The Business Model Canvas

Designed for:

Designed by:

Key Partners



Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTHERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities

Our Distribution Channels? Customer Relationships?

Key Resources

mysical Intellectual (brand patents, copyrights, data) Human Financial

Revenue Streams?

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Revenue streams?

Production
Problem Solving
Platform/Network

What Key Activities do our Value Propositions require?



Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction

Customer Relationships



For whom are we creating value? Who are our most important customers?

Customer Segments

Mass Market Niche Market Segmented Diversified Multi-sided Platform

How costly are they?

Which ones have we established?

What type of relationship does each of our

Customer Segments expect us to establish and maintain with them?

How are they integrated with the rest of our

Channels

Through which Channels do our Customer Segments want to be reached? How are we reaching them now?

How are our Channels integrated? Which ones work best?

How are we integrating them with customer routines?

CHANNEL PHASES

1. Awareness

How do we raise awareness about our company's products and services?

2. Evaluation

How do we help customers evaluate our organization's Value Proposition?

3. Purchase

5. After sales
How do we provide post-purchase customer support?

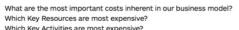


Which ones are most cost-efficient?

How do we allow customers to purchase specific products and services?

How do we deliver a Value Proposition to customers?

Cost Structure



IS YOUR BUSINESS MORE

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)

Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

EIXED PRICING
List Price
Product feature dependent
Customer segment
dependent
Volume dependent









