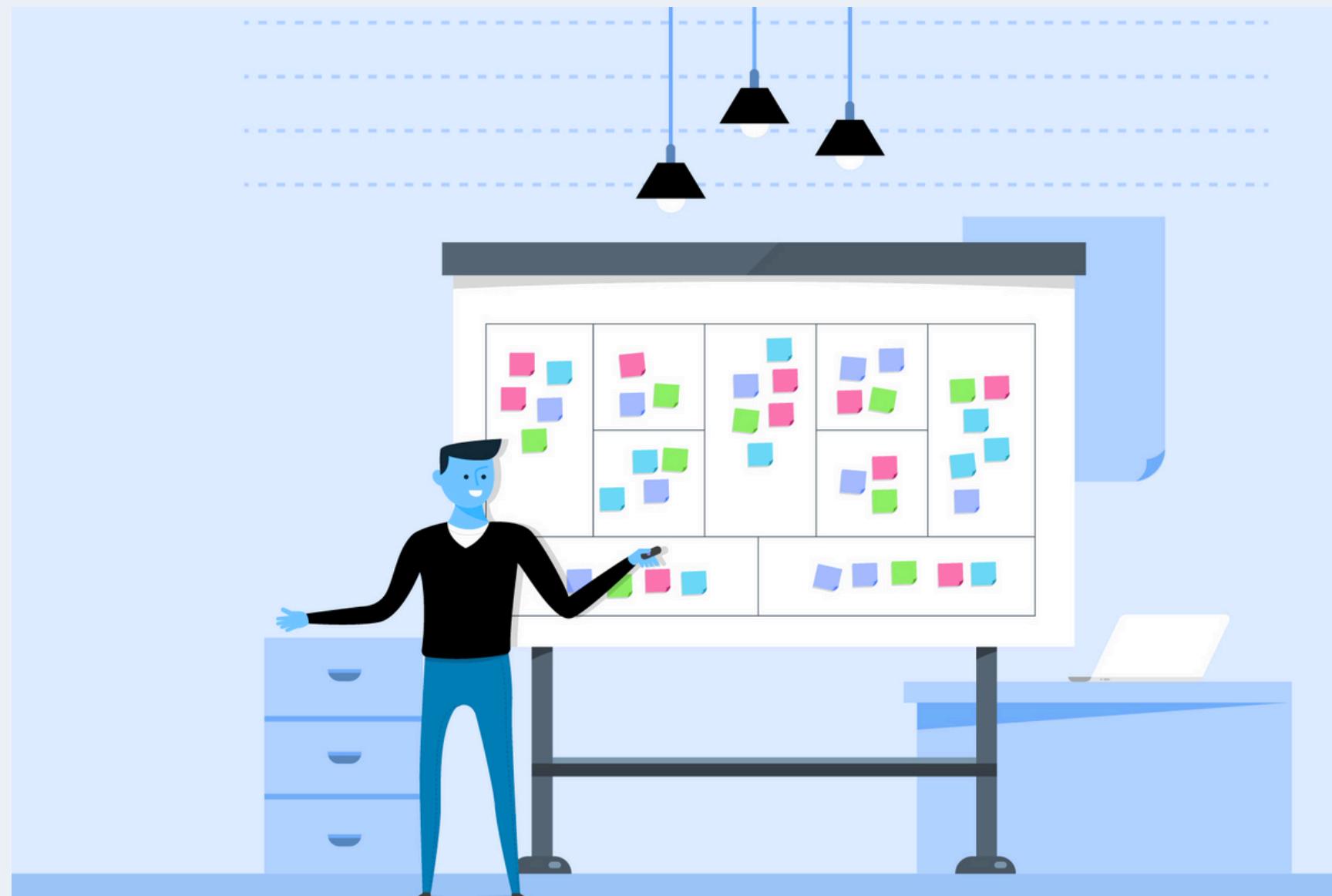


# Business Model Canvas



## ● Experience :-

- Faculty of Commerce Fourth Year .
- Business instructor at **Breakin Point** .
- Member at **Wassela** Project.

## ● Trainings :-

- Breakin Point Kemit camp 2023.
- Business development Eng Khaled Elhares

## ● Competitions :-

- RALLY STARTUP EGYPT.
- YLF .

