

ABSTRACT

The development of Start-up in Indonesia is currently growing significantly. Every month even many founders appear. Currently there are at least more than 1500 local startup in Indonesia. Indonesian internet users are increasing from year to year is certainly a wetland to establish a Start-up (dailysocial.net). The government has now set up a 1000 startup movement in 2020 to support startup growth in Indonesia, (techinasia.com).

PT Solusi Hijau Indonesia is one of the growing local start-ups in Indonesia but in the last two years has failed to achieve the projected targets. Based on forward-looking and current financial data from 2017 to 2019, the company must generate substantial profits (\$ 30.846) in 2017, (\$ 97.254) by 2018, and (\$ 199.354) by 2019. Can be summarized as a challenge The company ahead also has a high enough target to be stable and continue to run, where the company must print profits many times with limited funding.

This research method using qualitative method. Methods of data collection conducted by interviews, observations and questionnaires are shown to three resource persons who then mapped in nine blocks of Business Model Canvas building.

Based on the results of the analysis of Business Model Canvas building blocks, PT.Solusi Hijau Indonesia needs some improvement to strengthen business model and business strategy in the future. There are eight elements that are recommended for change, including Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, and Key Partnerships. Improved Business Model Canvas Design.

Keywords: Business Model Canvas, Start-Up, SWOT.