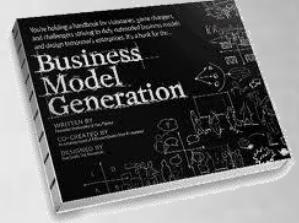


Based on



THE Business Model Canvas

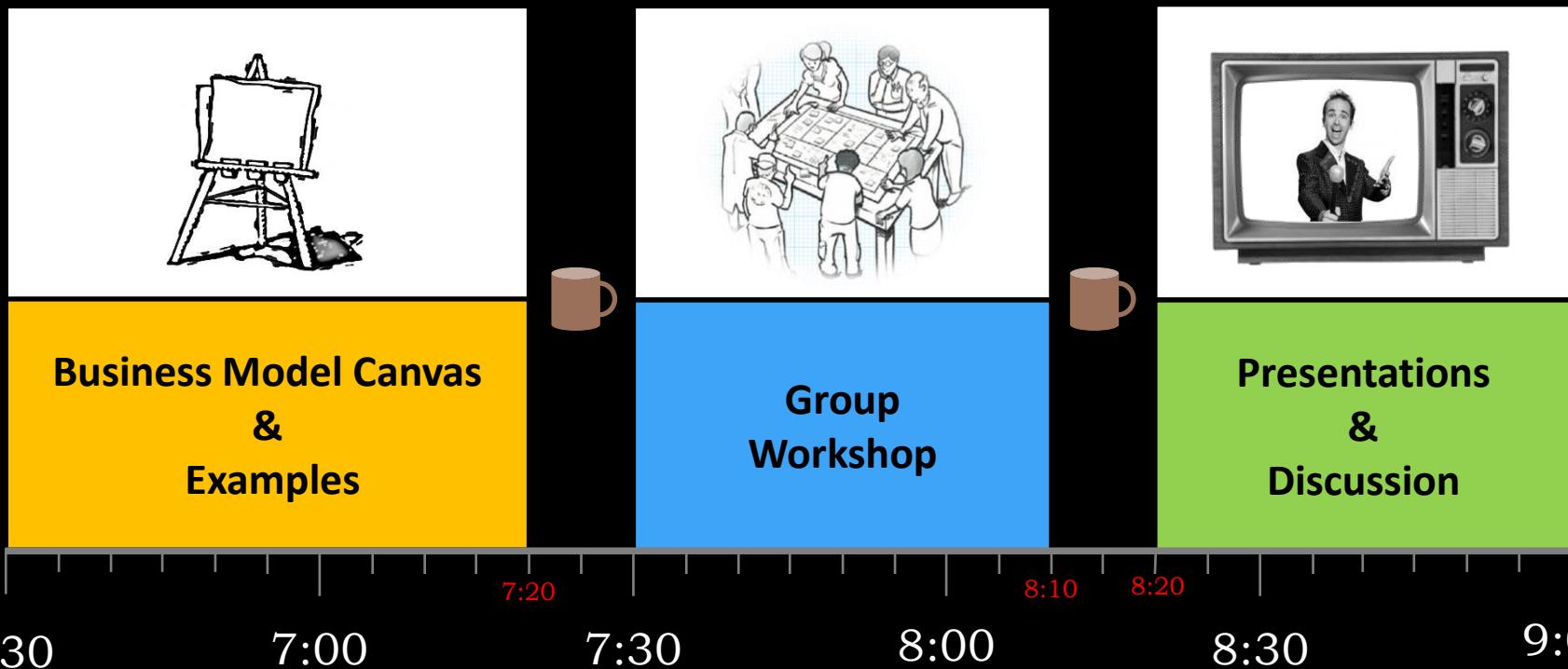


Nov 8th 2011

Created by: Emad Saif
www.emadsaif.com



Agenda



First Plain Paper Photocopier - 1950

Fundamental new way of office copying

...makes copies on ordinary paper!

No wet chemicals ... no waste

Neither expensive sensitized paper, nor liquid chemicals are required. And with no adjustments to make or extensive settings, there's no waste of materials. Copies in an instant. That's how easy a Xerox 914.

This is the new Xerox® 914 Office Copier. It will make copies on your pen (inkwell), on ordinary paper (plate or carbon), carbon, or what paper you like. As many as 10 copies at a time, and the quality of reproduction is superb!

Copies all colors including reds & blues

With sharp black-and-white fidelity ... nothing left out. Copies everything—written, typed, printed, stamped, or drawn. Copies from any original ... even paper as thick as book covers. Just push a button—copied! See

About 1¢ per copy for supplies

No heating of copy paper, or re-heating of original. Any number of copies delivered automatically—at the touch of a button—for about 1¢ per copy for supplies. For information, write XEROX CORPORATION, 800 BOSTON ROAD, WENDELL ST., WENDELL, MASS. 01843.

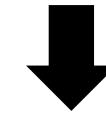
**NEW XEROX® 914
OFFICE COPIER**

Courtesy of Xerox Historical Archives

PHOTO: XEROX HISTORICAL ARCHIVES

- ✓ Easy to use
- ✓ No risk on originals
- ✓ Low operating cost
- ✓ Use plain paper

TOO EXPENSIVE!
to sell to customers!

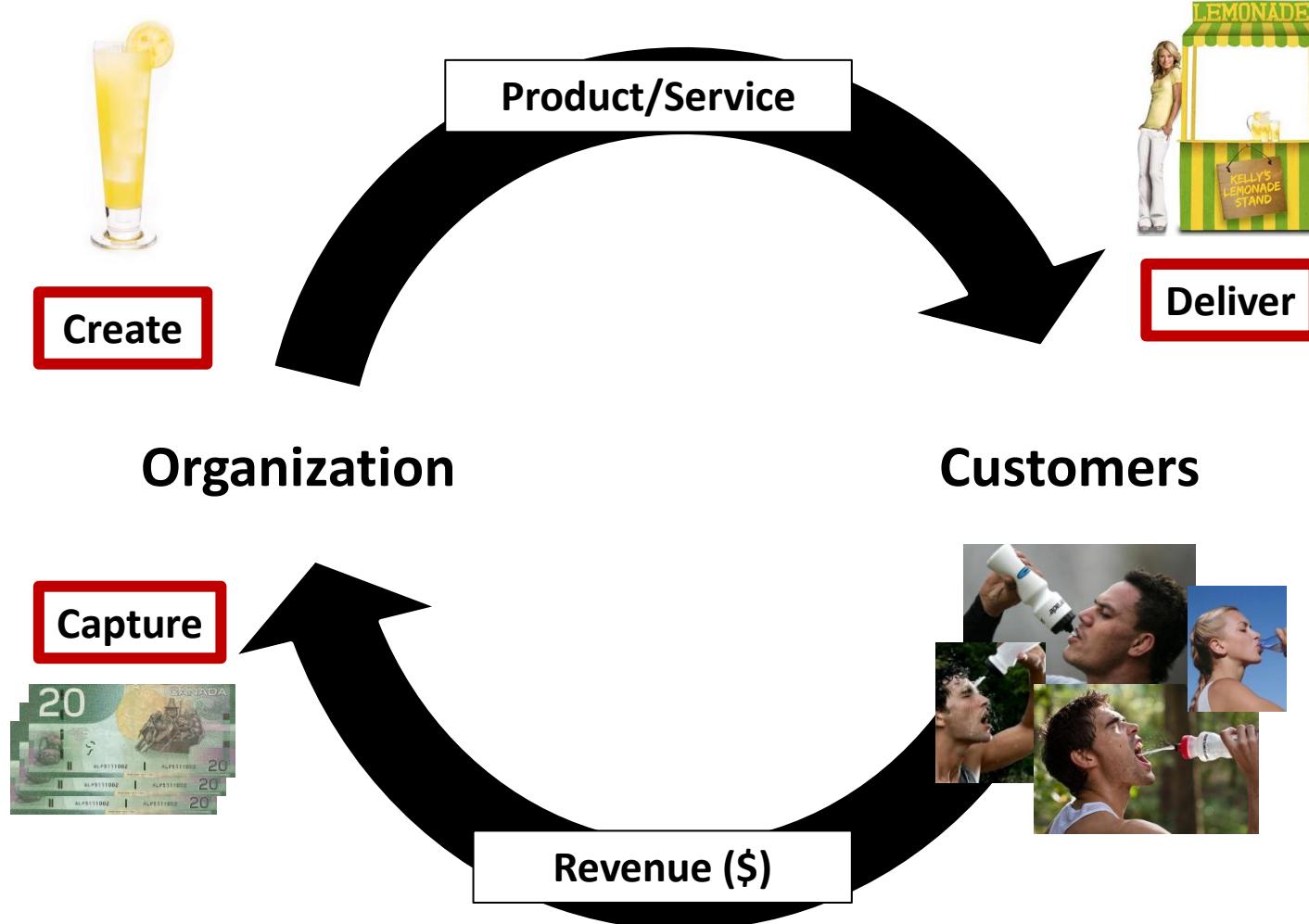


Lease
\$25/month
+
4¢/copy (min of \$49/month)

business model ?

“A business model describes the rationale of how an organization **creates, delivers, and captures value**”

BUSINESS MODEL



business

model

canvas

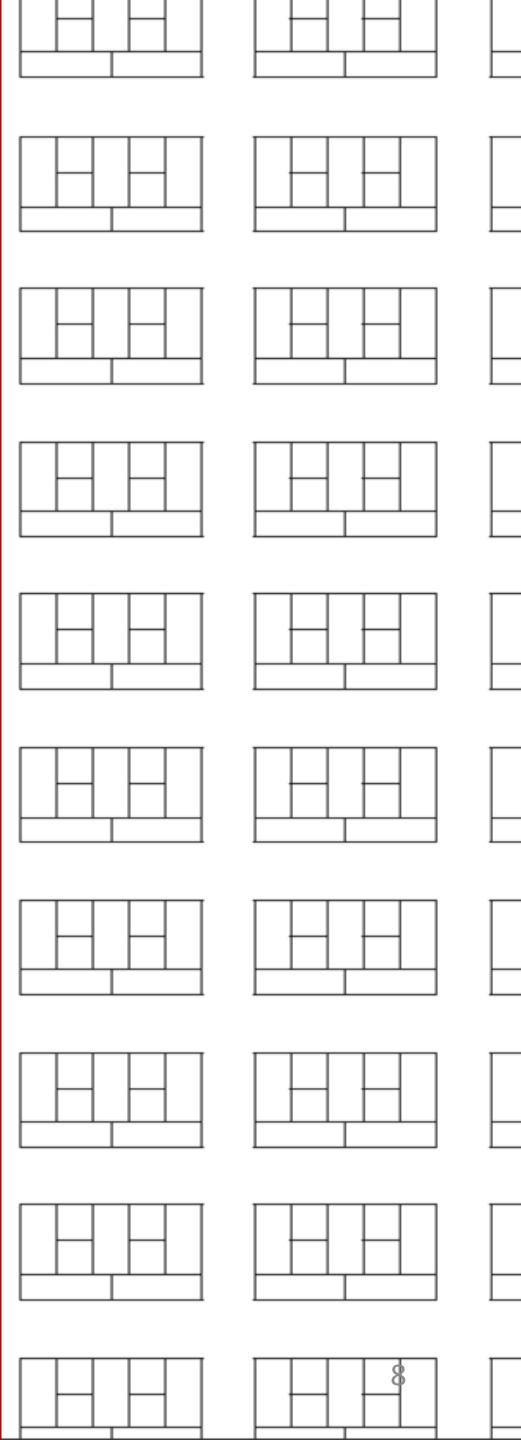


tool to create & analyze
business models...



