

# THE Business Model Canvas

Based on



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## First Plain Paper Photocopier - 1950

Fundamental new way of office copying

...makes copying an extraordinary proposition! This is the only copier that makes it possible to copy any document, no matter how large or small, in black and white or color. It copies everything from the smallest letter to the largest blueprint. It copies everything from the simplest form to the most complex drawing. It copies everything from the simplest letter to the most complex drawing. It copies everything from the simplest letter to the most complex drawing.

New test standards. Xerox documents standard quality and performance for copying, and Xerox documents are superior. They are superior in every way. They are superior in every way. They are superior in every way. They are superior in every way.

Copies all colors including reds & blues. Xerox documents standard quality and performance for copying, and Xerox documents are superior. They are superior in every way. They are superior in every way. They are superior in every way. They are superior in every way.

About 14 per copy for supplies. The Xerox 914 copier is so simple to use that it can be used by anyone. It is so simple to use that it can be used by anyone. It is so simple to use that it can be used by anyone. It is so simple to use that it can be used by anyone.

**NEW XEROX 914**  
OFFICE COPIER

Courtesy of Xerox Historical Archives

PHOTO XEROX HISTORICAL ARCHIVES

- ✓ Easy to use
- ✓ No risk on originals
- ✓ Low operating cost
- ✓ Use plain paper

**TOO EXPENSIVE!**  
to sell to customers!



**Lease**

\$25/month

+

4¢/copy (min of \$49/month)

# business model



"A business model describes the rationale of how an organization creates, delivers, and captures value"

# BUSINESS MODEL





tool to create & analyze  
business models...

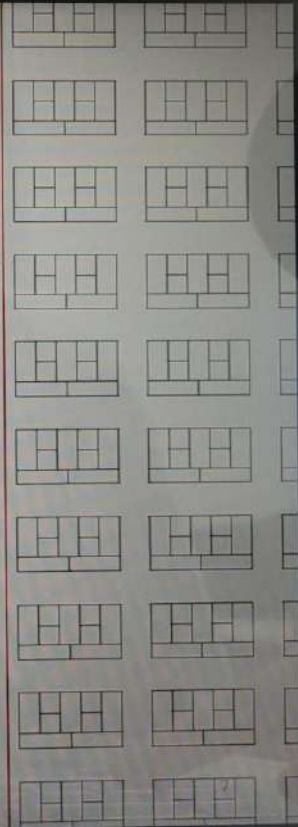


tool to create & analyze  
business models...



# YOU CAN

- Create new business models easily
- Analyze & update your existing business model



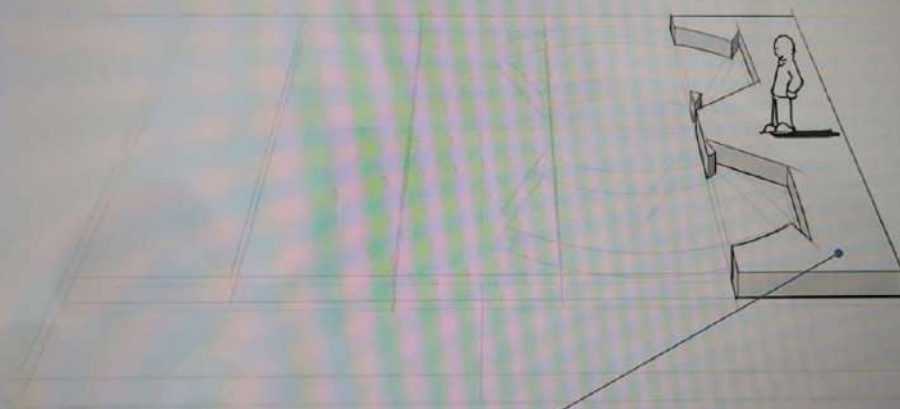


# 9 building blocks





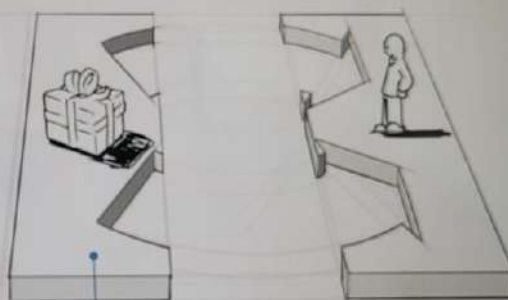
## Customer Segments



which customers and users are you serving?  
which jobs do they really want to get done?

