

ABSTRACT

Indonesia has great opportunities in fisheries exports thanks to its rich marine resources and internationally recognized product quality. One startup that is trying to capitalize on this potential is Gocean Export, which is engaged in the export of Indonesian marine products.

This research aims to validate the business model using the business model validation method applied to product development at Gocean Export, through testing the prioritized Business Model Canvas blocks.

The business model validation process is carried out through the Business Model Canvas to be developed, followed by analysis through business idea testing. The purpose of this analysis is to explore the state of Gocean Export's business model, assess the product development plan, and formulate recommendations for a more appropriate business model for product development at startup Gocean Export.

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