

PROPOSED SOLUTION










BUSINESS MODEL CANVAS:

- ◆ The Business Model Canvas(BMC) is a strategic management and lean startup template for developing new or redesigning existing business model to create competitive advantage.
- ◆ Based on the framework developed by strategyzer, the canvas is presented as a visual chart with 9 blocks.
- ◆ These elements cover the area of the organization's core offering, infrastructure, customers and finances.
- ◆ They include : customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnership and cost structure.
- ◆ This innovation and increasingly popular tool can be used in collaborative setting such as a strategy planning workshop.

- ◆ It helps organization to align their activities by illustrating and discussing potential trade-offs in a structured manner.
- ◆ It is a hands-on tool that forsters understanding discussion, creativity, and analysis.
- ◆ It is intended to provide users with basic knowledge of the approach to business modeling.
- ◆ It is most suitable for a half –day or one day workshop to familiarize participants with the business model canvas, and its other concepts and tools .

Eg: Design Thinking, Value Propostion Canvas.

Business Model Canvas

Key Partners  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Key Activities  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Value Propositions  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Customer Relationship  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Customer Segments  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Key Resources  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		Channels  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		
Cost Structure  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>			Revenue Streams  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	