

Video Transcript: “Ep 1 – Getting From Business Idea to Business Model”

<https://youtu.be/wwShFsSFb-Y>

FEMALE_1: This is the story of Beth, her friend Carl, and an idea they believed could become a great business. It's the story of how they succeeded. If you're an entrepreneur or anyone with a great idea, it could easily be your story too.

Let's begin at the beginning. See, even if you have a great idea, success is far from assured. That's because for every great idea that has shaped our world, there are thousands of seemingly great ideas that have flopped. In order to succeed, a great business idea needs a great business model, and they're not the same thing. Once your idea meets the world, it will meet customers. If they don't care about the problem your idea solves to them, it's game over.

But even if customers love your value proposition, you can fail if your business [00:01:00] model is not scalable and financially sustainable. You'll need to find reliable channels to reach and acquire your customers. You'll need to build an infrastructure that won't collapse as your business begins to grow. Failing to do just one of these things can mean death to your business however great your idea is. That's why your first work is to search for the right business model to map this world of challenges, so it can be tamed and organized, allowing you to explore it, manage it, and plan for it.

What if there was a tool that could help you with this challenge simply and visually? A tool that makes it easier to stress-test your ideas, track your progress, and avoid breaking the bank along the way. What if it was possible to design and test business models in a way that gives your idea a better shot at rising to the level of the great businesses that are shaping our world? It is, and though the journey for these guys and for you won't be a walk in the park, all you'll need is your creativity, willingness to work, and passion for your idea. [00:02:00] We'll give you the rest.