



# **The Big Pad of 50 Blank, Extra-Large Business Model Canvases and 50 Blank, Extra-Large Value Proposition Canvases: A Supplement to Business Model Generation and Value Proposition Design**

*Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith*

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### 100 Blank, Extra Large, Tear-Out Canvases Give You More Space to Brainstorm and Strategize

Millions of people use the *Business Model Canvas* and the *Value Proposition Canvas* to clearly understand customers, create better products, and grow businesses. This supplement to the bestselling books, *Business Model Generation* and *Value Proposition Design* gives you more space to scribble, brainstorm, and move sticky notes—with 50 blank, extra-large, tear-out *Business Model Canvases* (15” x 11” or 38cm x 28cm) and 50 blank, extra-large, tear-out *Value Proposition Canvases* (15” x 11” or 38cm x 28cm). The large format makes it easier to keep the creative ideas flowing, be inspired, and share your work with others. In addition to the 100 blank canvases, the two sample “learning canvases” provide trigger questions to help you learn to use each box in the canvas and jump-start progress.

Whether you’re chasing down a game-changing business model or working to evaluate and refresh an old one, the highly visual, spacious design makes it easy to use the powerful centerpiece tool in *Business Model Generation* to lead your product, brand, or company into the next stage of growth. If you need space to think hard about your value proposition, the 50 blank Value Proposition Canvases will help you create products and services that perfectly match your customers’ needs and desires. When business conversations become mired in hunches and intuitions, or you’re haunted by that expensive new product launch that flopped, these canvases offer a quick way to raise the collective intelligence of your team. Tear out a blank canvas and design a powerful visual business model or value proposition based on the global bestsellers *Business Model Generation* and *Value Proposition Design*. These transformational business tools have proven themselves at all types of companies, from start-ups to such large organizations as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, and Philips.

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