

Business Model Canvas & Entrepreneurship Labs

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Menu

Short introduction

Business Model Canvas

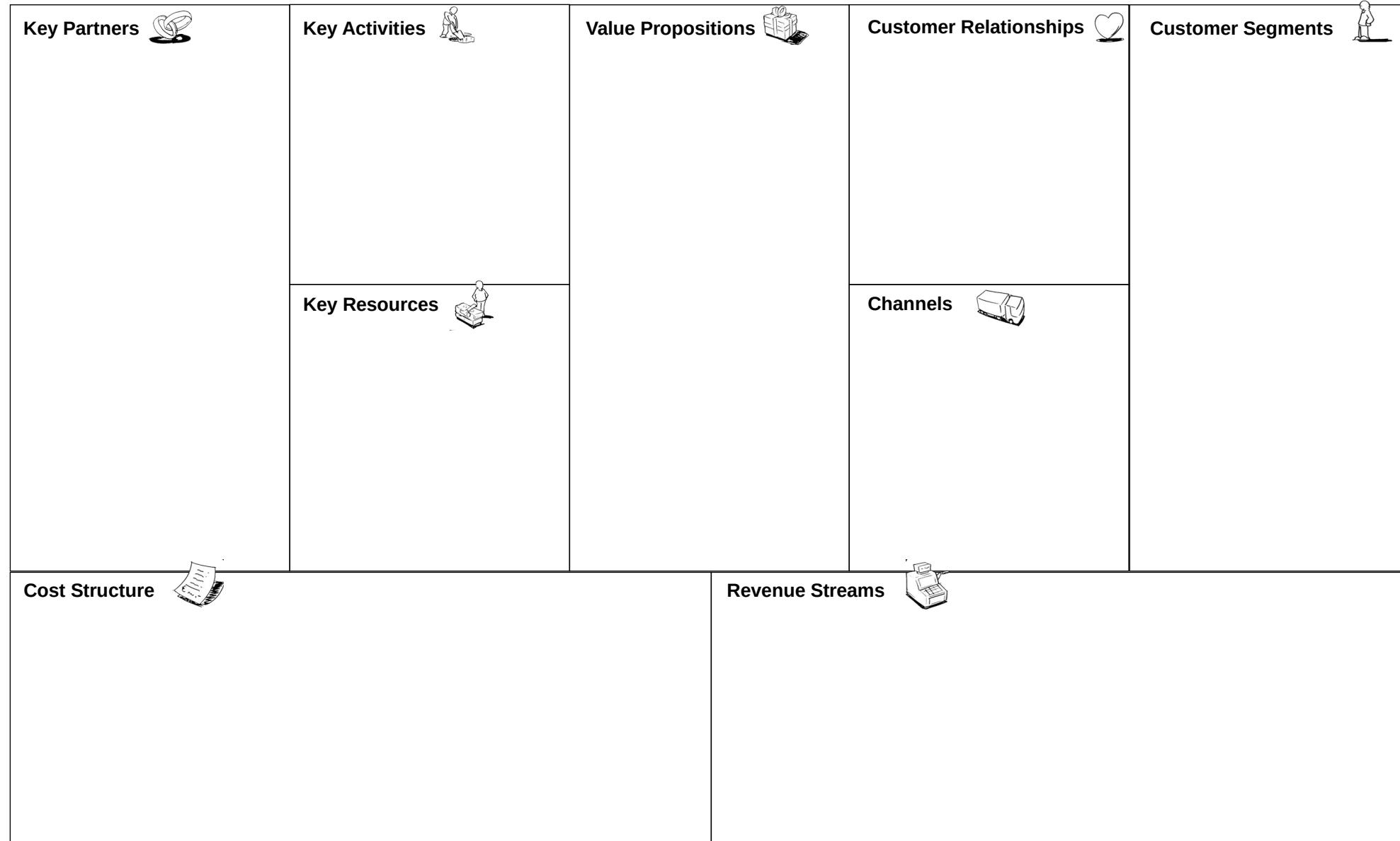
