

Abstract

In Indonesia, the Micro, Small, and Medium Enterprises (MSMEs) sector has become one of the most important components of the country's economy. This research aims to validate a business model using a business model validation method on a micro-enterprise in the agricultural sector, Mulyadi Strawberry, by testing the prioritized nine blocks of the Business Model Canvas.

The research method employed is a case study using a qualitative approach. This research is limited to the producers and end consumers of Mulyadi Strawberry without conducting surveys. The analysis includes internal factors (marketing strategies, product innovation) and external factors (market trends).

Data collection was conducted using qualitative methods through in-depth interviews with 19 informants, including the business owner or owner team, consumers, potential consumers, and partners of Mulyadi Strawberry. The business model validation was carried out by analyzing the Business Model Canvas intended to be developed, followed by testing the business ideas to validate the alignment between the value propositions and the actual needs and desires of the customers. This process results in recommendations for business model innovation for the Mulyadi Strawberry micro-enterprise.

The research results show that there are fifteen (15) risky assumptions in the Business Model Canvas focusing on consumer desirability, feasibility, and viability that need to be innovated, experimented with, and validated. Based on the research, several practical suggestions are also formulated for Mulyadi Strawberry to consider for future business development..

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