



Módulo IV

Business Model Canva

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?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



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

CATEGORIES:
Production
Problem Solving
Platform/Network

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:
Novelty
Performance
Customization
"Convincing the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

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

Customer Segments



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

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



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

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

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 PHASES:
1. Awareness
How do we raise awareness about our company's products and our vision?
2. Evaluation
How do we help customer evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers 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?

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?

BY HOW WE SERVICE MODEL:
Cost Driven (Simple cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Focused on value creation, provides value proposition)

SIMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

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 Fee
Licensing/Renting/Leasing
Licensing
Royalties fees
Advertising

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

DYNAMIC PRICING:
Segmentation (targeting)
Yield Management
Real-time Market





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OMC - Operating Model Canva

BOMC – Business and Operating Model Canvas		Organisation / Business Unit / Area		Authors: Date:	
Partnerships / Suppliers / Outsource / Shared Services	Partner / Supplier Interface Channels	Actives / Resources : Physical & Locations	Value Proposition	Customer Relationship: capture and keep the customer	Customer Segments & "Jobs-to-be-done"
Processes [Value Chain] / Key Activities / Outsourced Activities				Products & Services	
Organizational Structure / HRs	Skills HRs & Know-How	Actives / Resources: IT Technologies	Channels for delivery the VP		
Cost Structure			Revenues Streams		
Governance and Reporting / Activity Planning, Management Control / Performance Indicators / Performance Management / Strategic Process and Alignment					





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User Centered Design Canvas

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by The Rectangles

3. PROBLEMS	4. MOTIVES	1. BUSINESS	8. COMPETITIVE ADVANTAGES	6. SOLUTIONS
	5. FEARS	2. USERS		
		9. UNIQUE VALUE PROPOSITION		



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Obrigado

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