drawings by JAM

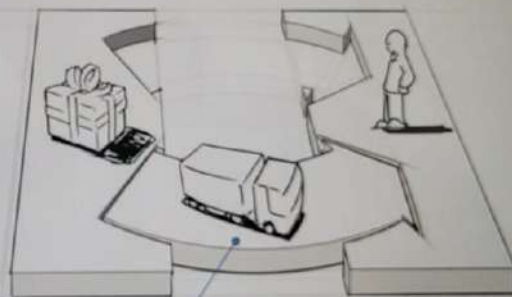
## Value Proposition



what are you offering them? what is that getting done for them? do they care?

drawings by JAM

## Channels



how does each customer segment want to be reached?  
through which interaction points?

drawings by JAM

## Customer Relationships

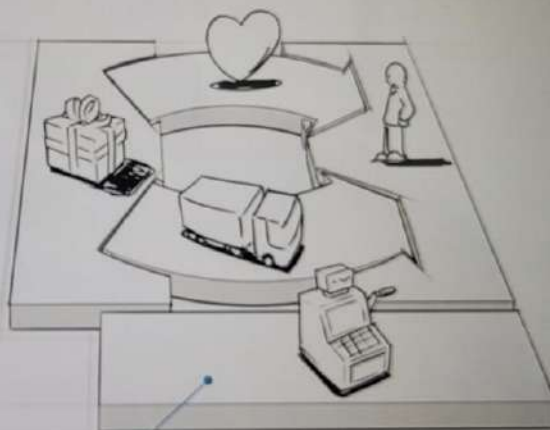


what relationships are you establishing with each segment?  
personal? automated? acquisitive? retentive?

drawings by JAM

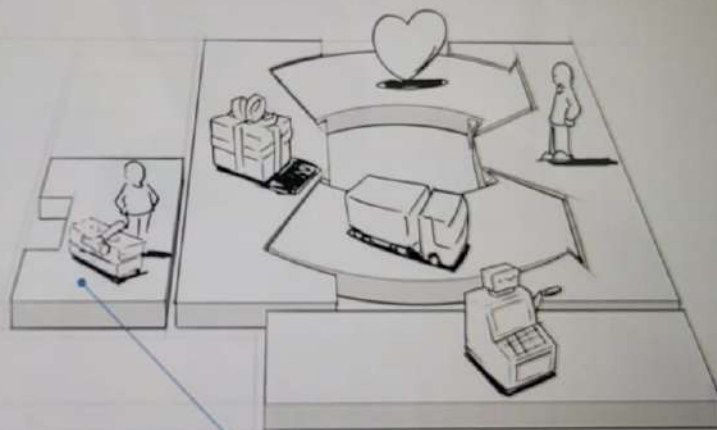


## Revenue Streams



drawings by JAM

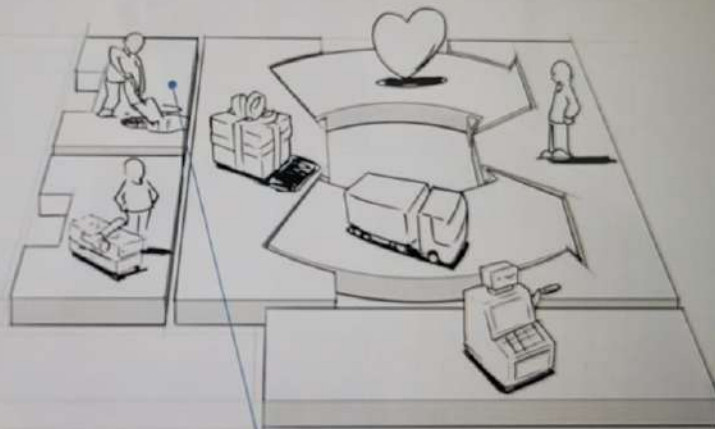
## Key Resources



which resources underpin your business model?  
which assets are essential?

drawings by JAM

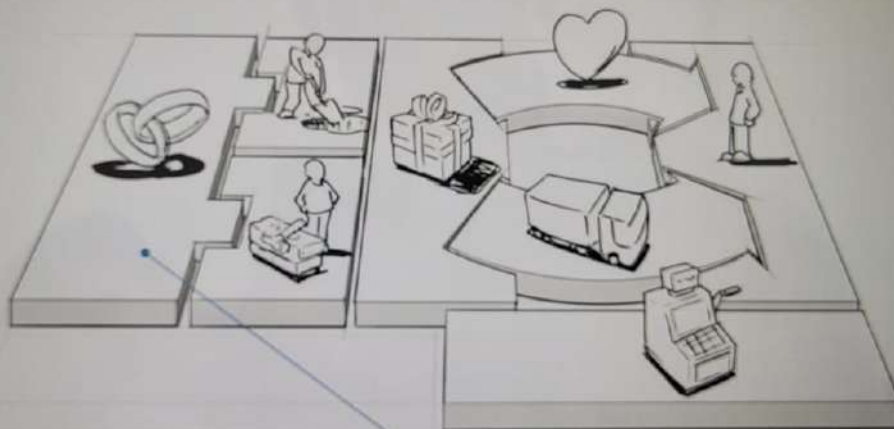
## Key Activities



which activities do you need to perform well in  
your business model? what is crucial?

