## The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

**Key Partners** 

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

MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities **Key Activities** 

Our Distribution Channels?

**Customer Relationships?** 

Revenue streams?

**CATERGORIES** 

Problem Solving

Platform/Network

Production

What Key Activities do our Value Propositions require?



Value Propositions

Which one of our customer's problems are we

What bundles of products and services are we

What value do we deliver to the customer?

offering to each Customer Segment?

Which customer needs are we satisfying?

helping to solve?

Newness

Performance

Brand/Status

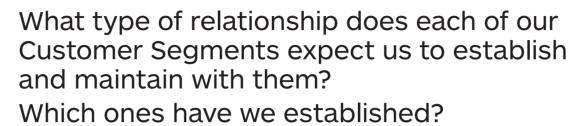
Accessibility

Cost Reduction Risk Reduction

Convenience/Usability

Customization





How are they integrated with the rest of our

business model? How costly are they?

Dedicated Personal Assistance

**EXAMPLES** 

Self-Service

Communities Co-creation

Personal assistance

**Automated Services** 

**CHARACTERISTICS** "Getting the Job Done" Customer Relationships



**Customer Segments** 

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

Mass Market Niche Market Segmented Diversified Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

TYPES OF RESOURCES Intellectual (brand patents, copyrights, data) Financial

Channels



want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines?

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

How do we deliver a Value Proposition to customers? 5. After sales

Through which Channels do our Customer Segments

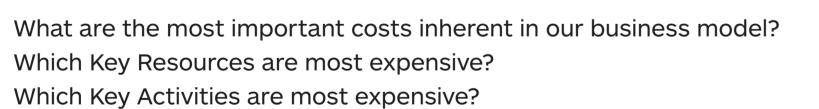
**CHANNEL PHASES** 1. Awareness

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

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

How do we provide post-purchase customer support?

Cost Structure



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?

Lending/Renting/Leasing Brokerage fees Advertising

**FIXED PRICING** List Price Product feature dependent Customer segment Volume dependent

**DYNAMIC PRICING** Negotiation (bargaining) Yield Management Real-time-Market









