

The Business Model Canvas

Designed for:

Designed by:

Day	Day	Month	Year
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Iteration: 10.

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?

- **Optimization 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?

Production
Product Selling
Marketing Research

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?

- **Business Performance**
- **Performance**
- **Customer Satisfaction**
- **Training the Ad Sales**
- **Design**
- **Brand Values**
- **Price**
- **Cost Reduction**
- **Stock Reduction**
- **Accountability**
- **Customer Service**

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 guidance
- Individual Personal Assistant
- Self Service
- Automated Services
- Community

Customer Segments



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

New World
 Old World
 Regional
 Universal
 What are the implications?

Key Resources



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

Keywords: *Physical*
Intellectual/General academic aptitude, cognitive ability, ability
Structure
Measurement

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?

1. **Assessment**
What do we have information about our company's products and markets?
2. **Evaluation**
What do we know about our customers and competitors? What do they think?
3. **Analysis**
What do we know about our products, specific products and markets?
4. **Strategy**
What do we think is a viable proposition for success?
5. **After sales**

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?

KEY WORDS: business unit structure, low price value proposition, marketing innovation, extensive advertising, sales promotion, brand value creation, customer value measurement

Revenue Streams



- 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?

FORM	FORM-INDICATOR	REVENUE-INDICATOR
Start date	List Price	Regulation/Targeting
Usage fee	Product feature dependent	World Management
Subscription Fee	Customer segment dependent	Real-time Market
Leasing/Leasing/Leasing	Volume dependent	
Licensing		
Exchange Fee		
Refund Fee		