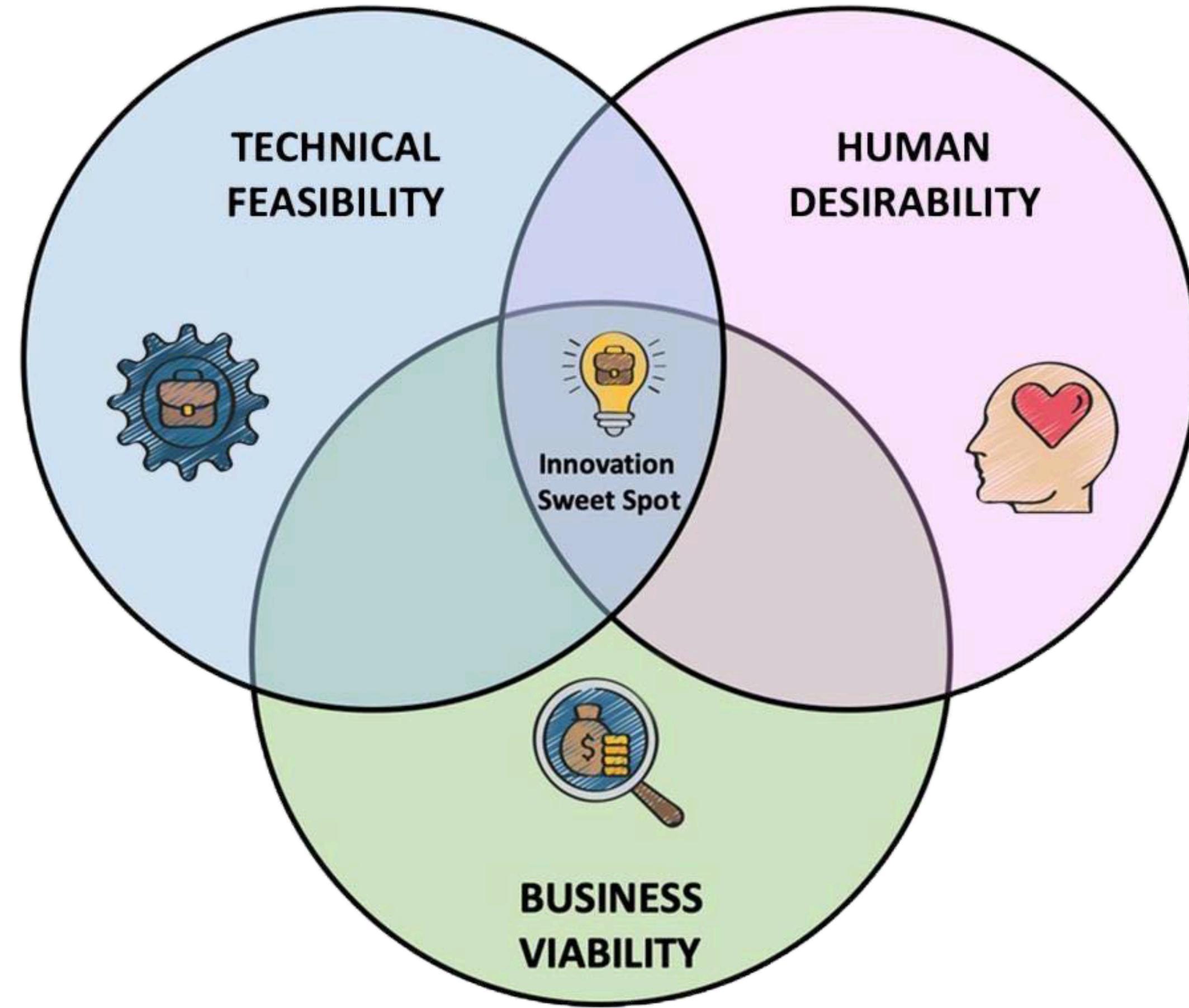
**Basant Adel**





# **What is business model ?**

# Human Centric Design



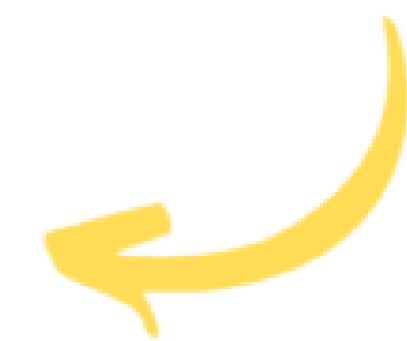
# Feasibility

Can we  
deliver it?



