



The BMC (Business Model Canva)



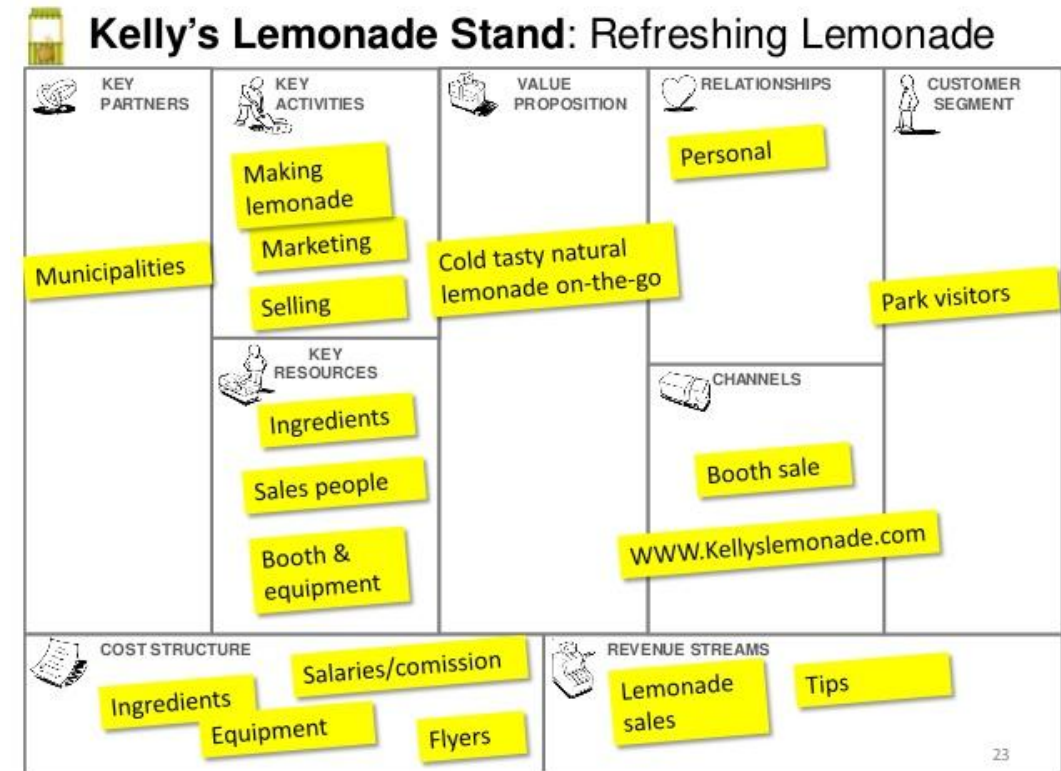
To describe, visualize and analyze the different aspects of a
business model.



The **Business Model Canvas**: visualizing and designing innovative, sustainable business models



- The **Business Model Canvas** is a simple representation of a company's or product's business model.
- It summarizes the key elements (cost and revenue streams) of the value proposition model.
 - **Value proposition**: what is the main competitive advantage?
 - **Customer(s) needs**: what needs does the offering meet?
 - **Key partners**: who are the preferred partners? Is the company dependent on suppliers or service providers?
 - **Key activities**: how does the business create value? By offering a service? By selling a product? By manufacturing or marketing?
 - **Key resources**: what resources does the company need to operate?
 - **Distribution channels**: what access do you have to customers? Customer segments: who are your customers? Buyers, specifiers, principals?
 - **Cost structure**: fixed and variable
 - **Revenue streams**: subscriptions? licenses? advertising? affiliation?





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Business Model Canvas

Powerpoint ready to use












Business Model Canvas

Project Name:

Date:

01-Jan-2023

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



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- Business Model Canvas support



Business Model Canvas

Project Name:

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Key Partners  <ul style="list-style-type: none">• Who are our key partners?• Who are our key suppliers?• Which key resources are we acquiring from partners?• Which key activities do partners perform?	Key Activities  <ul style="list-style-type: none">• What strategic activities does your business perform or need to perform?• What key activities do our Value Propositions require?• Our Distribution Channels?• Our Customer Relationships?• Our Revenue streams?	Value Propositions  <ul style="list-style-type: none">• Why do customers buy from you?• What value do we deliver to the customer?• Which one of our customer's problems are we helping to solve?• Which customer needs are we satisfying?	Customer Relationships  <ul style="list-style-type: none">• How do you get, keep, and grow your customers?• What type of relationship does each of our customer segments expect you to establish and maintain with them?	Customer Segments  <ul style="list-style-type: none">• For whom are we creating value?• Who are our most important customers?
Key Resources  <ul style="list-style-type: none">• What strategic resources does your business have or need?• What key resources do our Value Propositions require?• Our Distribution Channels?• Our Customer Relationships?• Our Revenue Streams?	Channels  <ul style="list-style-type: none">• How are we reaching our customers now?• Which channels work best?• Which ones are most cost-efficient?• How are we integrating them with customer routines?			
Cost Structure  <ul style="list-style-type: none">• What are the major costs incurred by your business?• Which key resources are most expensive?• Which key activities are most expensive?		Revenue Streams  <ul style="list-style-type: none">• How does your business earn money?• 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?		



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