

## ***ABSTRACT***

The number of coffee shops in the city of Bandung exceeds 100 and continues to increase from year to year. This further shows the intense competition. One coffee shop that feels intense competition is Nurona Space. Nurona Space has been around for 3 years and it is known that it has experienced a greater decline in sales than an increase in sales. According to the owner of Nurona himself, this decline in sales occurred due to the increasing number of customer segments. The aim of this research is to validate the business model using the business model validation method for product development at Nurona Space by conducting tests on prioritized BMC blocks.

The research method used is a qualitative method with a case study approach. Data collection by interviews and documentation uses qualitative methods. Business model validation theory is carried out from the business model canvas that wants to be developed which is then analyzed by testing the business idea to validate the suitability of value with consumer targets which will then produce follow-up suggestions for the development of Nurona Space.

From the validation carried out on the product development business model, a business model canvas is produced that is in accordance with the test results, where the focus is on the three blocks of the business model canvas, in the value proposition block a valid test is produced, in the customer relations block a valid test is produced, and in the revenue stream valid testing.

Keywords: business model canvas, business idea testing, business model validation, product development, startup