YOU CAN

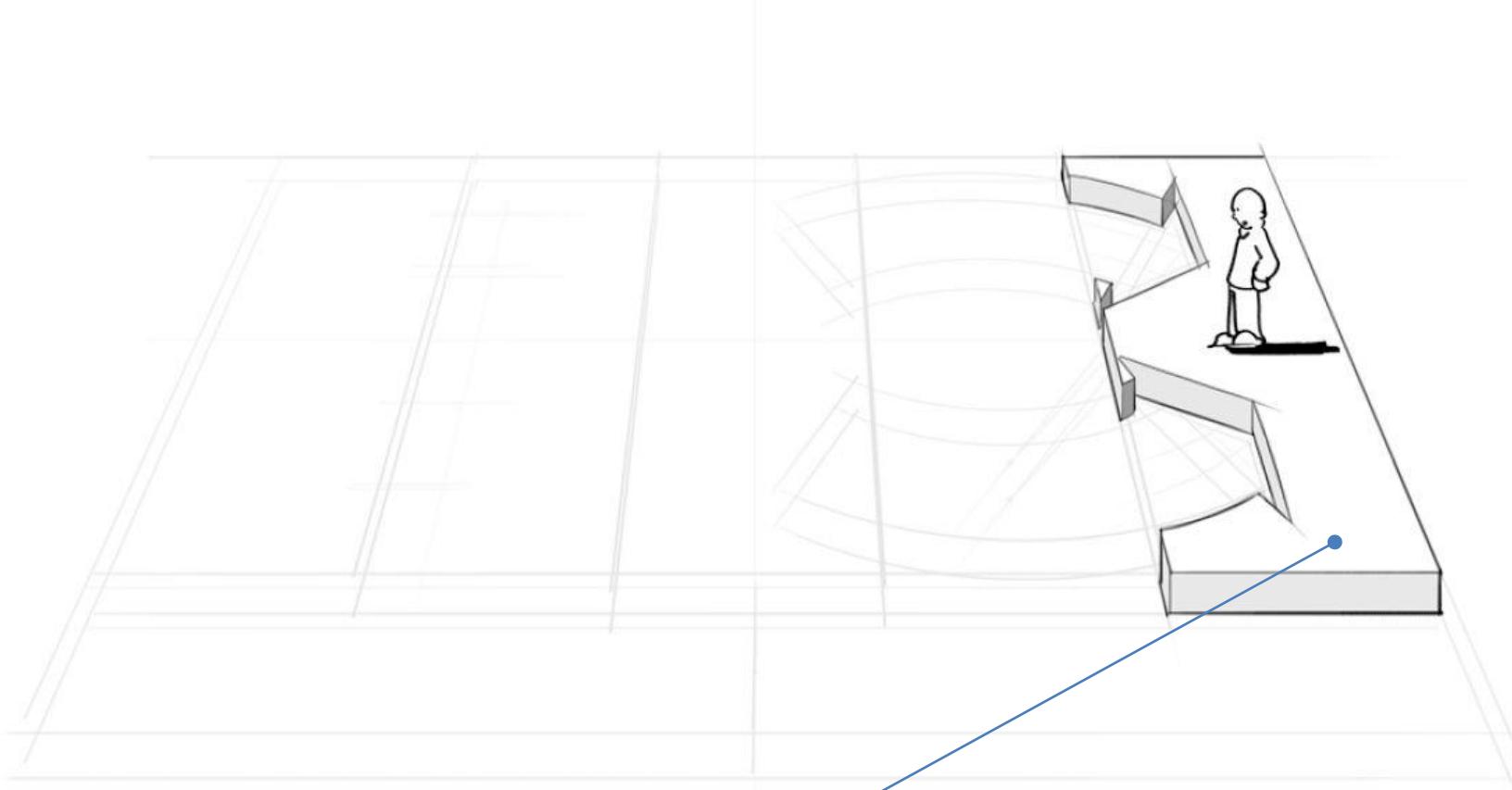
- Create new business models easily
- Analyze & update your existing business model



9

building
blocks

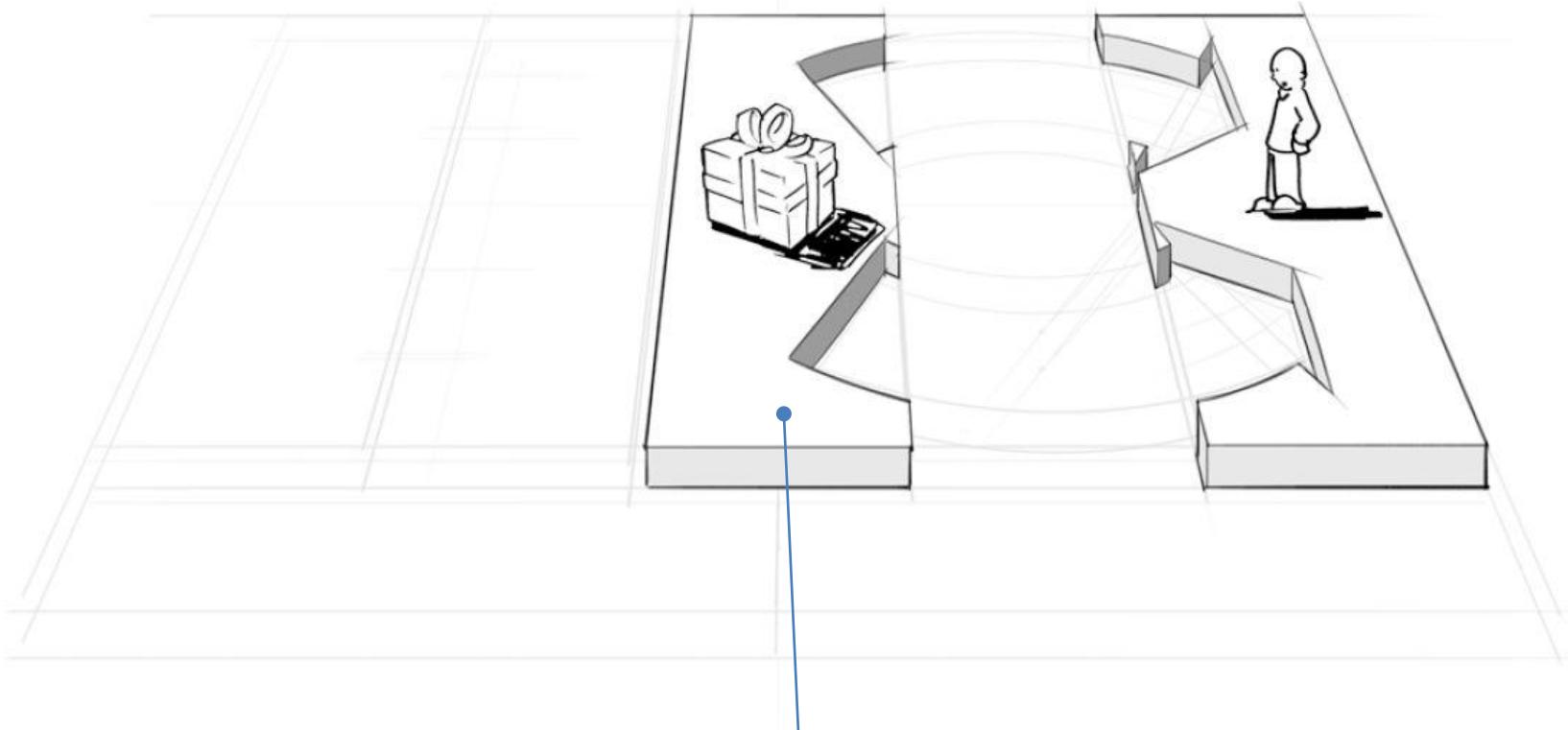
Customer Segments



which customers and users are you serving?
which jobs do they really want to get done?

drawings by JAM

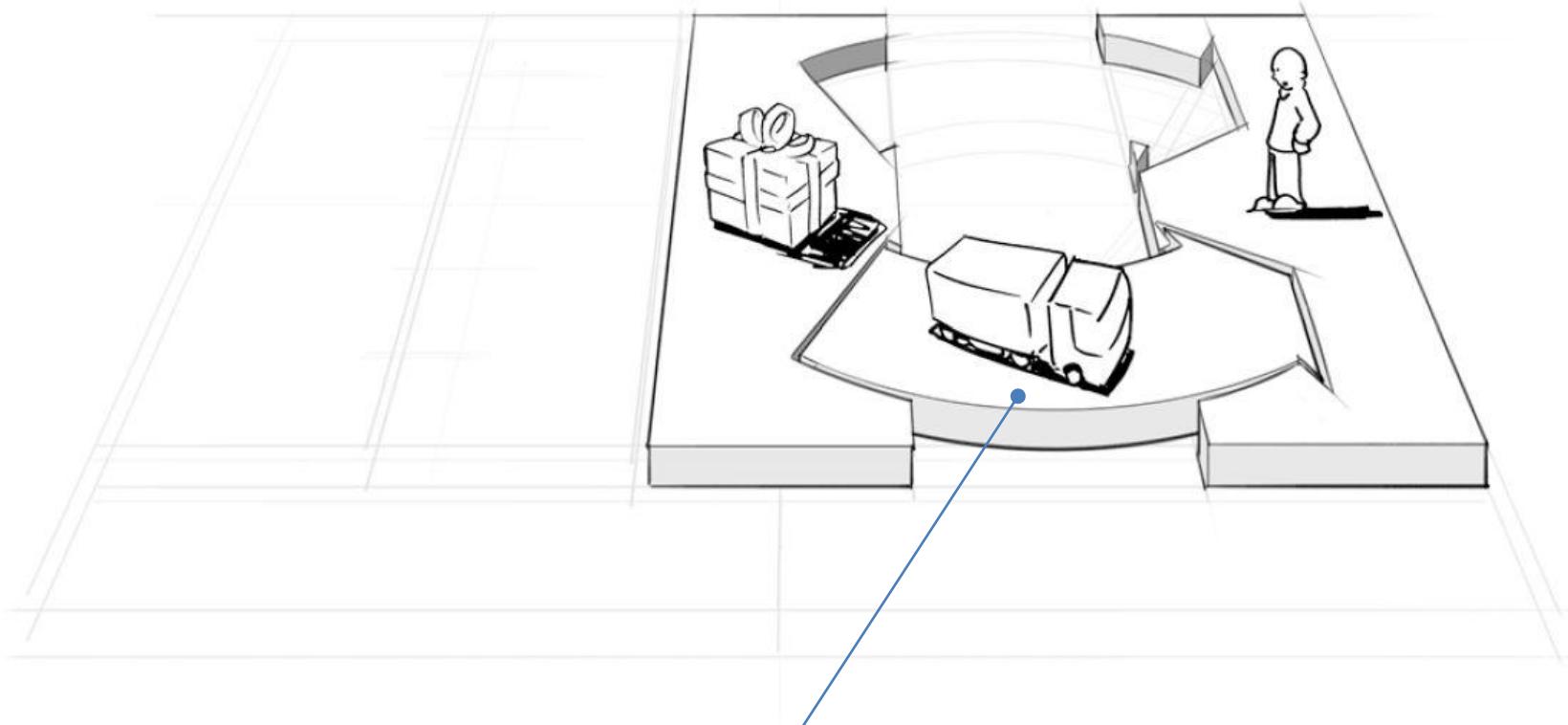
Value Proposition



what are you offering them? what is that
getting done for them? do they care?

