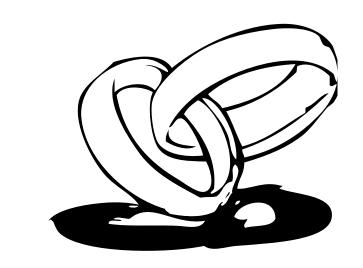
Designed for:

Designed by:

Iteration:

## Key Partners

Reduction of risk and uncertainty



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

## Key Activities



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

F&E-Dienstleister

Key Resources

Revenue Streams?

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

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?

"Getting the Job Done"

### Studenten:

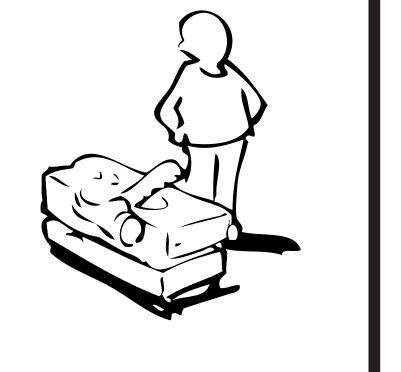


- bessere Bezahlung
- Kontakte zu Arbeitgebern
- bessere Betreuung / Workshops

## - Zugang zu Software

- Zugang zu Arbeitsplätzen

Charakterisika: Accessibility, Convenience, Getting the Job Done, Newness



### Unternehmen:

- besserer Preis im Vgl. zu anderen Research-Dienstleistern
- geringerer Betreuungsaufwand
- hochwertiges und günstiges Mittel zur Einschätzung von Bewerbern
- Zugang zu High Potentials

Charakteristika: Price

# Customer Relationships ...

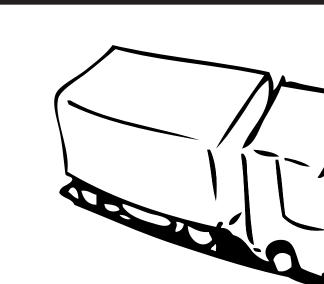
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistanc Automated Service

## Personal Assistance

## 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?

## Customer Segments

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

Mass Market Segmented Multi-sided Platform



## Cost Structure

Fixed Costs (salaries, rents, utilities)

Economies of scale

Economies of scope

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition) **SAMPLE CHARACTERISTICS:** 



## Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?

Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Brokerage fees

FIXED PRICING List Price Product feature dependent Customer segment dependent Real-time-Market Volume dependent

Negotiation(bargaining) Yield Management









