



Business Model Canvas

Business Model Canvas

The 9 parts outline



Composition of the Business Model Canvas

Customer Segments: A business is not a business without a customer. You have to first identify and segment your customer types. List the target customers (market) and always be specific, i.e not everybody is your customer. Government has three levels and entities - be specific on which department.

Customer Relationships: How will you be engaging with your customers to make sure that they make a purchase of return? How do you get feedback on your product or service? Are you offering any specials?

Channels: Will get you get your product or service to knowledge or hands of the customer? Which digital marketplaces will you place your product on?

Value Proposition: What is your Unique Selling Point? What makes your app special from any other apps that exist? What offers do you have for the users or customers? What will make your app live on the user's phone for a long time?

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Composition of the Business Model Canvas

Key Activities: What will you or your business be doing on daily basis? What are the things you will be doing to ensure that you succeed?

Key Resources: What is needed to make this app (and/or business) a success? Here it's important to realise that you need a team (human resources).

Key Partners: What organisations do you need to make this solution a success? What for?

Cost Structure: What and how much money (estimation) will you be spending for a need?

Revenue Streams: What are the ways will you be making money through your solution? Are you having a subscription model?

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Key
Partners



Key
Activities



Value
Proposition



Customer
Relationships



Customer
Segments



Key
Resources



Channels



Cost Structure



Revenue Streams



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