

ABSTRACT

The startup sector in Indonesia is among the largest in the world. Indonesia ranks 6th globally in terms of the number of startups. The abundance of startups in Indonesia supports the country's economic axis. With the high number of startups, competition within the country has also intensified. This forces business owners to adopt various strategies to compete with their competitors.

This research aims to understand the business model canvas and validate the business model using the business model validation method for the startup Tiba-Tiba Pindahan by testing the nine prioritized blocks on the business model canvas.

The method used in this research is qualitative with a case study approach. Data collection was conducted through interviews and direct observations with the owners and consumers of the startup Tiba-Tiba Pindahan. Business model validation began with analyzing the existing business model and testing business ideas to validate value alignment with target consumers. Subsequently, consumers of Tiba-Tiba Pindahan were interviewed and observed to validate the innovations previously made. This step provided recommendations for further development of the business model of the startup Tiba-Tiba Pindahan.

From the validation of the Tiba-Tiba Pindahan startup's business model, the test results focused on three blocks: value propositions, channels, and customer relationships. Valid testing was achieved for each of these blocks.

Keyword: startup, business model canvas, business model innovation, testing