Iteration No:

The Business Model Canvas

Infrastructure

Key Partners

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

Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

Categories:

Production

Problem Solving Platform/Network

Key Resources

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

Offering

Value Propositions

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

Customers

Customer Relationships

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?

Examples:

Personal assistance **Dedicated Personal Assistance**

Self-Service

Automated Services Communities

Co-creation

Customer Segments

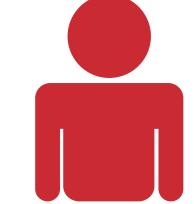
For whom are we creating value? Who are our most important customers?

Mass Market Niche Market

Segmented

Diversified

Multi-sided Platform



Channels

Through which Channels do our Customers want to be reached? Segments

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?

Channel phases:

1. Awareness

How do we raise awareness about our company's products and services?

3. Purchase

4. Delivery

How do we deliver a Value Proposition to customers?

How do we provide post-purchase customer support?

Dynamic pricing

Yield management

Real-time-Market

Negotiation(bargaining)

2. Evaluation How do we help customers evaluate our organization's Value Proposition?

How do we allow customers to purchase specific products and services?

5. After sales

Finances

Cost Structure

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



Revenue Streams

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 Advertising

List price

Fixed pricing

Product feature dependent Customer segment dependent

Lending/Renting/Leasing Volume dependent

Licensing

Brokerage fees