Entrepreneurship Labs, SDU RIO

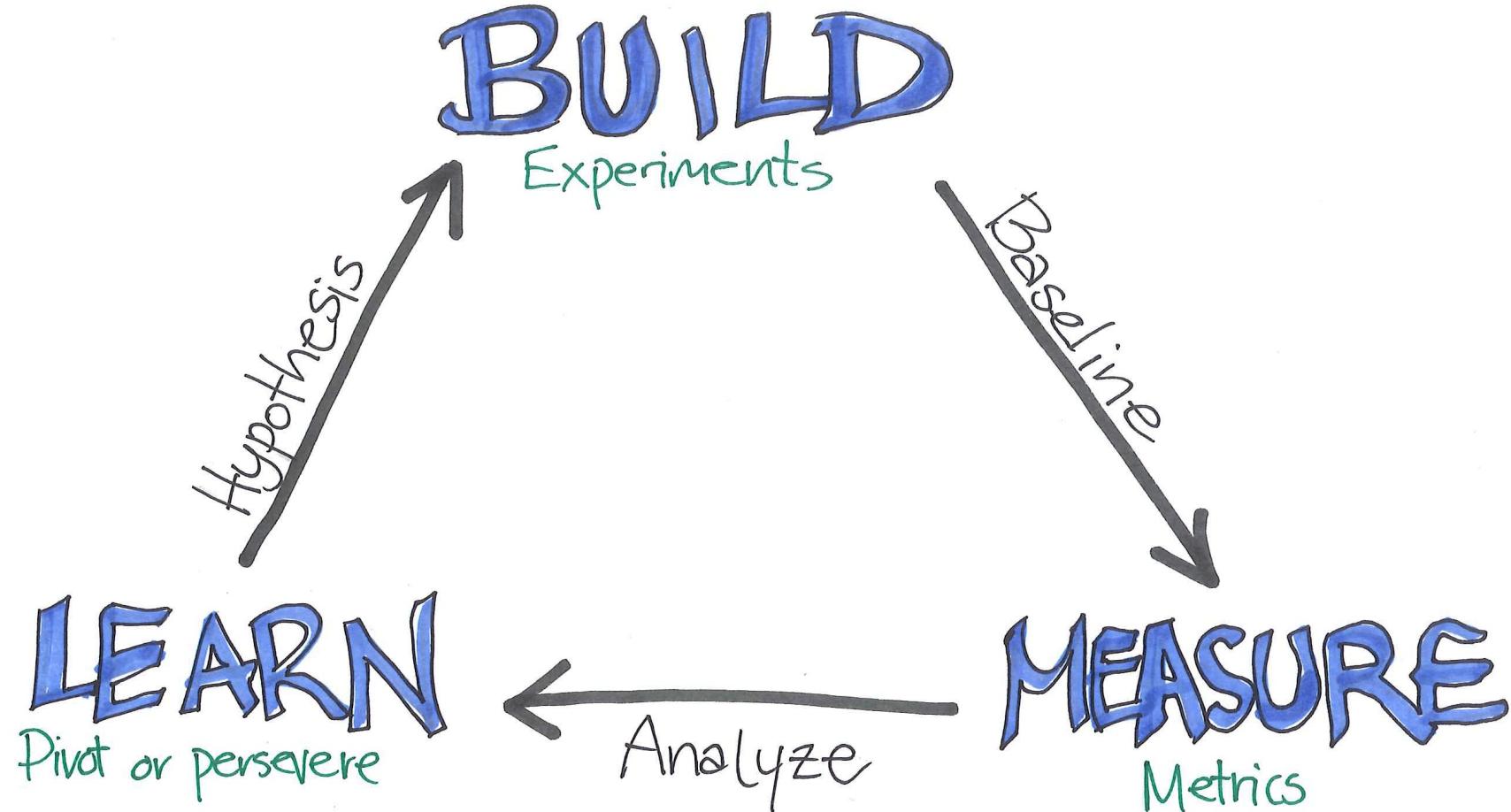


Jannek Solgaard

- Former CEO and Creative Director from fashion and FMCG.
- Business Developer at SDU Entrepreneurship Labs

