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| **Business Model Canvas** | |  | | |  | |  |  | 10/10/25 |  |  |
|  |  |  | | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Who are our Key Partners? Who are our key suppliers? What are they needed for? | What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? | | 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, Customisation, 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 etc? | | |
| **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?  SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs | | | | 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, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Real-time-Market | | | | | | | |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| Suppliers:  Google play | Google play | | Entertainment  Solving: boredom | | | | Transactional | | Casual gamers | | |
| **Key Resources** | | **Channels** | |
|  | | Play store | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| web space, infrastructure, | | | | Advents/ Paid after demo/ DLC | | | | | | | |
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