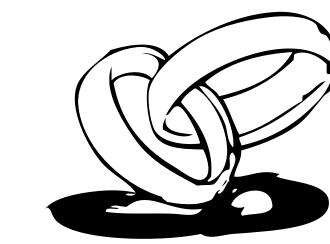
Designed for:

Designed by:

Iteration:

Key Partners

Optimization and economy Reduction of risk and uncertainty



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Key Activities

Production

Problem Solving Platform/Network



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



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?

"Getting the Job Done" Design Brand/Status

Customer Relationships ()



How are they integrated with the rest of our business model? How costly are they?

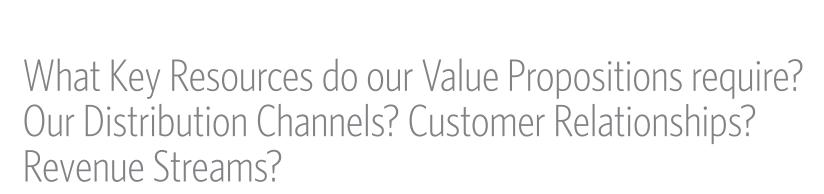
Personal assistance Dedicated Personal Assistance Automated Services

Customer Segments

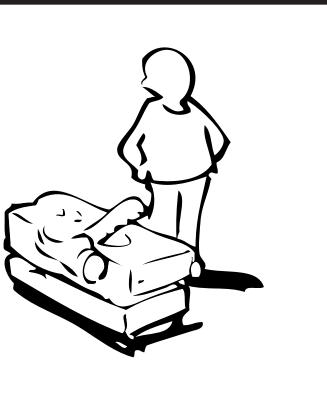
For whom are we creating value? Who are our most important customers?

Mass Market Niche Market Segmented Diversified Multi-sided Platform

Key Resources







Channels



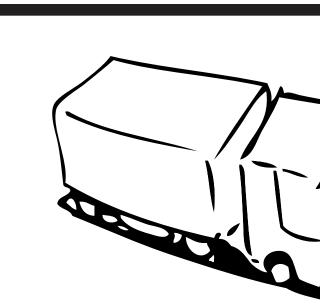
How are we reaching them now?

How are our Channels integrated?

Which ones work best?

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

How do we provide post-purchase customer support?





Which ones are most cost-efficient?

How are we integrating them with customer routines?

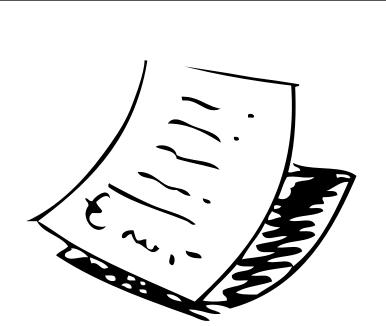
How do we help customers evaluate our organization's Value Proposition?

How do we allow customers to purchase specific products and services? How do we deliver a Value Proposition to customers?



What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? 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) 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 much does each Revenue Stream contribute to overall revenues?

Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Brokerage fees

FIXED PRICING List Price Product feature dependent Yield Management Customer segment dependent Real-time-Market Volume dependent

Negotiation(bargaining)