Business Model Canvas





Business Model Canvas

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
<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>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</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>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?</p>	<p>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</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>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	<p>Channels </p> <p>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?</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>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).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</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> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>	

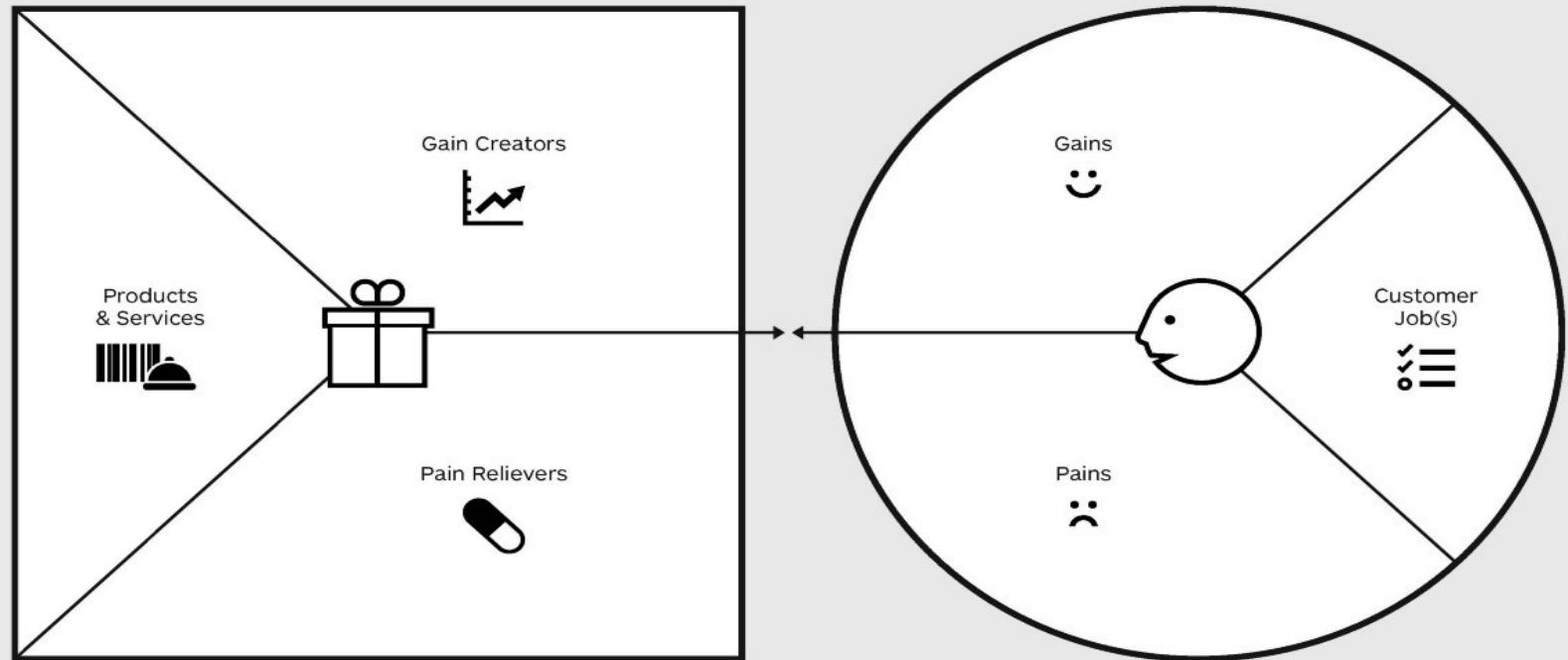
Value Proposition



The Value Proposition Canvas

Value Proposition

Customer Segment



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Customer Relationships



Channels



Customer Segments



- Who are our customers?
- What type of relationship will we establish with the customers?
- How do we deliver the product / service to the customers?

Key Partners



Key Activities



Key Resources



- Which are our core activities?
- Which resources do we need?
- Who do we need to work with?