drawings by JAM

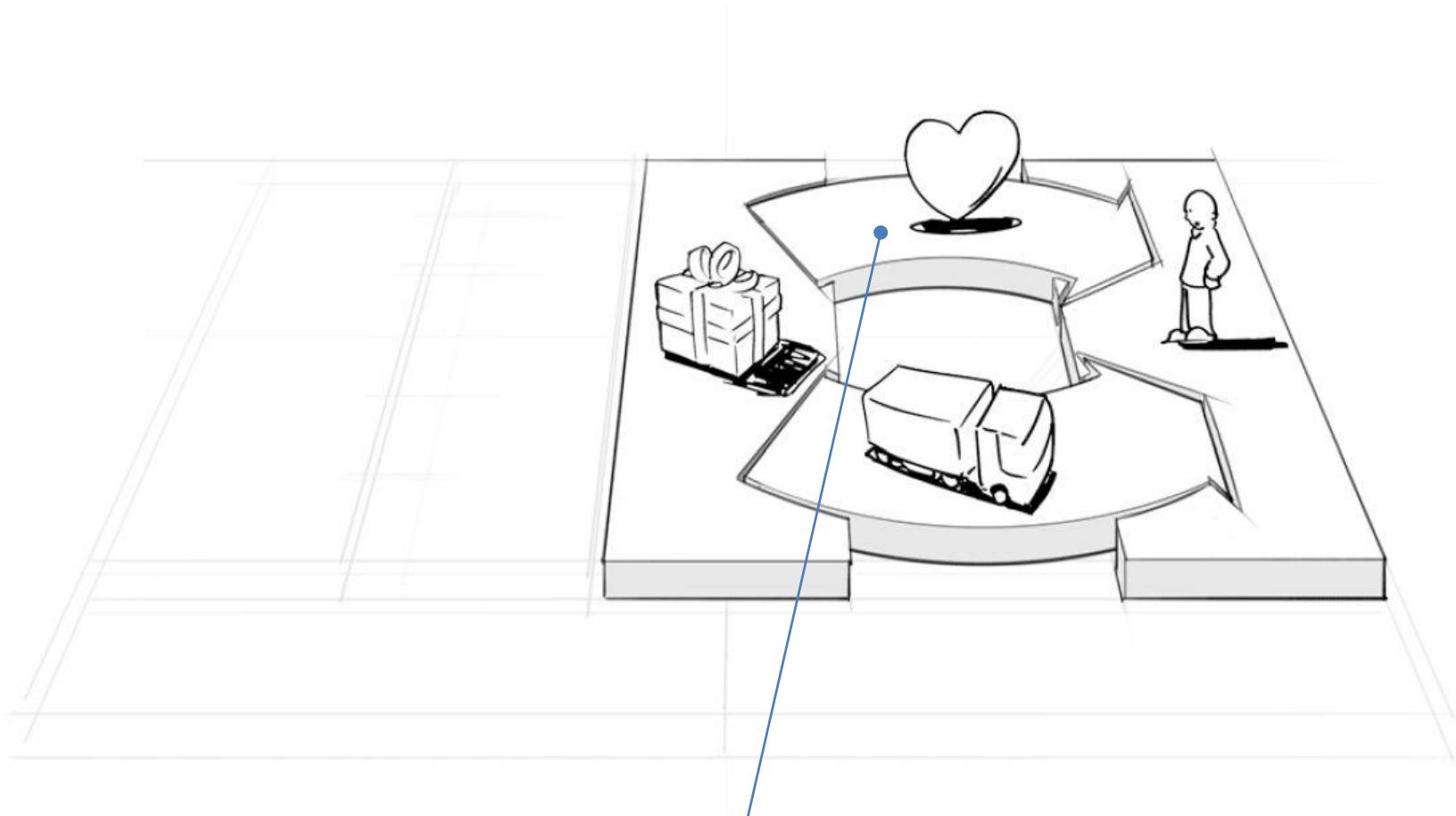
Channels



how does each customer segment want to be reached?
through which interaction points?

drawings by JAM

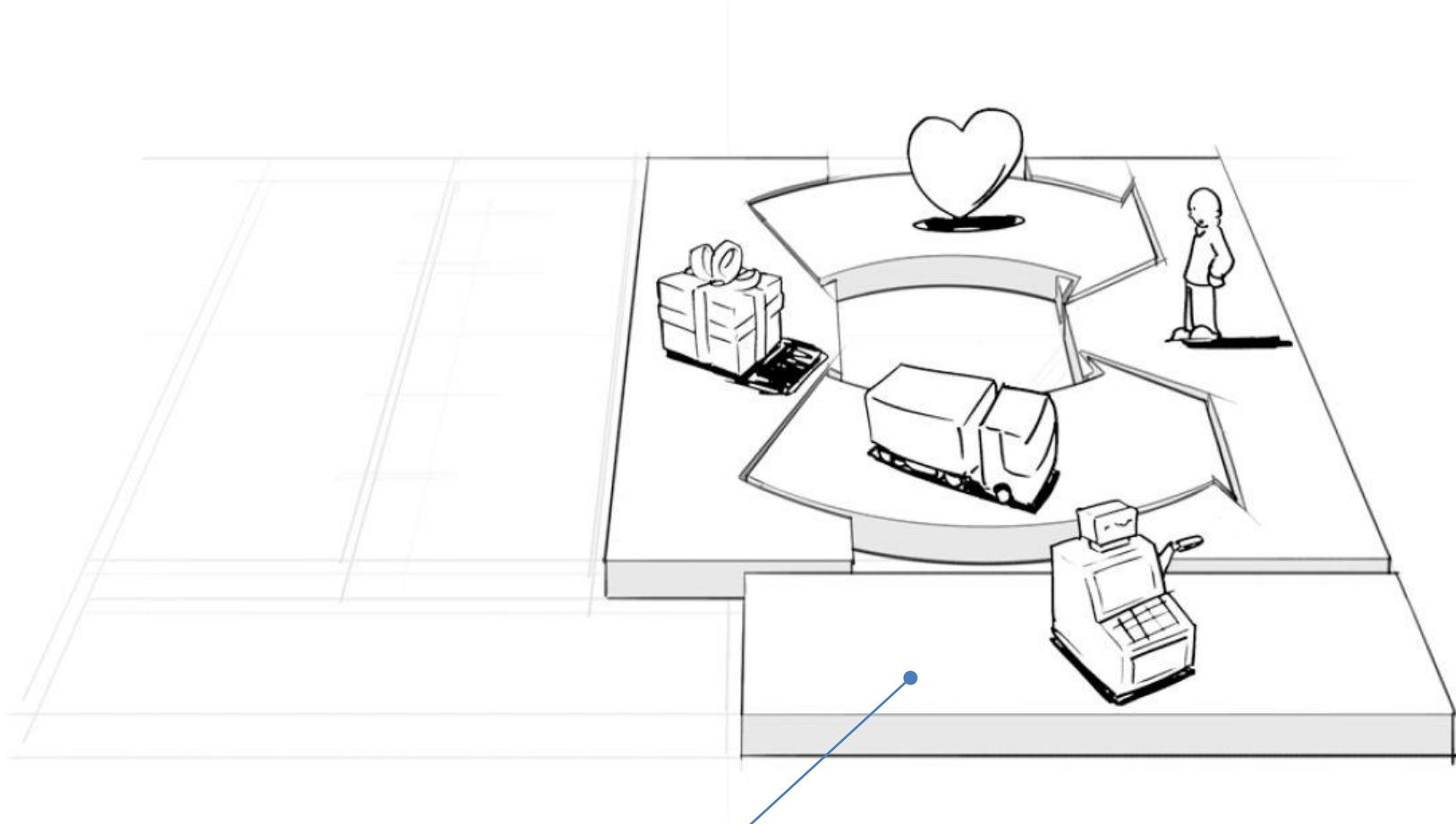
Customer Relationships



what relationships are you establishing with each segment?
personal? automated? acquisitive? retentive?

