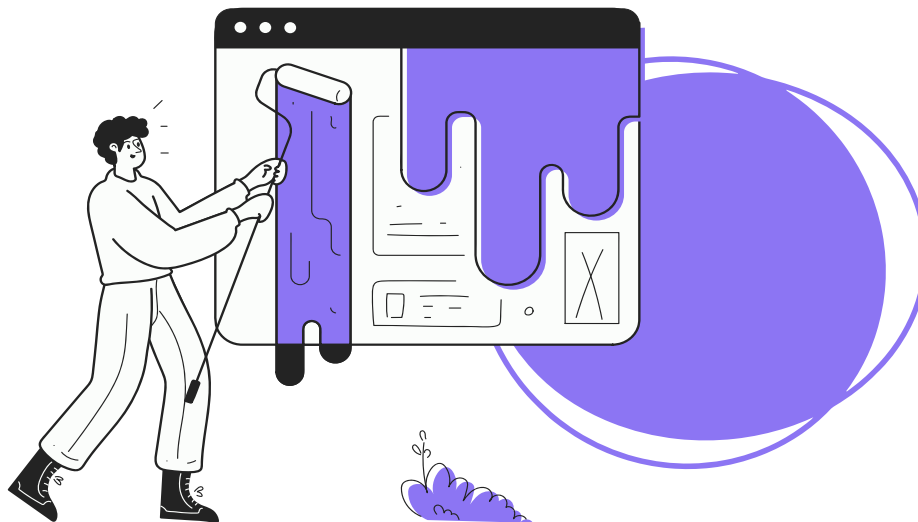


Co-funded by the  
European Union

# Team Up 2025

Session 5 - Business Model

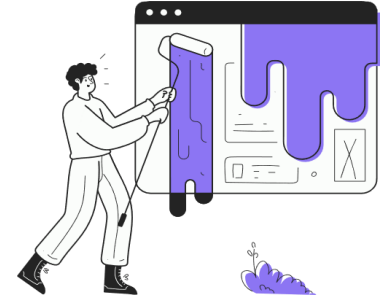
June 26, 2026



# Today's Agenda

**Introduction to today's session (5 min.)**

**Business model canvas (15 min.)**

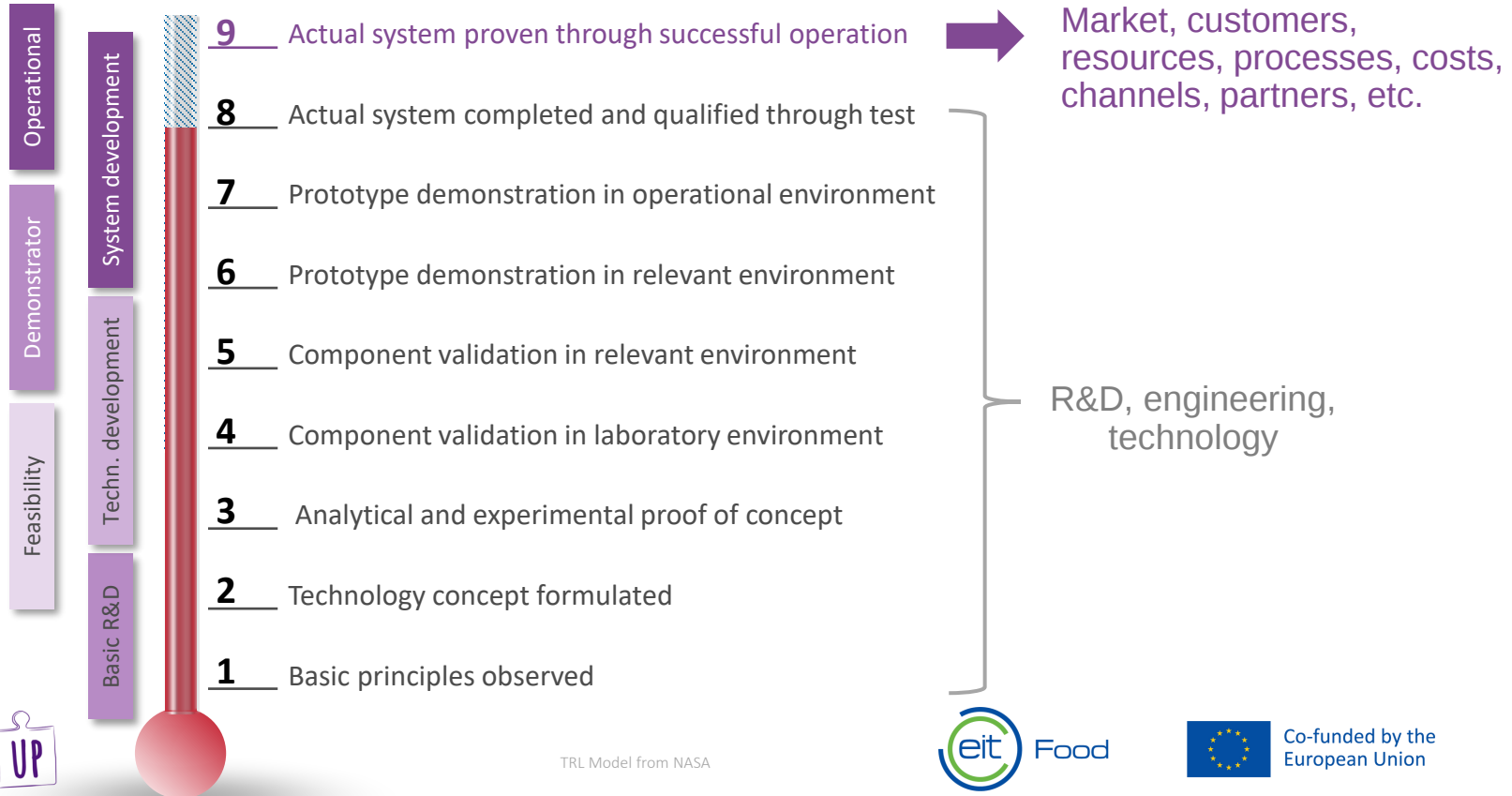


**Working 1:1 in break-out rooms (60 min.)**

**Summary & Next Steps (10 min.)**



# FROM PROTOTYPE TO BUSINESS MODEL



TRL Model from NASA



# BUSINESS MODEL CANVAS

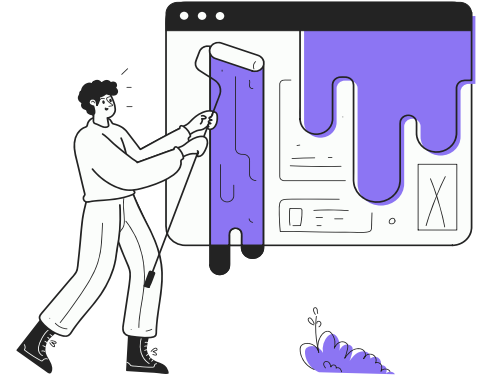
|                                                                                                                                                                         |                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>KEY PARTNERS</b>  <p>Who are our key partners?</p>                                  | <b>KEY ACTIVITIES</b>  <p>What key activities does our value proposition require?</p> | <b>VALUE PROPOSITION</b>  <p>Which customer problem are we helping to solve?</p> <p>Which customer needs are we satisfying?</p> <p>What is the specific product or service?</p> <p>What are the features that match customer needs?</p> | <b>CUSTOMER RELATIONSHIPS</b>  <p>How will we get, keep and grow customers?</p>                                                                        | <b>CUSTOMER SEGMENTS</b>  <p>For whom are we solving a problem or fulfilling a need?</p> <p>Who are the customers?</p> <p>Does the value proposition match their needs?</p> |
| <b>KEY RESOURCES</b>  <p>What key resources does our value proposition require?</p>    |                                                                                                                                                                        | <b>CHANNELS</b>  <p>Through which channels do our customer segments want to be reached?</p>                                                                                                                                             |                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                |
| <b>COST STRUCTURE</b>  <p>What are the most important costs in our business model?</p> |                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                            | <b>REVENUE STREAMS</b>  <p>What is the revenue model?</p> <p>What are the pricing tactics?</p> <p>What value are our customers willing to pay for?</p> |                                                                                                                                                                                                                                                                |



# Business Model Canvas – how to use it

---

- Use it as a Tool
- Start with the Customer
- Iterate Frequently
- Keep It Simple and Visual
- Use it as a Communication Tool