Cost Structure



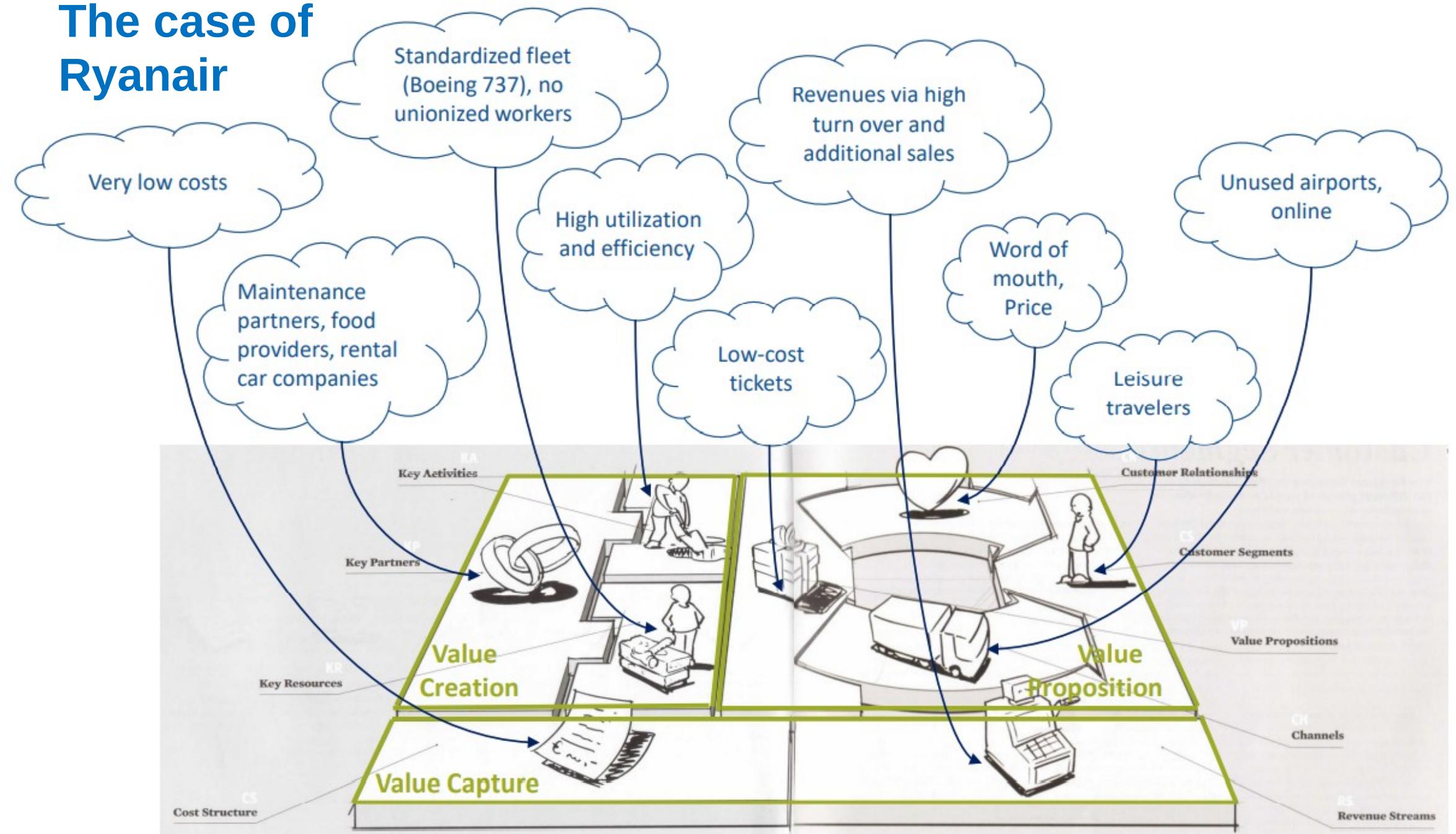
Different costs? How much and when?

