

# The Business Model Canvas

## Key Partners



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

- Motivations for partnerships
- Optimization and economy
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities

- Government
- Carbon Footprint social networks.  
Will provide app awareness.
- ONGs
- PINSUS

## Key Activities



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

**Categories**  
Production  
Problem Solving  
Platform/Network

- Collect information from database for Colombian Carbon Footprint.

## 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

- Unique app with localized Carbon footprint information (colombian database).
- BarCode reading for products.

## 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

- Automated service for "focalized" analysis (analytics on personal information).

## Customer Segments



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

- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

- People who care for the environment.

## 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

More expensive



- Programmers.
- Phones and tablets to check app development and debug.

## 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

- AdMob
- Government agreements