drawings by JAM

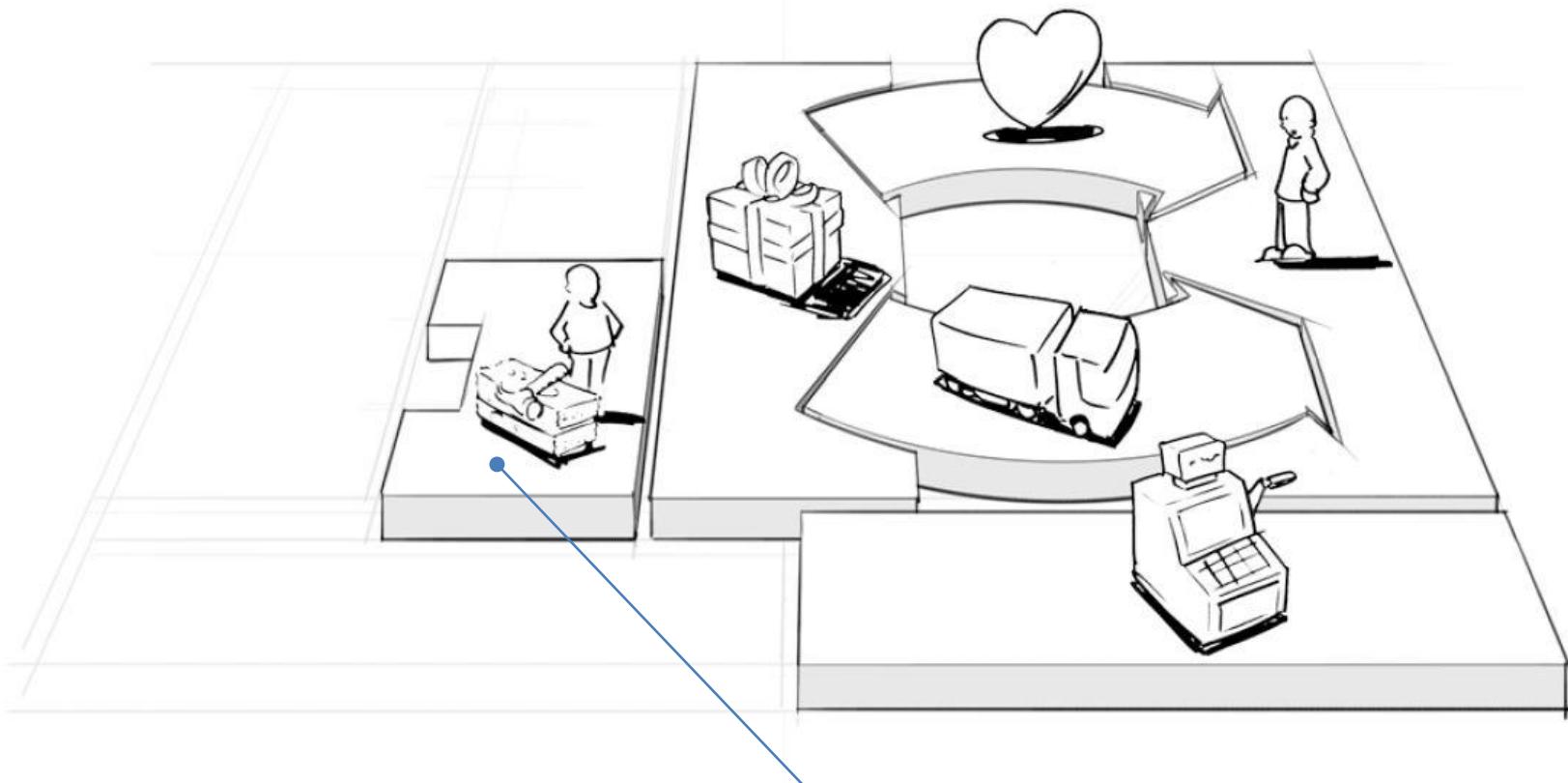
Revenue Streams



what are customers really willing to pay for? how?
are you generating transactional or recurring revenues?

drawings by JAM

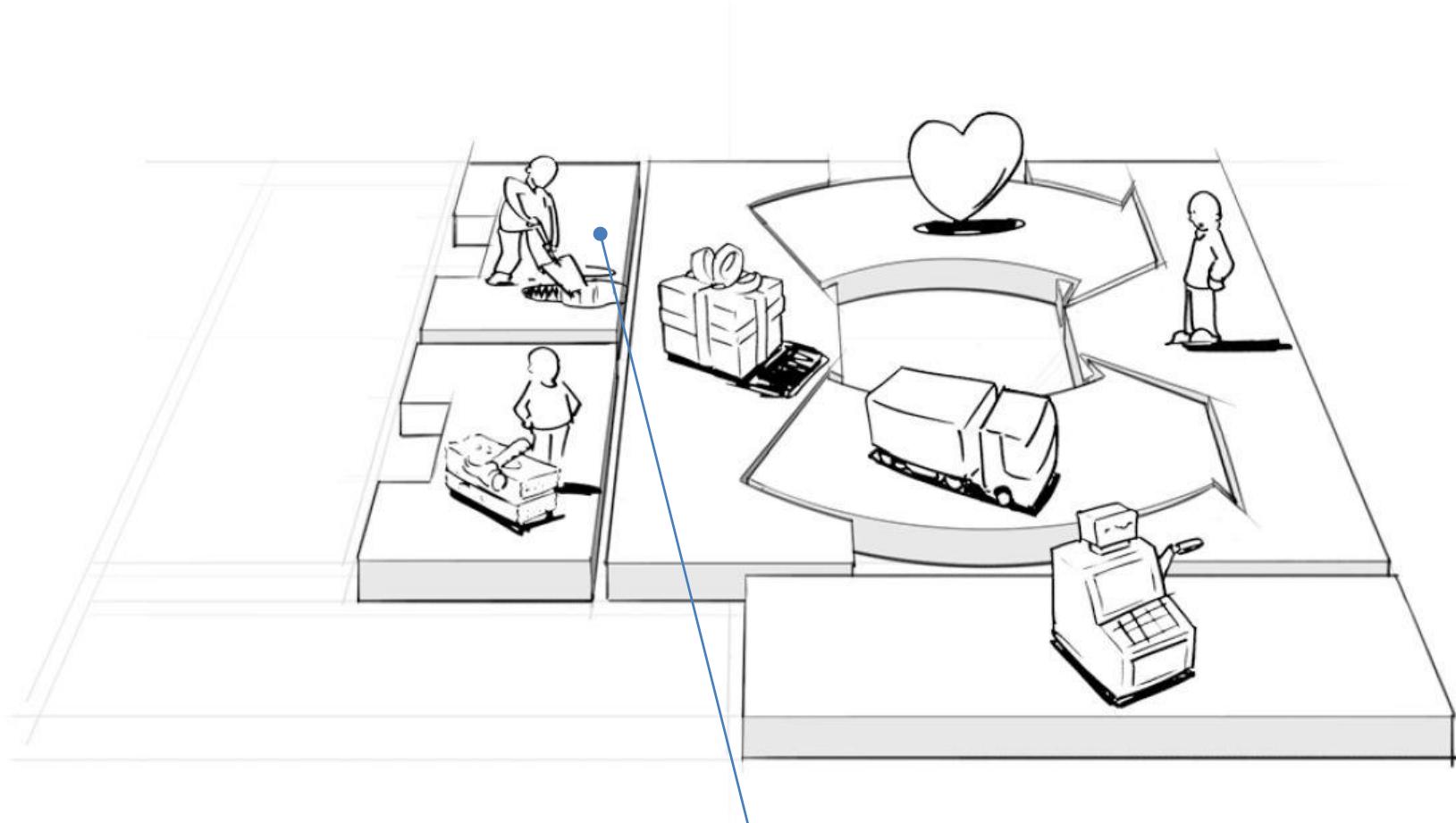
Key Resources



which resources underpin your business model?
which assets are essential?

drawings by JAM

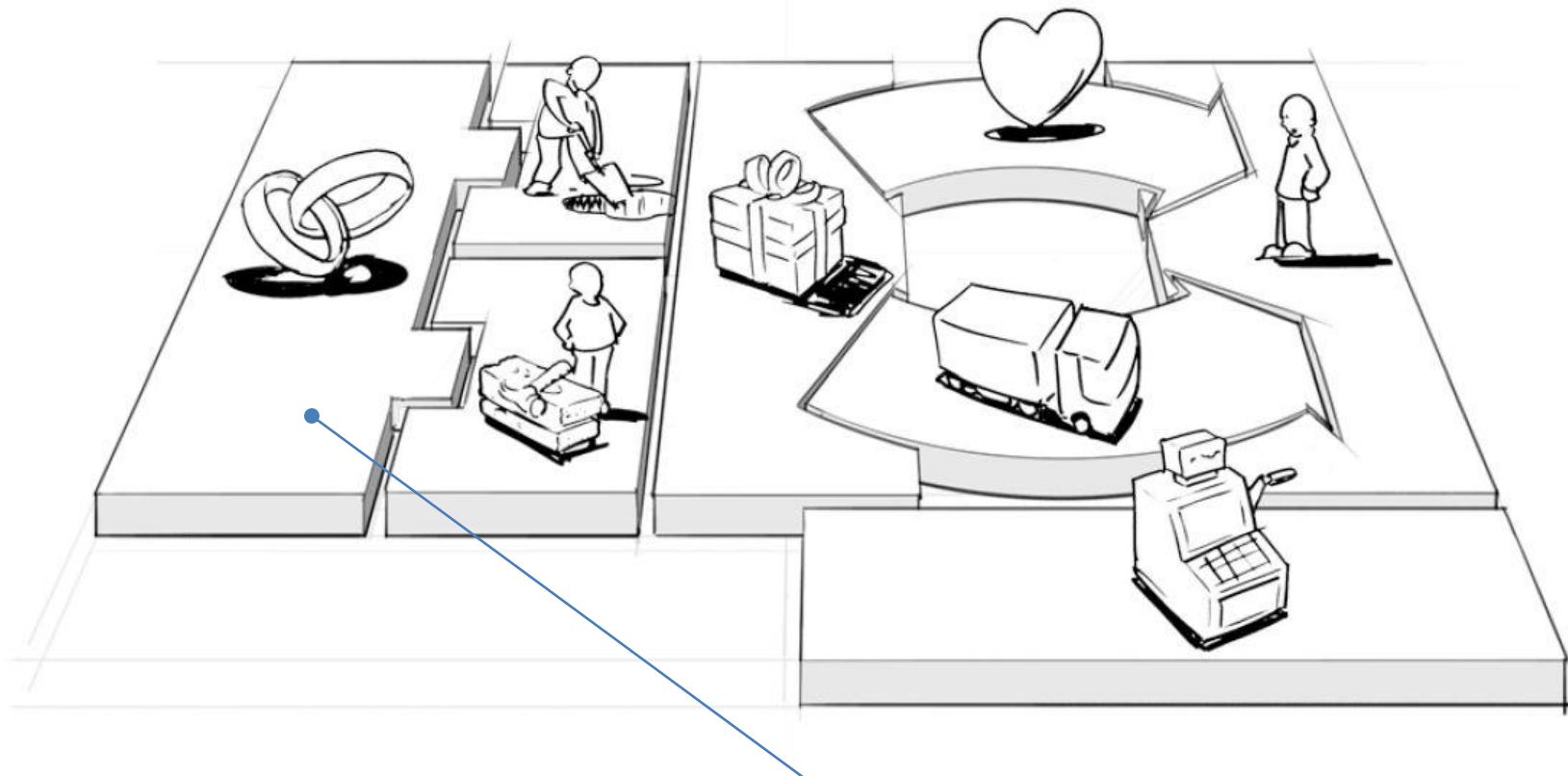
Key Activities



which activities do you need to perform well in your business model? what is crucial?