Revenue Streams



- How do we make money?

The case of Ryanair



SDU RIO

What is SDU Entrepreneurship Labs?



SDU

What is your motivation?



Advancement - be the boss



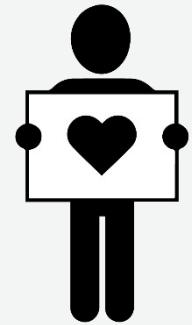
Professional development



Freedom and flexibility - self scheduling



Balance - work and other life activities



The idealist - interest at heart

Funding

- Get your ideas realized



Your own business developer



LawBuddy

- Legal advices and support



Meeting rooms and office spaces



Network(ing)

- Get in touch with other ambitious and creative startups.



Events

**SDU Startup Night
Startup Breakfast
Expert Meetup
Workshops**



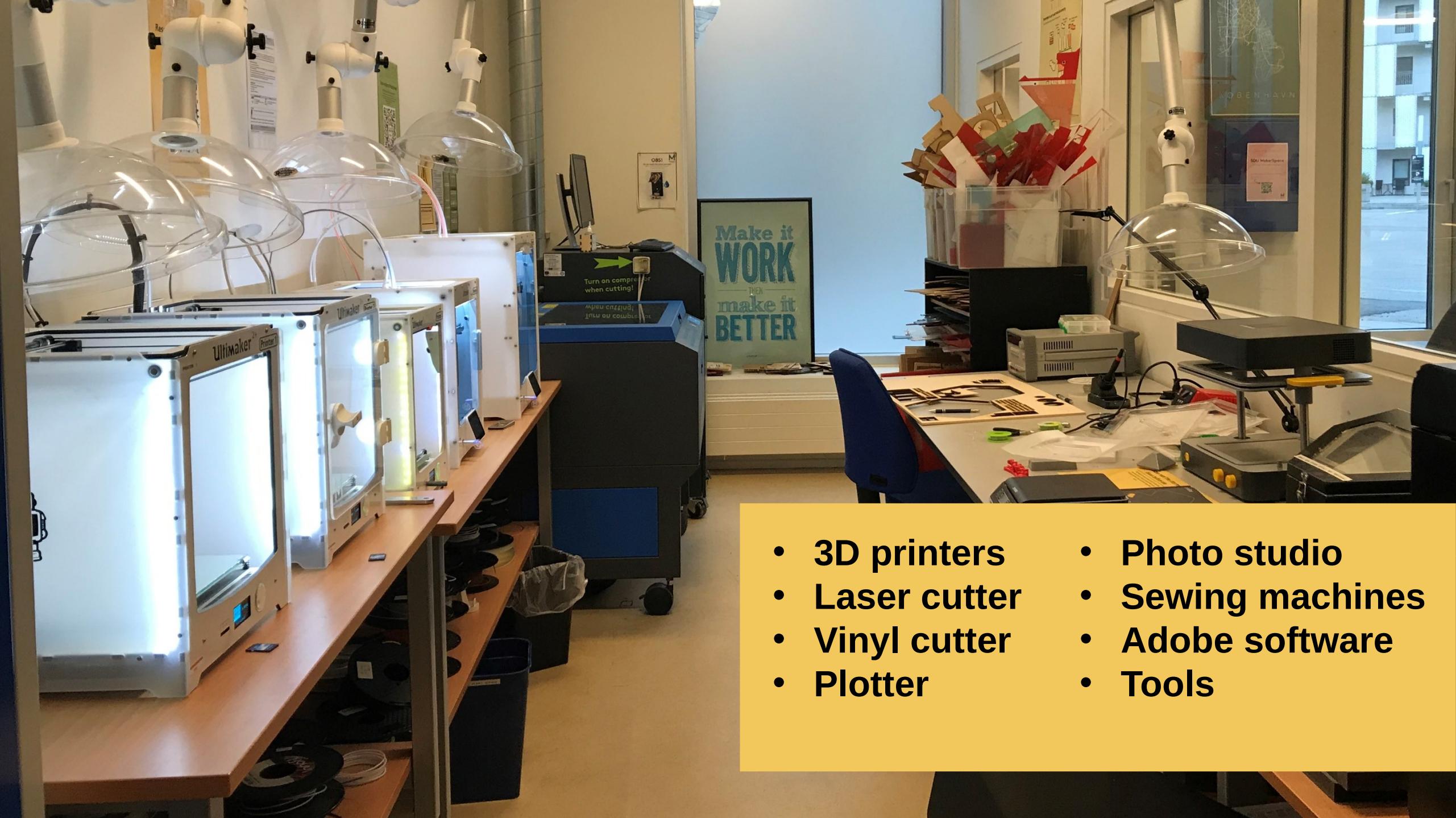
MakerSpace

For all SDU Students – not only startups

- Visualization & creativity
- Build your own projects
- Free courses
- 24/7 access.



Course sign-up here
www.mitsdu.dk/maker



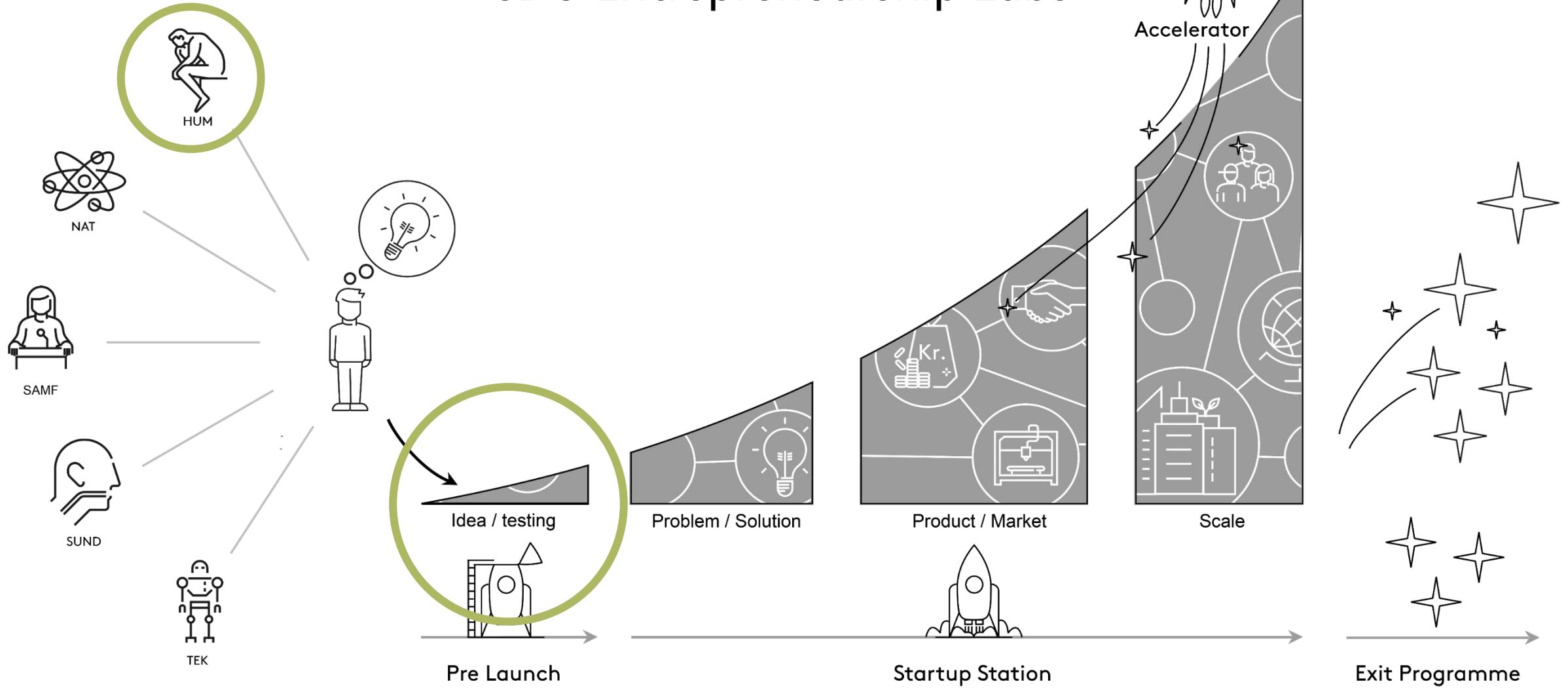
- 3D printers
- Laser cutter
- Vinyl cutter
- Plotter
- Photo studio
- Sewing machines
- Adobe software
- Tools