Co-funded by the  
European Union

# Business Model Canvas – example



Heura®



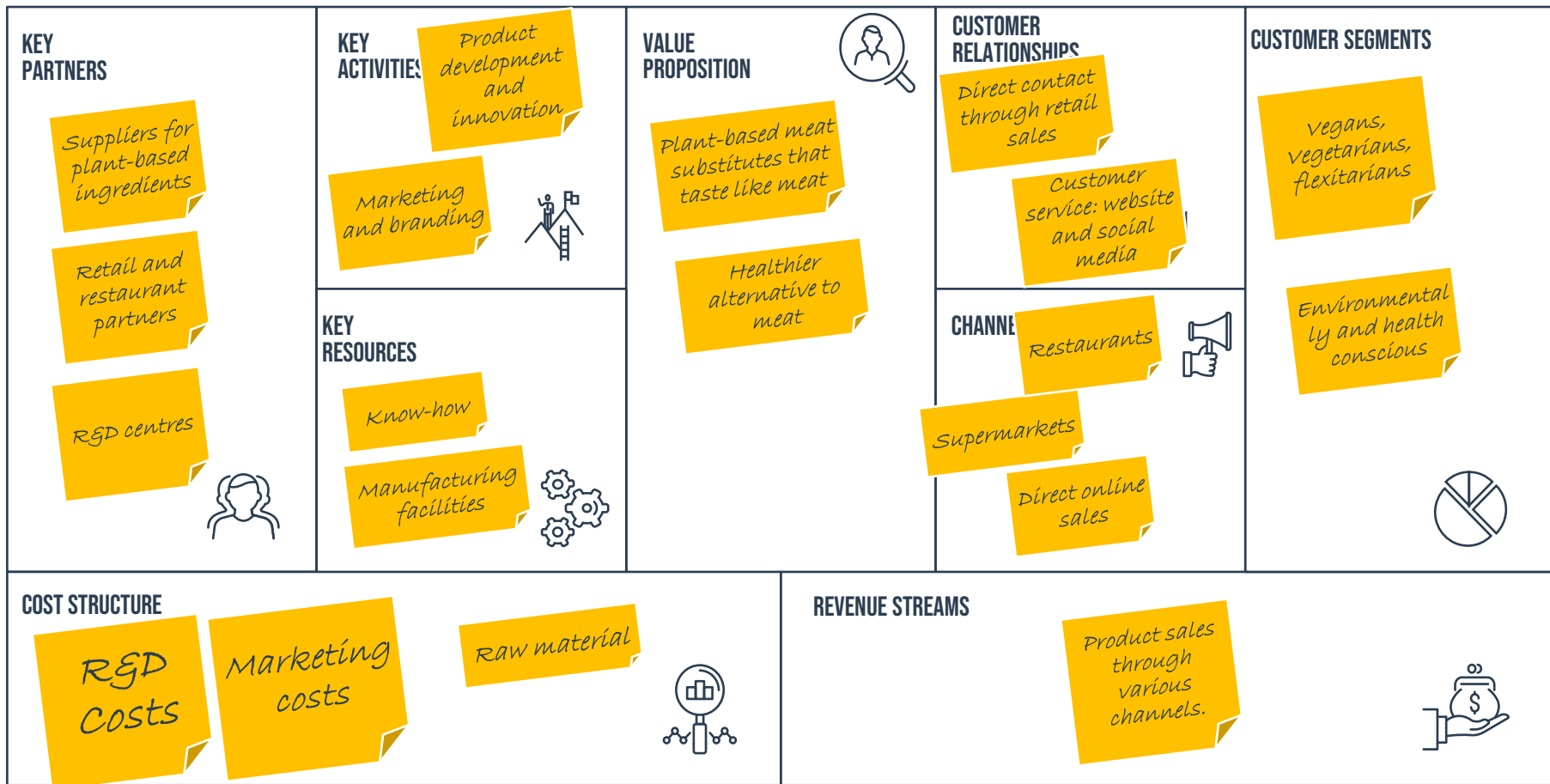
Cofinanced by the  
European Union

# EXAMPLE

Heura



BEYOND MEAT



# Business Model Canvas

|                |                |                   |                        |                   |
|----------------|----------------|-------------------|------------------------|-------------------|
| KEY PARTNERS   | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS |
|                | KEY RESOURCES  |                   | CHANNELS               |                   |
| COST STRUCTURE |                |                   | REVENUE STREAMS        |                   |