drawings by JAM

## Key Partners

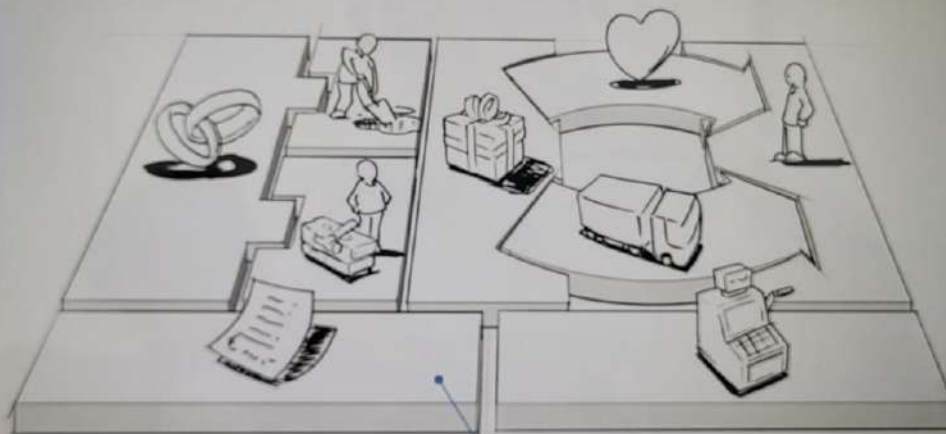


which partners and suppliers leverage your model?  
who do you need to rely on?

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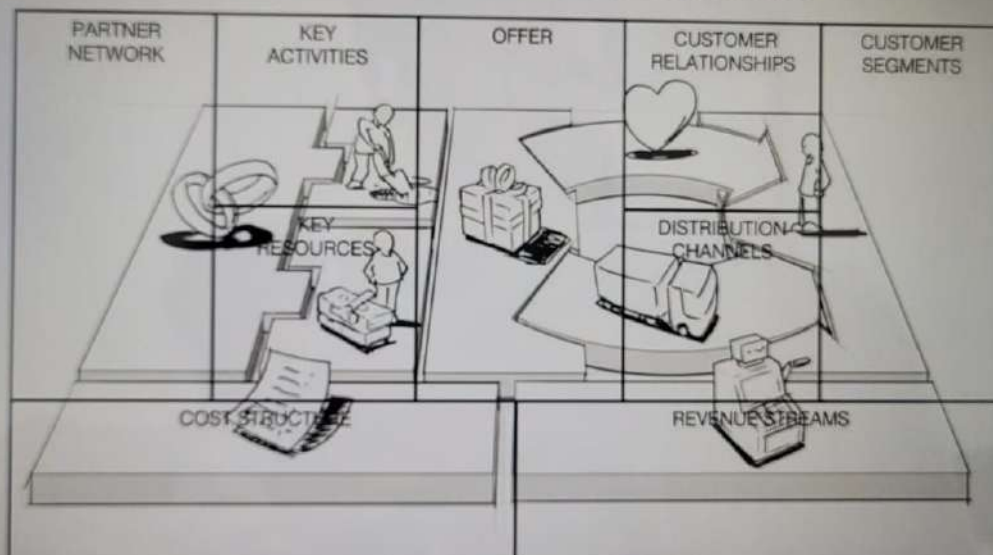
## Cost Structure



what is the resulting cost structure?  
which key elements drive your costs?









drawings by JAM

# Business Model Canvas



drawings by JAM

## Your Business Model Canvas

 <b>KEY PARTNERS</b> <i>Guess</i> <i>Guess</i> <i>Guess</i>	 <b>KEY ACTIVITIES</b> <i>Guess</i> <i>Guess</i>	 <b>VALUE PROPOSITION</b> <i>Guess</i>	 <b>RELATIONSHIPS</b> <i>Guess</i>	 <b>CUSTOMER SEGMENT</b> <i>Guess</i>
	 <b>KEY RESOURCES</b> <i>Guess</i> <i>Guess</i>		 <b>CHANNELS</b> <i>Guess</i> <i>Guess</i>	
 <b>COST STRUCTURE</b> <i>Guess</i> <i>Guess</i>		 <b>REVENUE STREAMS</b> <i>Guess</i> <i>Guess</i>		

## Example 1



Refreshing lemonade to joggers  
at public parks

## Example 2



Affordable VOIP calls



**EXAMPLES**  
**EXAMPLES**

