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| **Business Model Canvas** | |  | | |  | |  |  |  |  |  |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?  MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities | 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, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability | | | | 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? | | For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform | | |
| **Key Resources** | | **Channels** | |
| What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?  TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial | | 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? | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?  IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).  SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope | | | | 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?  TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market | | | | | | | |

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| **Business Model Canvas** | | Medusa Corporation | | |  | | Brad Flaugher |  | 3/29/2022 |  | 1 |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| * Students/Universities * Outsourcers (Inoxoft) | * Train Students * Create AI/ML models * Sell Software to businesses (both off the shelf AI, and custom outsourcing) | | * Convenient, Accessable and Cheap AI/ML * Cost and Risk Reduction through outsourcing * High Performance and Pay for Students | | | | * Startups, easy breezy * SMEs, harder, need work, expensive * Students, need marketing but fairly straightforward | | * Students, great value for money, no upfront fees * SMEs, cheap AI/ML * Startups and SMEs, guidance through outsourcing process | | |
| **Key Resources** | | **Channels** | |
| * NextFab * RCOP * Wharton/MIT * Philly Startup Leaders * Online AI Groups? | | * Online Student Direct (DuckDuckGo) * LinkedIn to Startups * JumpCrew for SMEs | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| * Fixed Costs: Lawyers, Website, Servers * Variable Costs: Marketing * Outsourced Costs: Software Development, Marketing? | | | | * Recruiting/Tuition Fees for Students ~$10k per head * One-Off Medusa Model selling ~$50k per sale * Outsourcing sales ~$30k per project | | | | | | | |