

ABSTRACT

Goni Goni is one of the startups engaged in waste management that creates business value from people who want to turn their waste into more economic value. GoniGoni startup provides a waste management sistem from source to end by optimizing the role of waste recycling actors by using appropriate technology to create a recycling chain. re-GoniGoni.id has several services such as Goni Saving, Gonicorner and Gonivercom. However, to increase the value proposition and expand new customers, a proper management strategy and business modeling are needed for startups. In order to help GoniGoni business, this research focus on evaluating business models using Business Model Canvas. The first step in conducting this research is mapping existing business models, where the data is obtained from observations and interviews, then conducting the mapping process of customer profiles, and analyzing the business environment using data from literature studies to analyze opportunities and threat that startups have. Through this research also gonigoni can focus on the most important business elements and will have the greatest impact on driving startup growth. The improvements are proposed for the nine blocks of business model canvas.

Keyword: *Business Model Canvas, Business Model, Customer Profile, Value Proposition Canvas, Startup Lifecyle*