

Infrastructure

Partners

Partners.
Suppliers.
Resournces acquiring from partners.
Activities performed by partner.

Motivation for partnership.

Activities

Activities our value propositions require.
Distribution channels.
Customer relationships.
Revenue streams.

Categories:
Poduction
Problem solve
Platform/Network

Resources

Key resources required.
Distribution channels.
Customer relationships.
Revenues streams.

Types:
Physical
Intellectual
Human
Financial

Customers

Customer relation

Expected star and future.
Existing.
How costly.
Integrated with business model.

Channels

What channels to reach customer.
How reaching now.
How are channels integrated.
Which work best.
Which cost efficient.
How intograte to customer routine.

Channel phase:
1. Awareness
2. Evaluation
3. Purchase
4. Delivery
5. After sales

Customer segments

For who do we create value.
How are most important.

Mass
Niche
Segmented
Diversified
Multi-sided

Offering

Value propositions

What value do we create.
Which problems do we solve.
What products do we offer.

Finances

Cost structure

Key costs.
Which resources most expensive
Which activities most expensive

Cost driven
Value driven

Fixed
Variable
Scale
Scope

Revenue streams

What will customer pay.
Current.
How paying.
Preffered price.
How much from each revenue stream to total.

Types:
Asset sale
Usage fee
Subscription
Lending/Leasing
Licencing
Brokerage fees

Fixed price
Dynamic price