drawings by JAM

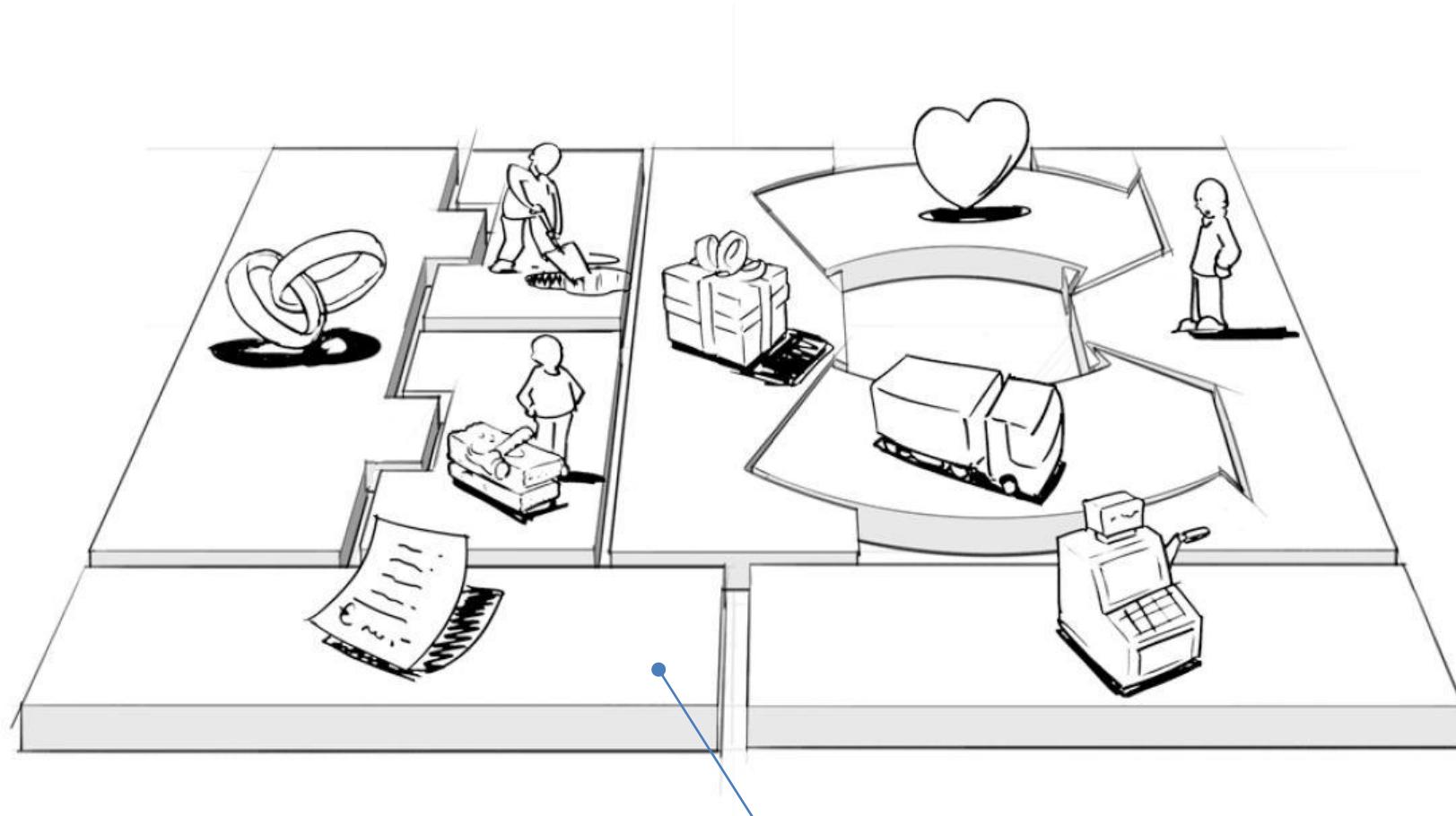
Key Partners



which partners and suppliers leverage your model?
who do you need to rely on?

drawings by JAM

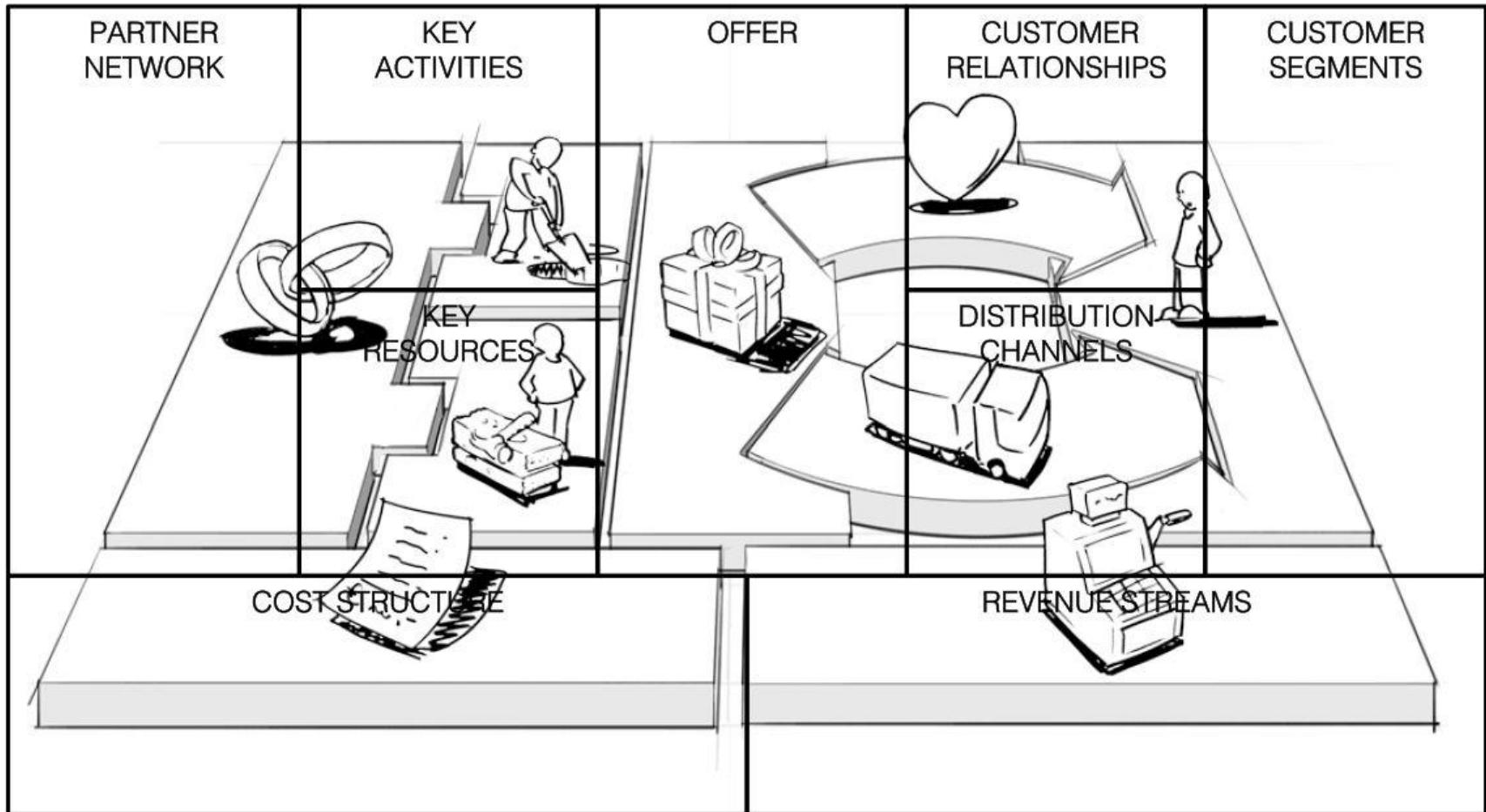
Cost Structure



what is the resulting cost structure?
which key elements drive your costs?

