

# Strategyzer Notes










# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div><h3>Key Partners</h3><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><b>IMPORTANT FOR PARTNERSHIPS</b> Demonstrate and quantify Reduction of risk and uncertainty Acquisition of particular resources and activities</p></div>	<div><h3>Key Activities</h3><p>What key activities do our value propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p><p><b>IMPORTANT</b> Innovation Efficiency saving Differentiation</p></div>	<div><h3>Value Propositions</h3><p>What value do we deliver to the customer? Which one of our customer's problems are we hoping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p><p><b>QUESTIONS</b> Business Performance Customer "cutting the red ribbon" Design Brand Clarity Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p></div>	<div><h3>Customer Relationships</h3><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><b>QUESTIONS</b> Personal assistance Self-Service/Personal Assistance Self-Service Automated Services Communities Co-creation</p></div>	<div><h3>Customer Segments</h3><p>For whom are we creating value? Who are our most important customers?</p><p><b>QUESTIONS</b> Mass Market Niche Market Segment Unsegment Individuals/Markets</p></div>																								
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## 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?

**ADVANTAGES FOR PARTNERSHIPS**  
Specialization 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?

**KEY ACTIVITIES**  
Production  
Procurement  
Logistics  
Distribution  
Human Resource Management  
Technology Development  
Infrastructure Development  
Procurement  
Logistics  
Distribution  
Human Resource Management  
Technology Development  
Infrastructure Development

## 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?

**VALUE PROPOSITIONS**  
Performance  
Customization  
Convenience  
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 being created with the rest of our business model?  
How costly are they?

**CUSTOMER RELATIONSHIPS**  
Personal assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Which are our most important customer segments?

**CUSTOMER SEGMENTS**  
Mass Market  
Niche Market  
Segmented  
Individuals  
Businesses

## Key Resources



What Key Resources do our value propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

**KEY RESOURCES**  
Physical  
Intellectual (brand/patents, copyrights, etc.)  
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?

**CHANNELS**  
1. Awareness  
2. Evaluation  
3. Trial/Experience  
4. Adoption  
5. Repeat Purchase  
6. Loyalty  
7. Advocacy  
8. After-Sales 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?

**IN YOUR BUSINESS MODEL**  
Cost Structure: Variable Costs, Fixed Costs, Semi-Variable Costs, Overhead Costs, Administrative Costs, Marketing Costs, Distribution Costs, Research and Development Costs, Production Costs, Customer Support Costs, Financial Costs, Legal Costs, Insurance Costs, Tax Costs, Other Costs

**SALES & MARKETING COSTS**  
Fixed Costs: Salaries, Rent, Utilities  
Variable Costs: Commissions, Discounts, Free Shipping  
Economies of Scale  
Economies of Scope

## Revenue Streams



For what value are our customers really willing to pay?  
For who, do they want to pay?  
How are they currently paying?  
How much do they prefer to pay?  
How much does each Revenue Stream contribute to overall sales?

**REVENUE STREAMS**  
1. Asset Sale  
2. Usage Fee  
3. Subscription Fee  
4. License Fee  
5. Royalty  
6. Advertising  
7. Commission  
8. Referral Fee  
9. Freemium  
10. Pay-Per-Click  
11. Pay-Per-View  
12. Pay-Per-Click  
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15. Pay-Per-View  
16. Pay-Per-Click  
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18. Pay-Per-Click  
19. Pay-Per-View  
20. Pay-Per-Click



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The makers of Business Model Generation and Strategyzer

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# IP Model











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# The Customer Experience Map

Design Innovative Customer Experiences

Alpha

Designed for:

Designed by:

Date:

Iteration:

Before

During

After

## Activities



What is the customer doing at each stage? What actions are they taking to move themselves on to the next stage?

## Motivation



Why is the customer motivated to keep going to the next stage? What emotions are they feeling? Why do they care?

## Questions



What are the uncertainties, jargon, or other issues preventing the customer from moving to the next stage?

## Barriers



What structural, process, cost, implementation, or other barriers stand in the way of moving on to the next stage?