The Business Model Canvas

Designed for: ITI Marconi students and teachers

Designed by: Rizzotti Giovanni

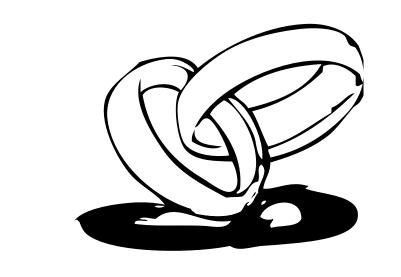**On:** 5 **Month** 1 **Year** 2020

Iteration: 1

Key Partners

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

Our partners, who are also our key suppliers, are: ITI Marconi and Professor Bellini.
Their only task was to provide us with the resources necessary to work on our project.
The ITI Marconi provided us with the physical computers to work on, Professor Bellini provided us with an account of the online platform "MoodleCloud" on which we had to work.

Key Activities

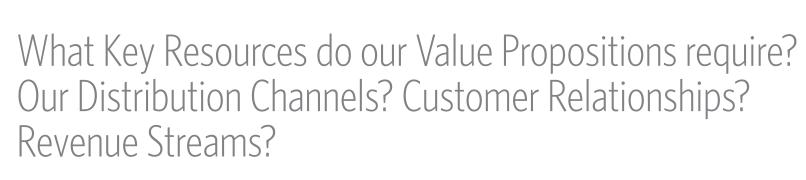What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

Our key activities require efficiency and simplicity.
We will distribute our service to our customers through the "MoodleCloud" online platform with a professional relationship that is that of supplier-customer.

Key Resources

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

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

Our key resources require simplicity and efficiency.
Our distribution channel will be the online platform "MoodleCloud" through which we will distribute to our customers our service.

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?

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

The value we want to distribute to customers is simplicity because in this way we can give them an easy way to learn and teach.
In doing so, we will not only solve the problem of finding a way to teach and learn easier, but we will also satisfy our customers' need to have this possibility.
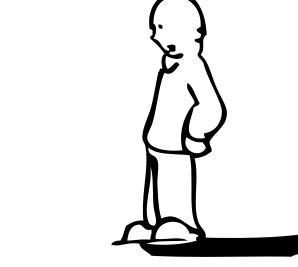
Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

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

We are students of ITI Marconi so our relationship is through our presence in the same school.
The professional relationship is that of supplier-customer.
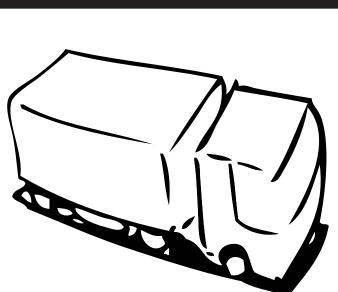Our customer aren't costly at all.

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?
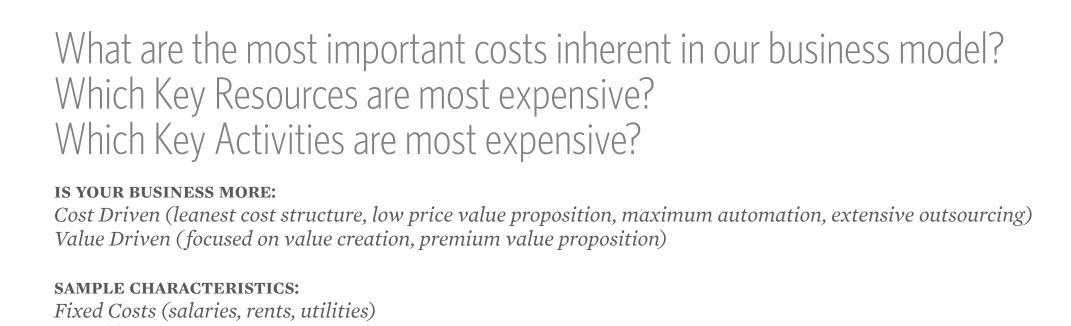
CHANNEL PHASES:
1. Awareness
   How do we raise awareness about our company's products and services?
2. Evaluation
   How do we help customers evaluate our organization's Value Proposition?
3. Purchase
   How do we allow customers to purchase specific products and services?
4. Delivery
   How do we deliver a Value Proposition to customers?
5. After sales
   How do we provide post-purchase customer support?

We want to reach our customers through the online platform "MoodleCloud". Since the service we want to offer is intended for school purposes, it will be integrated in our customers school life.

Customer Segments

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

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

We are creating value for our only, and therefore important customers: ITI Marconi students and teachers.

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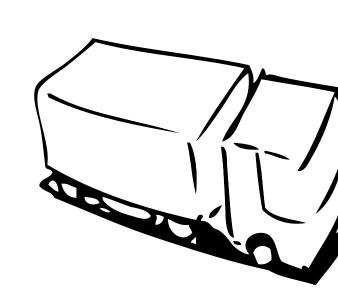
What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

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

There is no cost since the all the resources given to us are free-to-use.

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 dependent
Customer segment dependent
Volume dependent

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

Our customers don't need to pay anything, since our service is intended to be free