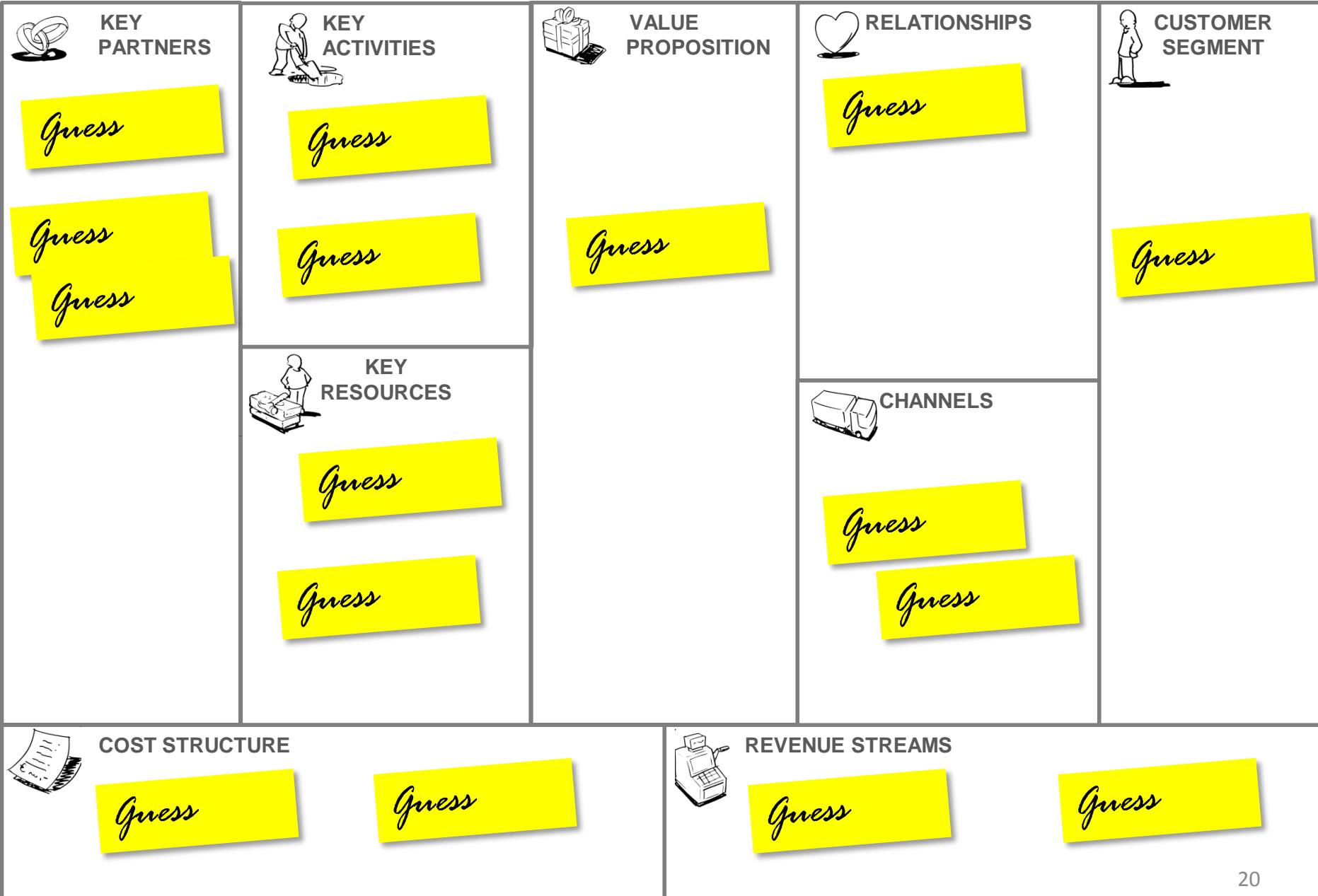
drawings by JAM

Business Model Canvas



drawings by JAM

Your Business Model Canvas



EXAMPLES
EXAMPLES

Example 1



Refreshing lemonade to joggers
at public parks

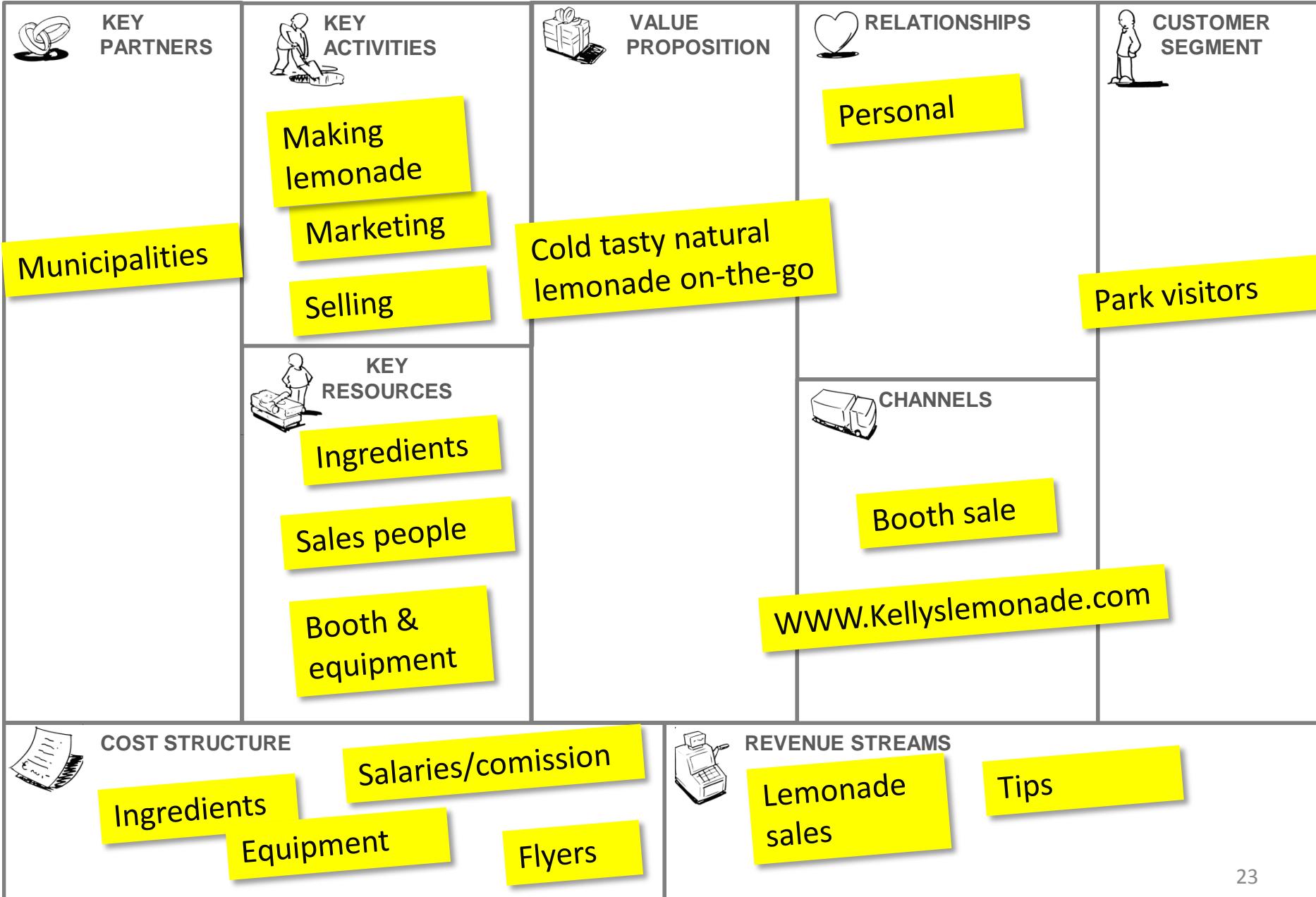
Example 2



Affordable VOIP calls

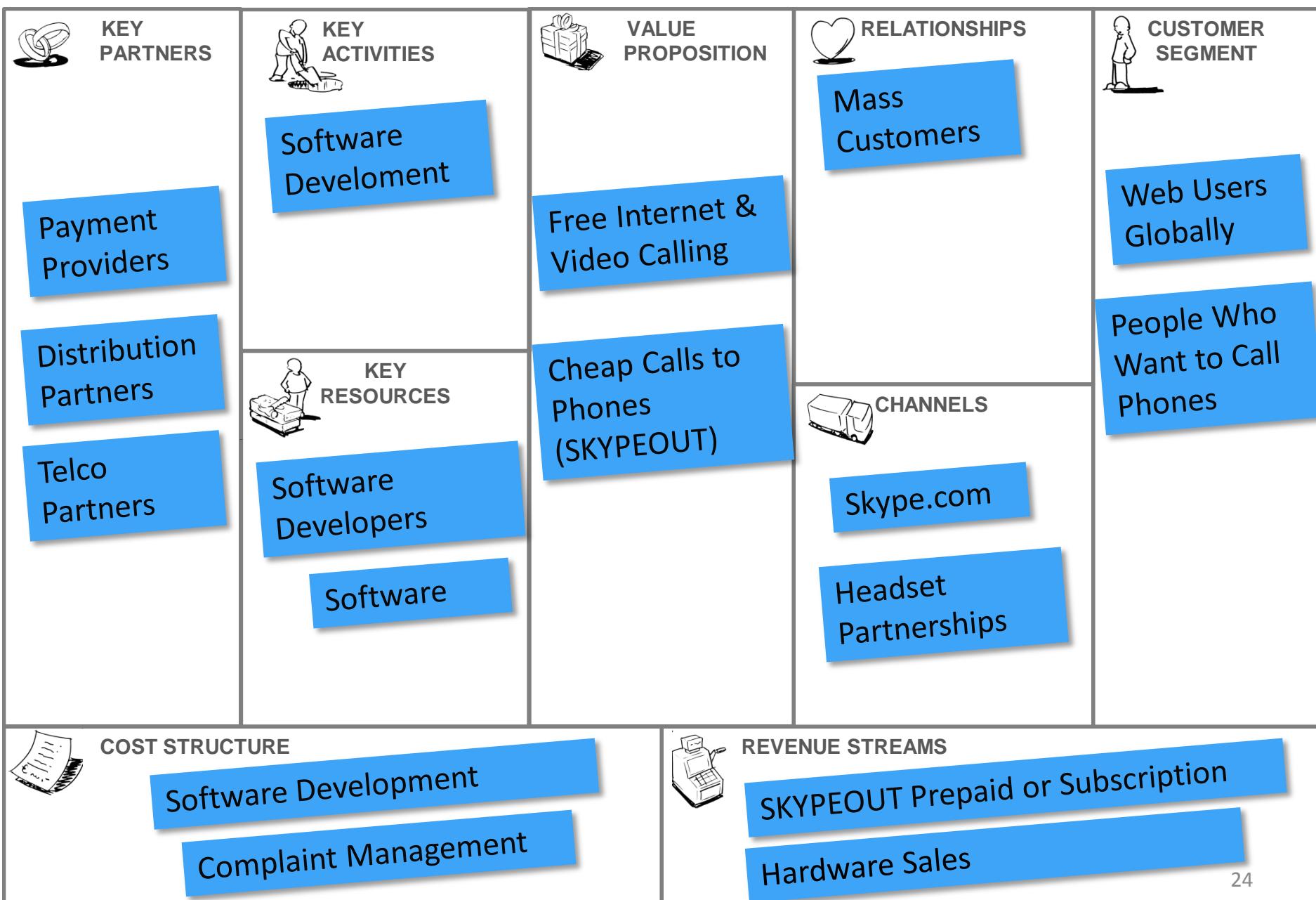


Kelly's Lemonade Stand: Refreshing Lemonade





Skype



Example 3



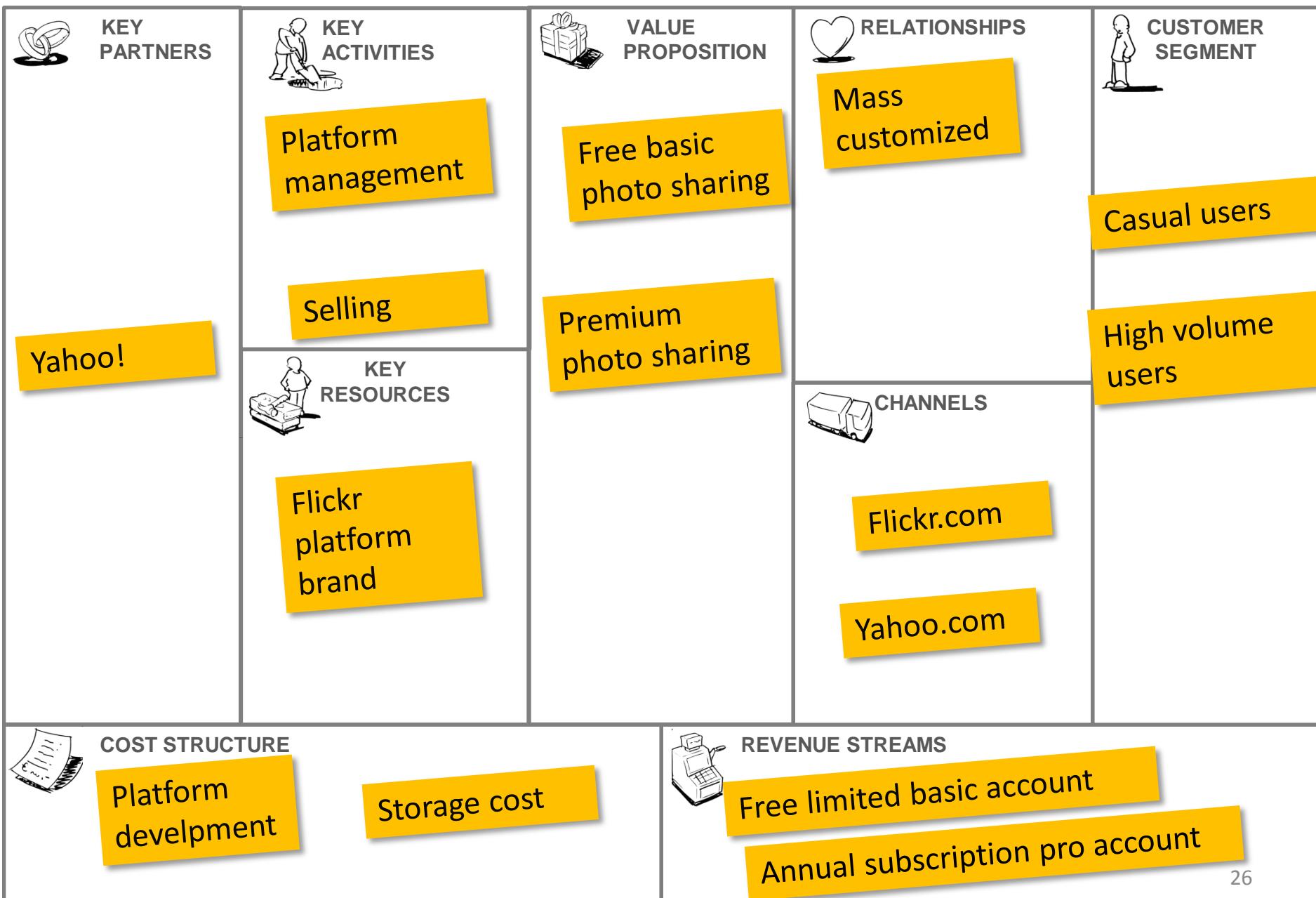
Photo sharing online

