

ABSTRACT

The cosmetics industry is currently growing and developing rapidly in Indonesia. The large number of cosmetic products in Indonesia influences a person's purchasing preferences and influences purchases. One cosmetic product that has many users of all ages in society, especially millennials and has a very wide market reach, is perfume. The perfume business is a business that is often found in the surrounding environment, ranging from businesses that make their own perfume to retailers that sell refillable perfume with various trademarks and various distinctive aroma characteristics.

This research aims to validate business models using the business model validation method for product development in startups. Prove it by testing the prioritized Business Model Canvas blocks.

The research method used is a case study method with a qualitative approach. Data collection used qualitative methods with interviews and field observations. Business model validation is carried out from the Business Model Canvas that you want to develop which is then analyzed by testing business ideas to validate the suitability of values with target consumers which will later produce suggestions for follow-up for development in Prove startups.

From the research results, it was concluded that Prove business model validation was valid, especially in the value proposition, channel and revenue streams blocks tested in this research.

Keywords: *Entrepreneurship, Business Model Canvas, Business Idea Testing, Business Model Validation, Product Development*