

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration:

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?

INSTRUCTIONS FOR PARTNERSHIPS:
Optimization and economies
Reduction of risk and uncertainty
Acquisition of particular resources and activities

- Andreane, Britany, Chris & Kiana
- Website designs
- The internet provides details and instructions on how to develop a functional website.
- Together, we design and create and website in which a person can learn a running route.

Key Activities



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

EXAMPLES:
Production
Problem Solving
Platform/Network

- A coded website that works when the chatbox is being summoned.

Key Resources



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

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

- An informative website that allows a person to find a route to run and for a given period of time.

Value Propositions



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

- A fitness website that allows a person to find a running route in Victoria, B.C. for a certain amount of length,
- A chatbox is used to ask the website user how long they would like to run for, and the chatbox returns with a solution to their question.
- The chatbox will initiate a question, and answer to the specific length a person would like to run.

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
Individual Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

- The customer avenue is for athletic people whom wish to go for runs in the Great Victoria.

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 PRIORITIES:
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?

- A functioning website, and chatbox that is used to initiate a conversation and solve the problem/ question of running.

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?

IN YOUR BUSINESS MODEL:
Cost Drivers (Identify cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Drivers (Focus on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed/Cost structure, fixed, variable
Variable costs
Economies of scale
Economies of scope

- The most important cost is time.
- Customers are using their time to ask the chatbox where and how long they would like to run for.
- Customers commit to the challenge of following the running route.



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
Licensing
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING:
Lump Price
Product feature dependent
Customer segment dependent
Volume dependent

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

- Users are willing to respond to the chatbox with the solution of going for runs.