Example 4

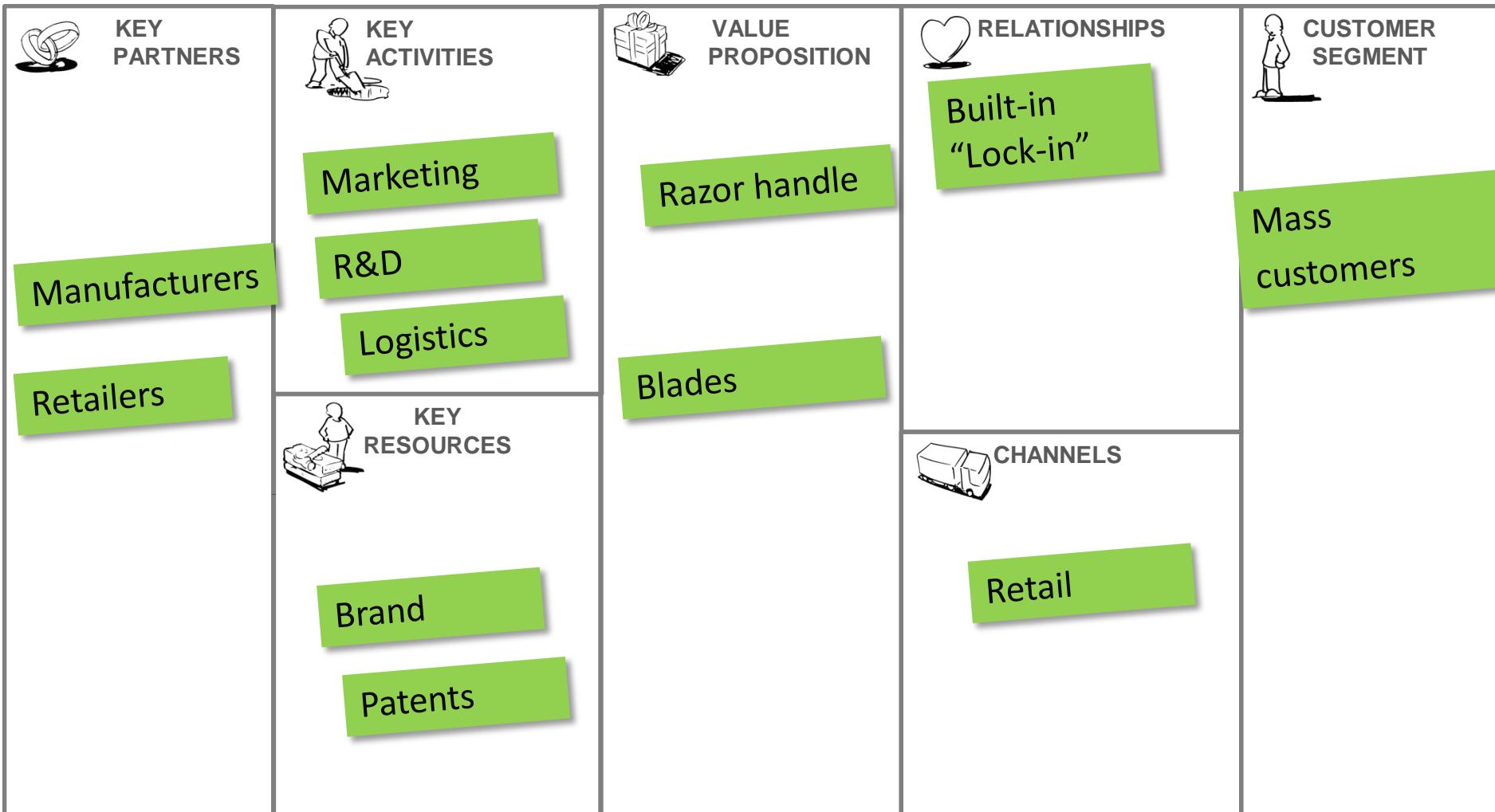


Smooth shave for men & women

Flickr: Photo Sharing



Gillette: Razors & Blades





Break...

GROUP WORKSHOP

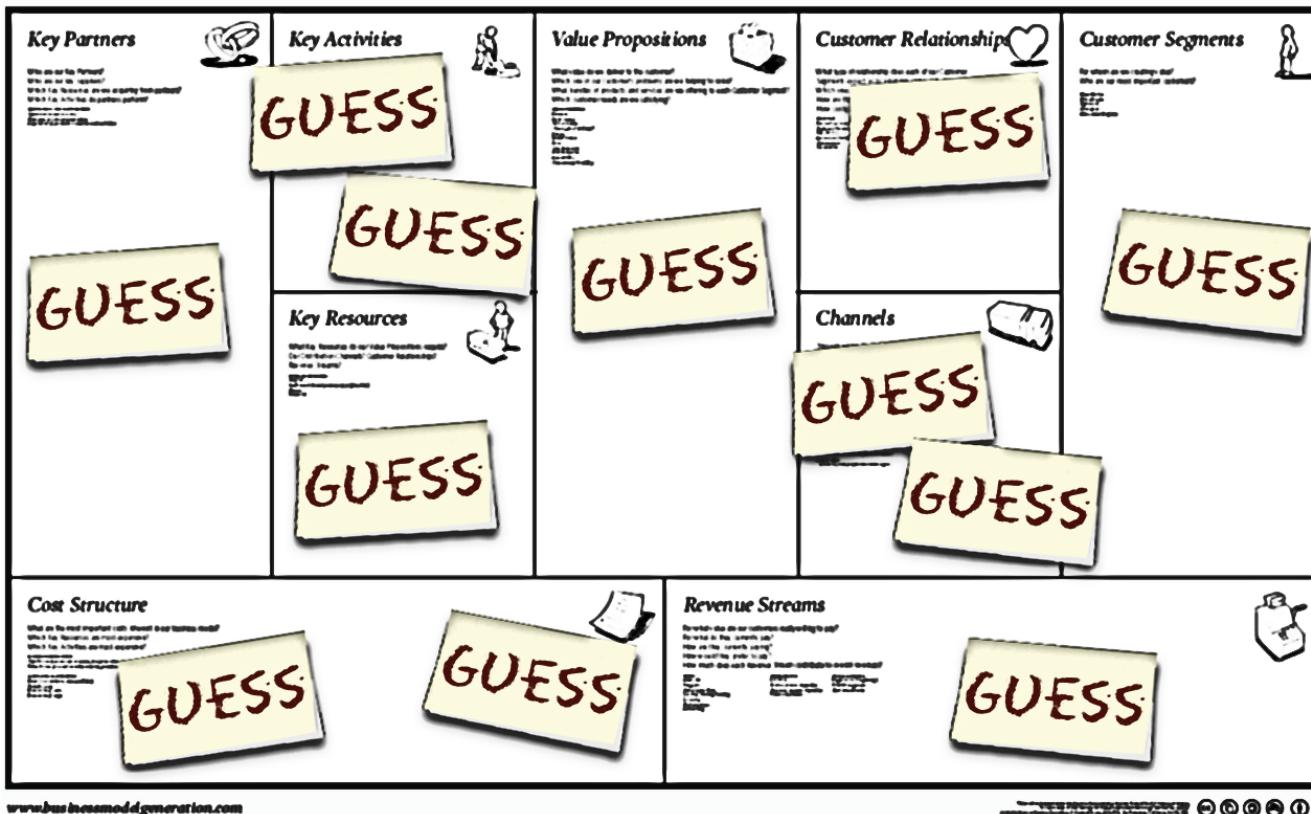


GROUP WORKSHOP

1. Assemble in teams
2. Create canvas
3. Write key words on sticky notes
4. Place sticky notes on the canvas
5. Present your canvas

Create a CANVAS

of your enterprise project





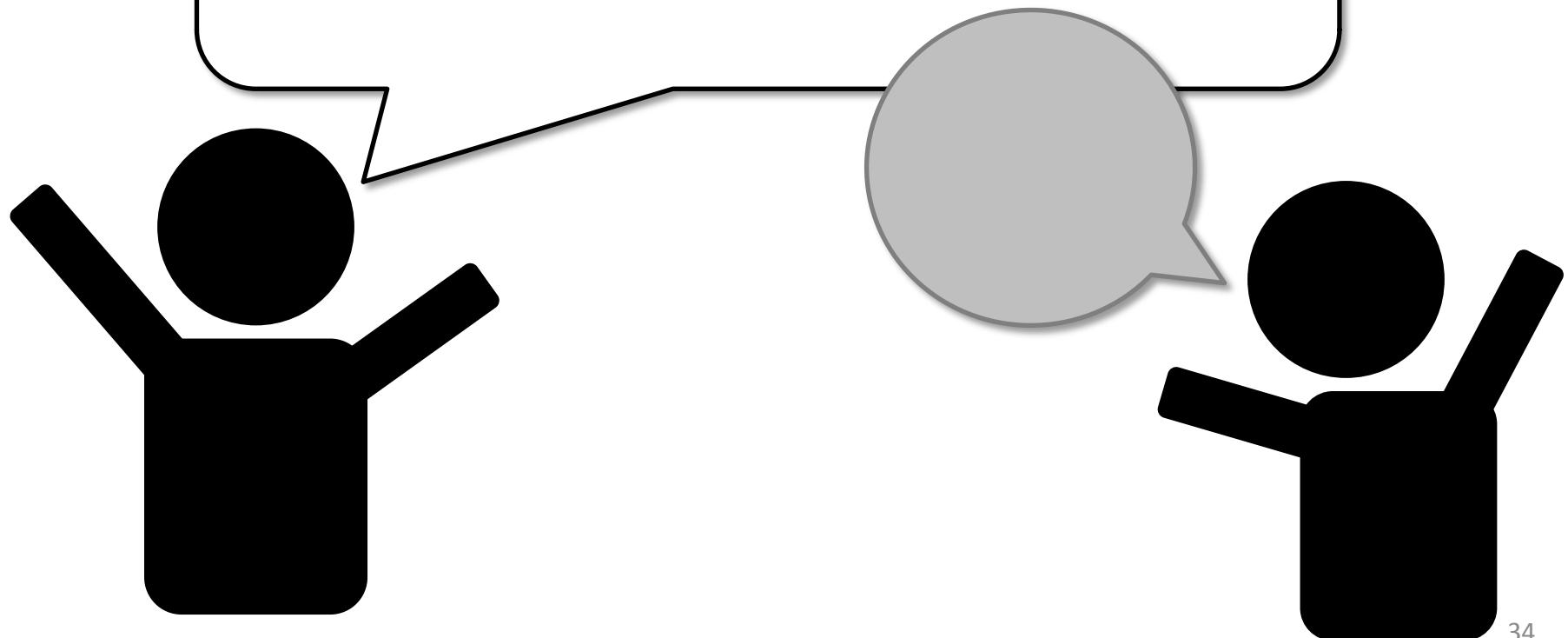
Break...