Use physical objects to...

- Gain knowledge
- Dialogue
- Communicate knowledge

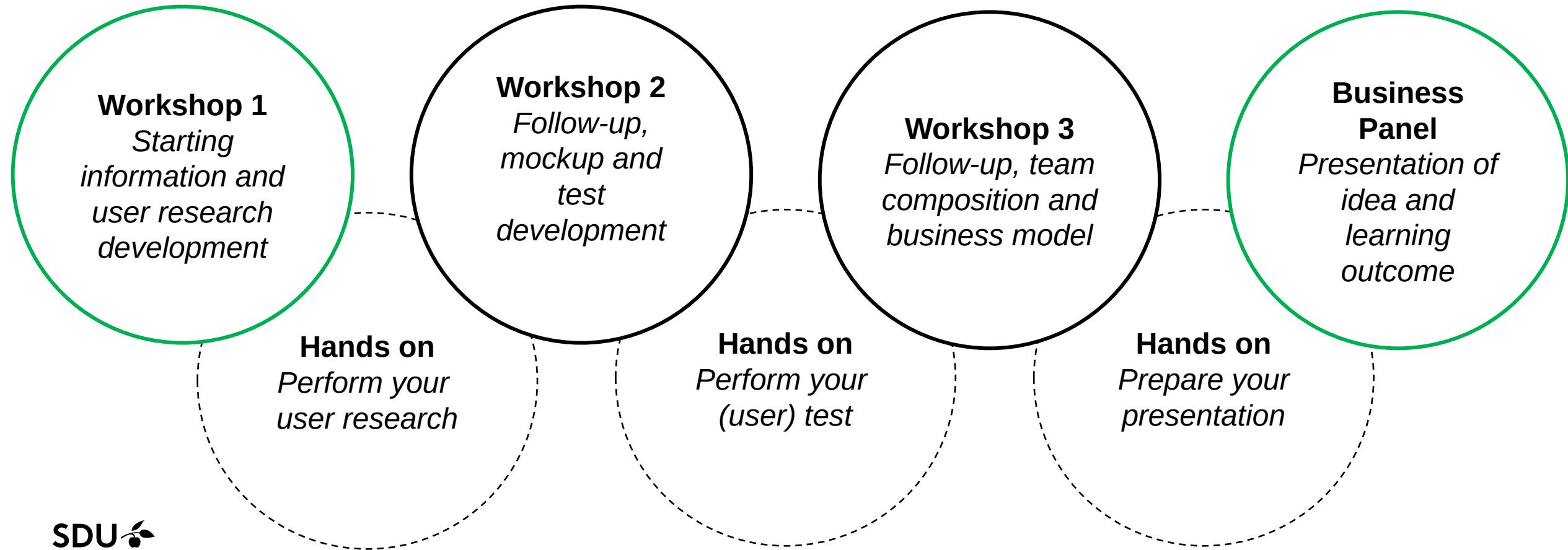


SDU Entrepreneurship Labs



PreLaunch

Cortex Park, Videnbyen



Now what?

- Sign up for PreLaunch at www.startup.sdu.dk
- Come join a breakfast every Wednesday at 9.00 (1. floor, Videnbyen)
- Deadline: 29th of January
- NB: Only one from each group sign the startup up – and then invite the rest of the group.
- You will now be joining PreLaunch and will receive all informations by mail.
- After the course? Welcome to Startup Station!



SDU RIO

Questions?

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