# 1:1 work

- please go to breakout room to work in teams
- come back to the main session at 18:20 CET

## Business Model Canvas

|                |                |                   |                        |                   |
|----------------|----------------|-------------------|------------------------|-------------------|
| KEY PARTNERS   | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS |
|                | KEY RESOURCES  |                   | CHANNELS               |                   |
| COST STRUCTURE |                |                   | REVENUE STREAMS        |                   |

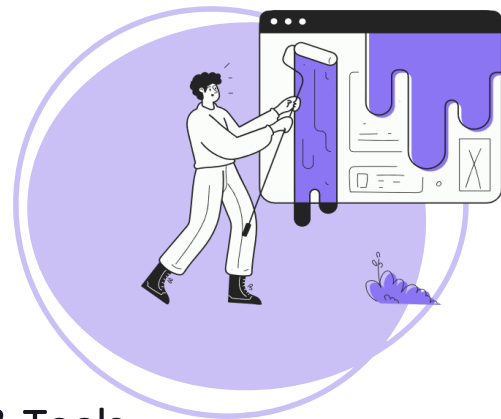


# Business Model Canvas - short feedback

What did you learn?

Did you fully answer the questions?

Biggest challenge?



More on Design Thinking & Tools  
<https://en.dt-toolbook.com/tools>



# Save the Dates



**Session 4: Speed dating  
Prototyping**



**Session 5: Speed dating  
Business Model**



**Friday: hang-out**

24<sup>th</sup> June  
17:00 - 18:30 CET

**Tech show Biz**

26<sup>th</sup> June  
17:00 - 18:30 CET

**Biz show Tech**

27<sup>th</sup> June  
17:00 - 18:00 CET

**Q&A and more!**

**Week 1**

**Week 2**

**Week 3**

**Week 4**

**Week 5**



Co-funded by the  
European Union

| <b>Week 1</b><br>Let's get started                                                            | <b>Week 2</b><br>Speed dating                                                                        | <b>Week 3</b><br>Get to know your potential matches                                                    | <b>Week 4</b><br>Working together:<br>Case studies                                                    | <b>Week 5</b><br>Preparing your proposal                                                                     |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Session #1<br><b>Matchmaking<br/>Kick-off</b><br><b>10th June</b><br><b>17:00 - 18:30 CET</b> | Session #4<br><b>Speed dating<br/>Prototyping</b><br><b>24th June</b><br><b>17:00 - 18:30 CET</b>    | Session #6<br><b>Get to know – start-up<br/>mindset</b><br><b>1st July</b><br><b>17:00 - 18:30 CET</b> | Session #8<br><b>Working together<br/>co-founders</b><br><b>8th July</b><br><b>17:00 - 18:30 CET</b>  | Session #10<br><b>Preparing proposal<br/>with co-founder</b><br><b>15th July</b><br><b>17:00 - 18:30 CET</b> |
| Session #2<br><b>Tech pitch</b><br><b>12th June</b><br><b>17:00 - 18:30 CET</b>               | Session #5<br><b>Speed dating<br/>Business Model</b><br><b>26th June</b><br><b>17:00 - 18:30 CET</b> | Session #7<br><b>Get to know three co-<br/>founders</b><br><b>3rd July</b><br><b>17:00 - 18:30 CET</b> | Session #9<br><b>Working together<br/>co-founders</b><br><b>10th July</b><br><b>17:00 - 18:30 CET</b> | Session #11<br><b>Preparing proposal<br/>with co-founder</b><br><b>17th July</b><br><b>17:00 - 18:30 CET</b> |
| Session #3<br><b>Biz Pitch</b><br><b>17th June</b><br><b>17:00 - 18:30 CET</b>                | Friday hang-out<br><b>27th June</b><br><b>17:00 - 18:00 CET</b>                                      | Friday hang-out<br><b>4th June</b><br><b>17:00 - 18:00 CET</b>                                         | Friday hang-out<br><b>11th July</b><br><b>17:00 - 18:00 CET</b>                                       | Last call<br><b>18th July</b><br><b>17:00 - 18:30 CET</b>                                                    |



# Next Steps

- ❑ Manage your 1:1 meetings to find a match
- ❑ Explore [sources for a Start-up mindset](#) session



# Contact Us!

Do you have any questions?

[teamup@eitfood.eu](mailto:teamup@eitfood.eu)



Co-funded by the  
European Union