

ABSTRACT

In Indonesia, startups in the field of games have become an important part of the Indonesian economy. This is because the games industry is one of the most popular industries in Indonesia, both among children, teenagers, and adults so that Indonesia is the number one largest game market for mobile games in Southeast Asia. Currently, there are many game developers in Indonesia, this has led to intense competition for game developers to attract users.

The purpose of this research is to find out the Business Model Canvas and validate the business model using the business model validation method for startup games Eternal Dream Studio by testing the prioritized Business Model Canvas blocks.

The research method used is a qualitative method with a case study approach. Data collection is done using interviews and observations. Business model validation is carried out from the Business Model Canvas to be obtained which is then analyzed by business testing ideas to validate the suitability of value with target consumers which will later result in follow-up suggestions for the development of the Eternal Dream Studio startup.

After validating with several tests, researchers formulated follow-up suggestions for product development based on the results obtained. From the results of the study, it is concluded that the validation of the business model of Eternal Dream Studio is valid in the revenue streams and customer relationships section while the invalid ones are in the value propositions and channels blocks.

Keywords: startup, Business Model Canvas , business testing ideas, business model validation, product development