The Business Model Canvas, is a strategic management and entrepreneurial tool. It allows you to describe, design, challenge, invent, and pivot your business model.





Who are our Key Partners? Who are our key suppliers? Which Key Rasserces are we acquiring from portners? Which Key Activities do portners perform?

# Key Activities



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

# Value Propositions

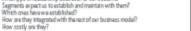


What value down deliver to the customer? Which one of our customer's problems service helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

# Customer Relationships

What type of seletionship does each of our Customer







### Customer Segments

For whom are we creating value?



# Key Resources





### Channels



Through which Channels do our Castomer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ares work best? Which ones are most cost efficient?

How are we integrating them with oustomer routines?



#### 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?



#### Revenue Streams

For what value are our oustomers really willing to pay? For what do they currently pay's How are they currently paying

How much does each Revenue Stream contribute to overall revenues?



Key Partners (KP)	Key Activities (KA)	Value Propositions (VP)	Customer Relationships (CR)	Customer Segments (CS)
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from	What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?  CATEGORIES  Production Problem Solving Platform/Network	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  • Newness  • Performance  • Customization  • "Getting the Job Done"  • Design  • Brand/Status	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	For whom are we creating value?  Who are our most important customers?  • Mass Market  • Niche Market  • Segmented  • Diversified  • Multi-sided Platform
Acquisition of particular resources and activities	Key Resources (KR)  What Key Resources do our Value Propositions require?  Our Distribution Channels?  Customer Relationships?  Revenue Streams?  TYPES OF RESOURCES  Physical Intellectual (brand patents, copyrights, data)	<ul> <li>Price</li> <li>Cost Reduction</li> <li>Risk Reduction</li> <li>Accessibility</li> <li>Convenience/Usability</li> </ul>	• Co-creation  Channels (CH)  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 costefficient?  How are we integrating them with customer routines?	

• numan			CHANNEL PHASES.	
• Financial			1. Awareness	
			How do we raise awareness	
			about our company's products	
			and services?	
			2. Evaluation	
			How do we help customers	
			evaluate our organization's Value	
			Proposition?	
			3. Purchase	
			How do we allow customers to	
			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 (C\$)	R	Revenue Streams (R\$)		
What are the most important costs inherent in our business model?		For what value are our customers really willing to pay?		
Which Key Resources are most expensive?		For what do they currently pay?		
Which Key Activities are most expensive?		How are they currently paying?		
IS YOUR BUSINESS MORE:		How would they prefer to pay?		
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)		How much does each Revenue Stream contribute to overall revenues?		
		TYPES: F	FIXED PRICING DYNAMIC	PRICING
Value Driven (focused on value creation, premium value proposition)				
			• N	egotiation(

• Human

**CHANNEL PHASES:** 

SAMPLE CHARACTERISTICS:	Asset sale	List Price bargaining)	
Fixed Costs (salaries, rents, utilities)	Usage fee	• Product • Yield	
Variable costs	Subscription Fees	feature Management dependent	
Economies of scale	Lending/Renting/Leasing	<ul><li>Real-time-Ma</li><li>Customer</li></ul>	
Economies of scope	• Licensing	segment dependent	
	Brokerage fees	• Volume	
	Advertising	dependent	