Business Model Canvas – Key Questions

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| http://2012e.igem.org/wiki/images/a/ae/Key_partners.jpg   * Who are the partners you need to make this business model work? * Which partners could leverage the business model to make it more profitable? * How can you get your partners to deliver more of the value in your business model? | http://2012e.igem.org/wiki/images/f/fb/Key_activities.jpg   * What activities do you really need to be good at to make this business work? * What activities create the greatest value and returns? | Value propositions.jpg   * How do you deliver value to the customer? * How do you make them happier? * How do you relieve their pains? * How do you minimise their pains or maximise their gains | | Customer relationships.jpg   * What relationship do you have with the customer, personal, digital? * How do you get, keep and grow customers? * Why should your customers buy from you? | Customer segments.jpg   * What customers are you servicing? * How do you help the customer get the job done? |
| Key resources.jpg   * Which resources to you really need to create value? * Intellectual property/marketing/production/logistics/property/stores | Channels.jpg   * How do these customers want to be reached? * Which channels? * Stores? Online? Direct/indirect? |
| * Cost structure.jpgWhat are your costs? * How do you monetise the business? * High margin * Low margin high volume * Freemium? | | | * What are they willing to pay and how?   + - * + Revenue streams.jpgType of revenue stream:asset sale, usage fee, subscription etc.         + Type of pricing mechanism: fixed, volume dependent, auction etc.         + Deals: discount, 10 for one free, BOGOF, buy now pay later         + Credit, Standing order, direct debit | | |

The Business Model Canvas was developed by https://strategyzer.com/