









The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <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>MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p> <p>Big belly EWF ECO</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require?</p> <p>Creation Coding Route finding</p> <p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (Brand patents, copyrights, data) Human Financial</p> <p>Google Maps Intellij</p>	<p>Value Propositions </p> <p>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?</p> <p>CHARACTERISTICS Newness Performance Customization "Getting the job done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p> <p>A route optimizer for emptying Big Belly Bins</p> <p>Web application</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?</p> <p>Establish a easy-access route system for the client.</p> <p>Channels </p> <p>Through which Channels do our Customer Segments expect us to be reached?</p> <p>Word of mouth EWF ECO publishes article</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p> <p>Companies that have Big Belly Bins</p>																					
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IN YOUR BUSINESS MODEL Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (Focused on value creation, premium value proposition)</p> <p>SAMPLE COST STRUCTURES Fixed Costs (Salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p> <p>Google Maps Server Maintenance Code Maintenance</p>	<p>Revenue Streams </p> <p>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?</p> <table border="1"><thead><tr><th>TYPES</th><th>FIXED PRICING</th><th>DYNAMIC PRICING</th></tr></thead><tbody><tr><td>Asset sale</td><td>List Price</td><td>Regulation (Bargaining)</td></tr><tr><td>Usage fee</td><td>Product feature dependent</td><td>Real-time Management</td></tr><tr><td>Subscription Fee</td><td>Customer segment dependent</td><td>Real-time Market</td></tr><tr><td>Licensing/Renting/Leasing</td><td></td><td></td></tr><tr><td>Licensing</td><td></td><td></td></tr><tr><td>Brokerage fees</td><td></td><td></td></tr><tr><td>Advertising</td><td></td><td></td></tr></tbody></table> <p>A payment for the product, Potential monthly payment for maintenance of product</p>	TYPES	FIXED PRICING	DYNAMIC PRICING	Asset sale	List Price	Regulation (Bargaining)	Usage fee	Product feature dependent	Real-time Management	Subscription Fee	Customer segment dependent	Real-time Market	Licensing/Renting/Leasing			Licensing			Brokerage fees			Advertising		
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