1 minute

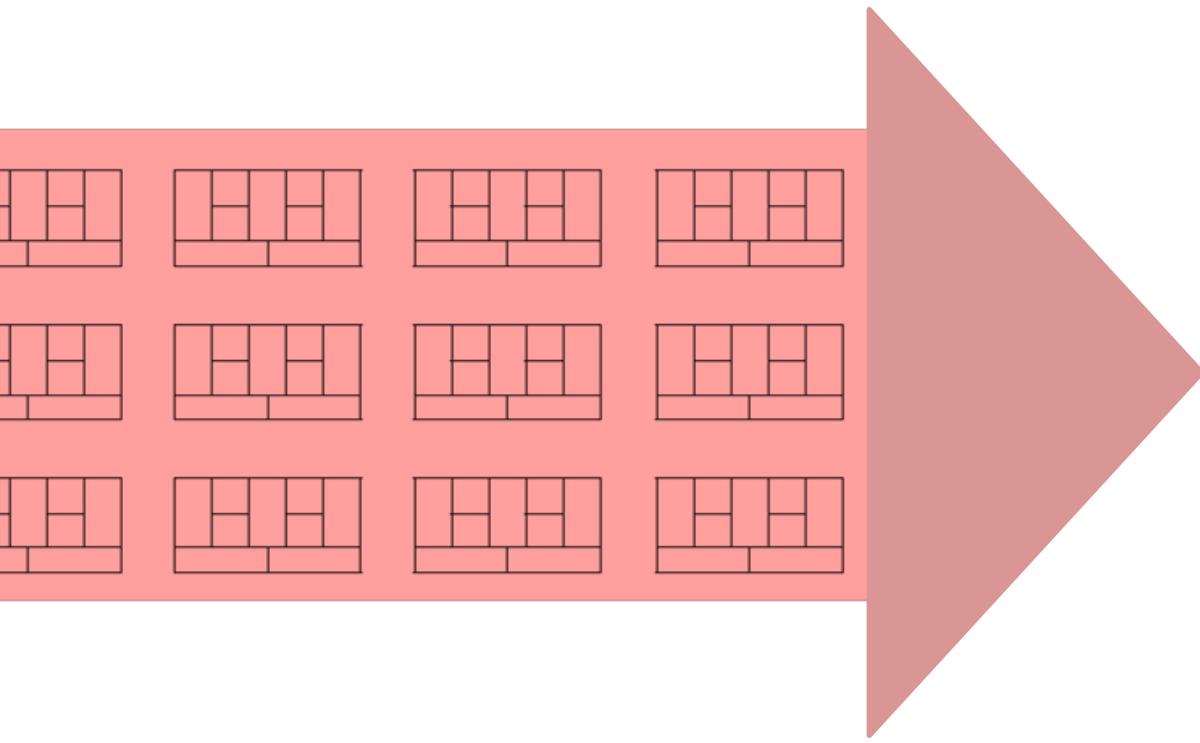
Presentations



Discussion



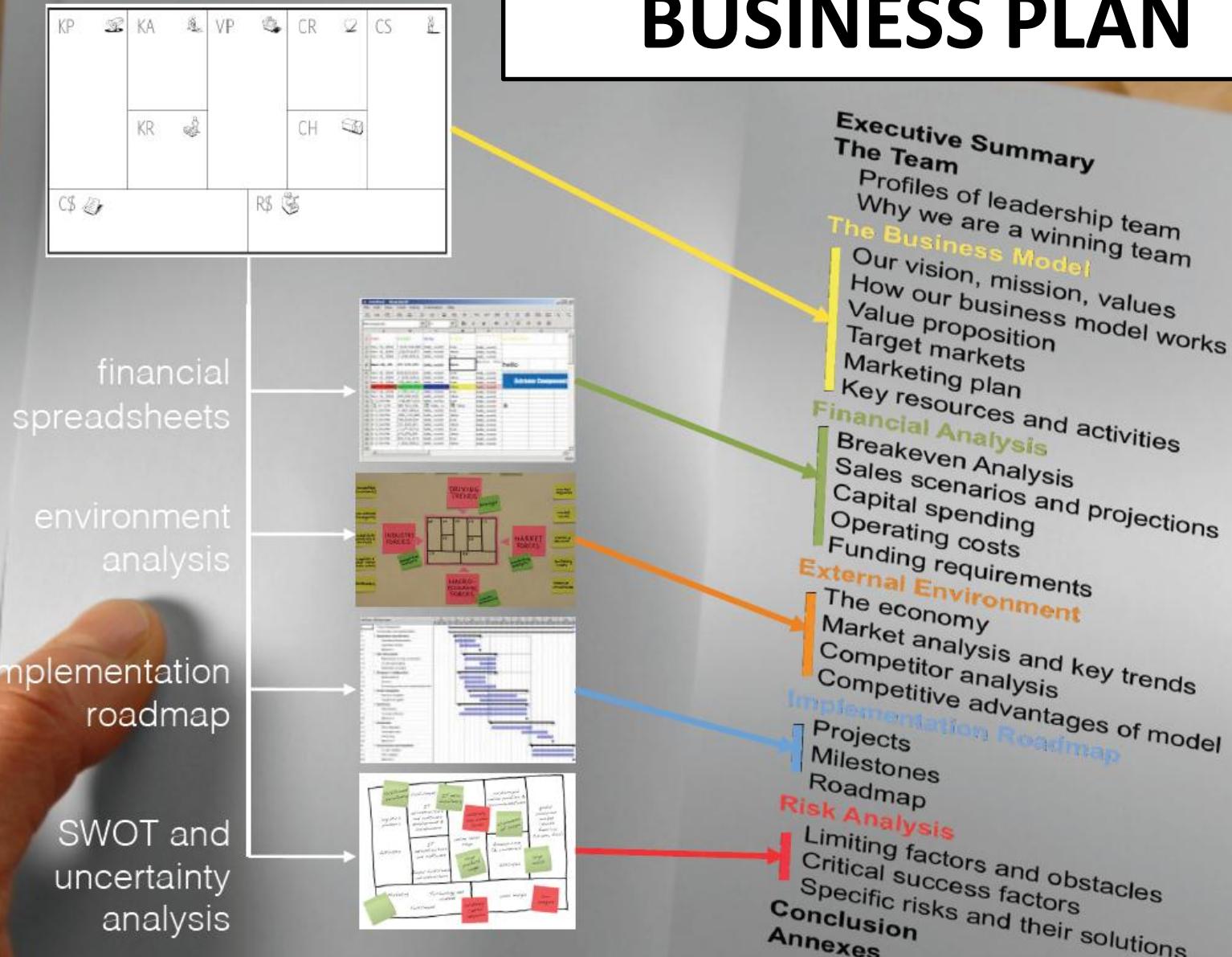
so what's beyond the **CANVAS?**



A photograph showing two people in business attire shaking hands over a desk. On the desk, there are several papers, including one titled "Financial Plan of Company Development" with a bar chart. A pen is also visible on the desk.

you need to validate your model assumptions with the customers until you get it right!

BUSINESS PLAN



You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY

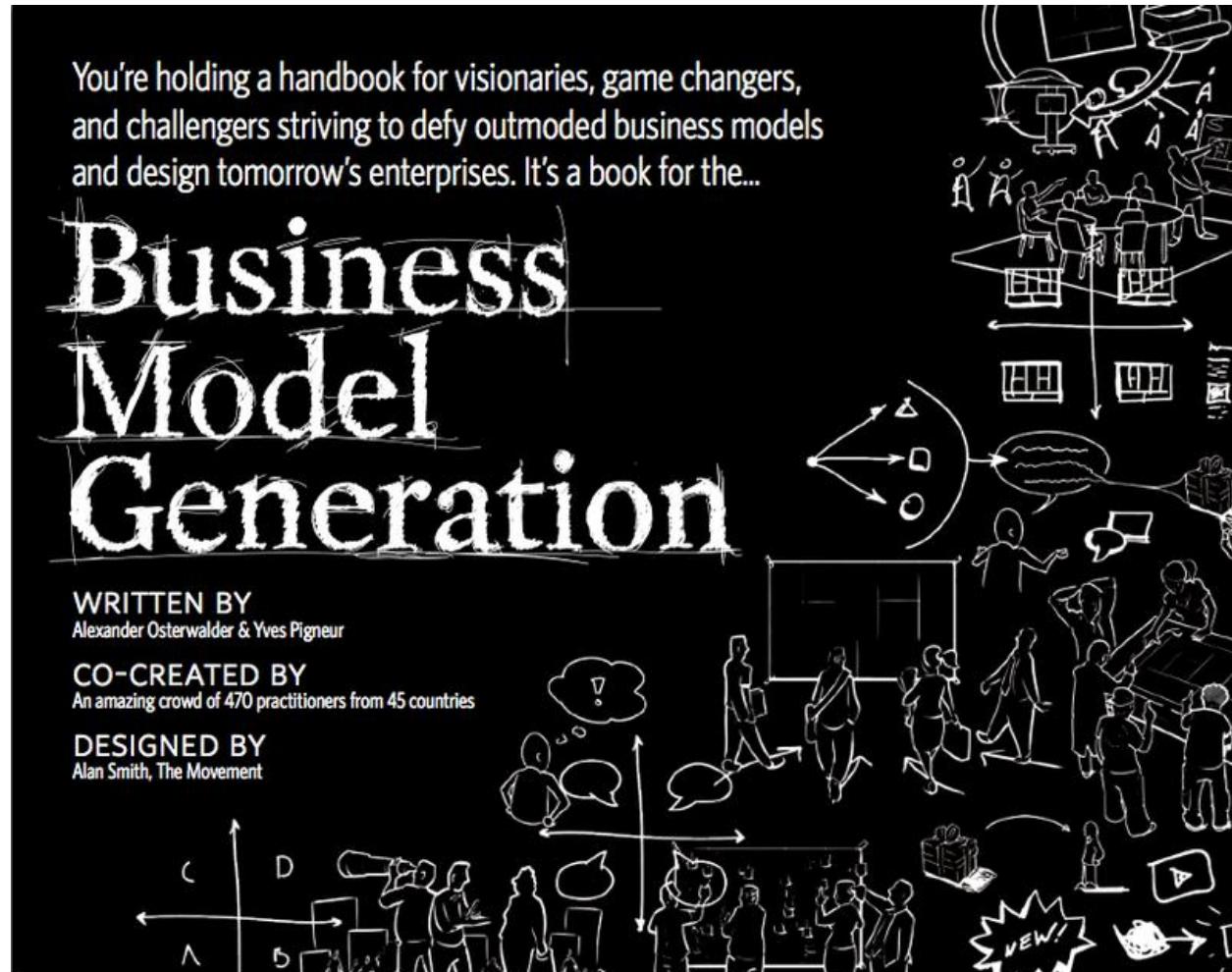
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY

An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY

Alan Smith, The Movement



www.BusinessModelGeneration.com

THANK YOU!



Emad Saif
www.emadsaif.com

