








The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

<h2>Key Partners</h2>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimize costs and resources Reduce level of risk and uncertainty Acquisition of particular resources and activities</p>	<h2>Key Activities</h2>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production Problem Solving Platform/Network</p>	<h2>Value Propositions</h2>  <p>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?</p> <p>CHARACTERISTICS: Novelty Performance Customization "Getting the job done" Design Brand Status Price Ease of Adoption Risk Reduction Accessibility Convenience/Usability</p>	<h2>Customer Relationships</h2>  <p>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?</p> <p>EXAMPLES: Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h2>Customer Segments</h2>  <p>For whom are we creating value? Who are our most important customers?</p> <p>EXAMPLES: Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
<h2>Cost Structure</h2>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>BY WHICH BUSINESS MODEL: Cost-Driven (Lowest cost and structure, low-price value proposition, maximum cost-reduction, extensive outsourcing) Value-Driven (Based on value creation, premium value proposition)</p> <p>SOURCES OF COSTS/EXPENSES: Fixed Costs (Salaries, rent, utilities) Variable costs Economies of scale Economies of scope</p>		<h2>Revenue Streams</h2>  <p>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?</p> <p>TYPES: Asset sale Usage fee Subscription Fee Licensing/Strategic Licensing Licensing Brokerage fees Advertising</p> <p>REVENUE PRICING: List Price Product/Service dependent Customer segment dependent Volume dependent</p> <p>REVENUE PRICING: Negotiation/bargaining Fixed Management Real-time Market</p>		

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