The Business Model Canvas

Designed by:

Date:

Version:

Key Partners

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Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring 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?



Value Propositions

What bundles of products and services are we

Which one of our customer's problems are we helping to solve?

What value do we deliver to the customer?

Which customer needs are we satisfying?

offering to each Customer Segment?



Customer Relationships

Segments expect us to establish and maintain with them?

How are they integrated with the rest of our business model?

What type of relationship does each of our Customer



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

Customer Segments

Who are our most

Mass Market

Niche Market

Segmented

Multi-sided Platform

Diversified

ES N

Key Resources

Intellectual (brand patents, copyrights, data)

Revenue Streams?

TYPES OF RESOURCES

Financial

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

What Key Activities do our Value Propositions require?

CATEGORIES

Production

Problem Solving

Platform/Network

CHARACTERISTICS

Designed for:

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

Convenience/Usability

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

How costly are they?

Which ones have we established?

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?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

CHANNEL PHASES

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

2. Evaluation

2. Evaluation

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 deliver a Value Proposition to customers?

5. After sales

How do we provide post-purchase customer support?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

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?

TYPES
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING

List Price

Product feature depender

Customer segment

dependent

Volume dependent

Negotiation (bargaining)
ependent Yield Management
t Real-time-Market

DYNAMIC PRICING









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