# Desirability

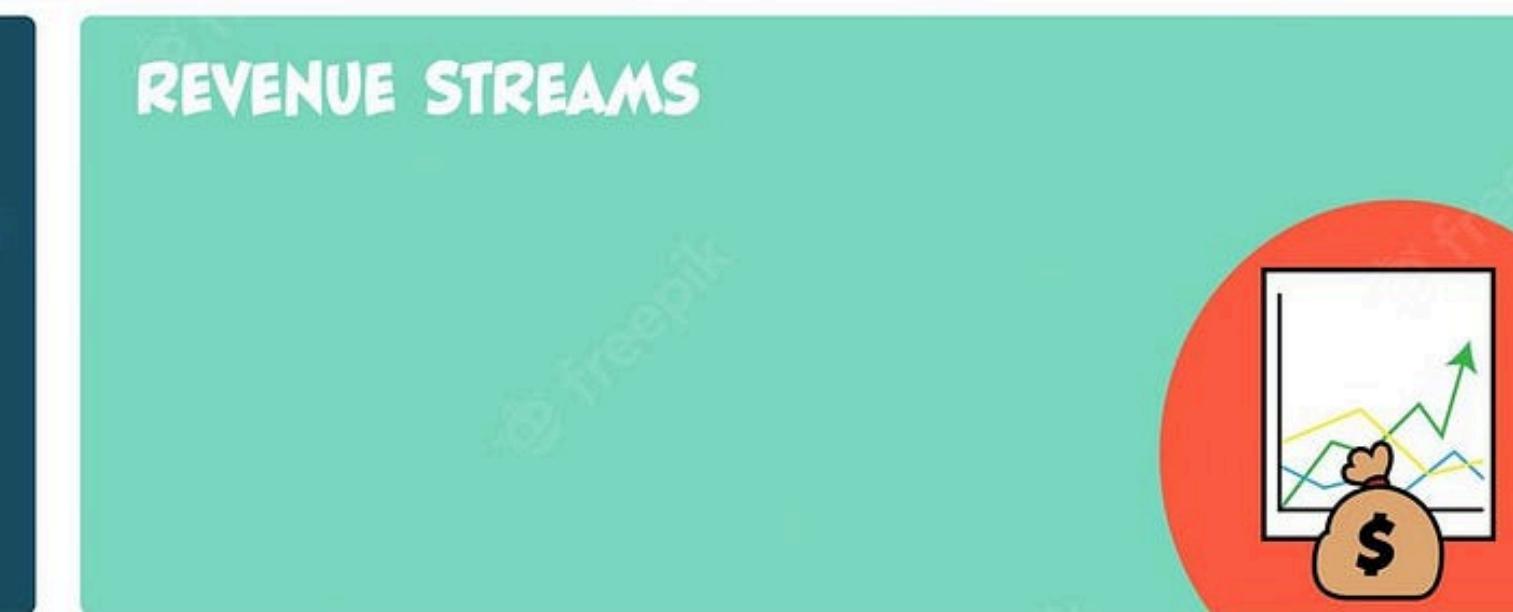
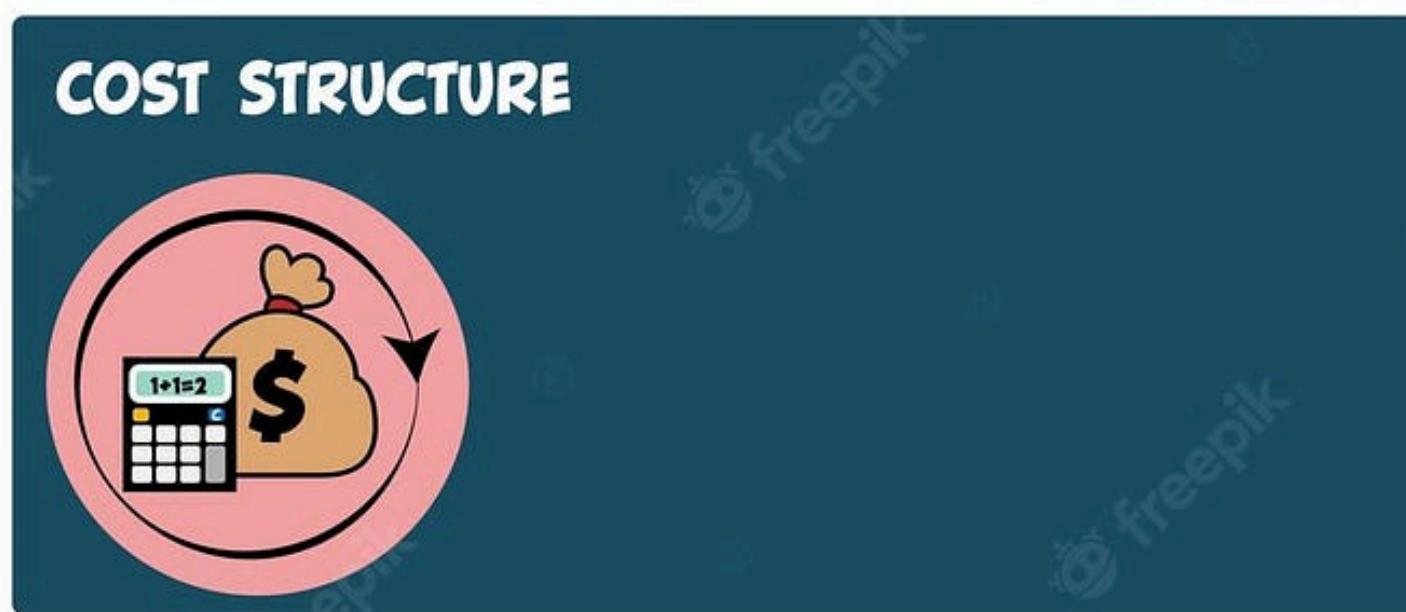
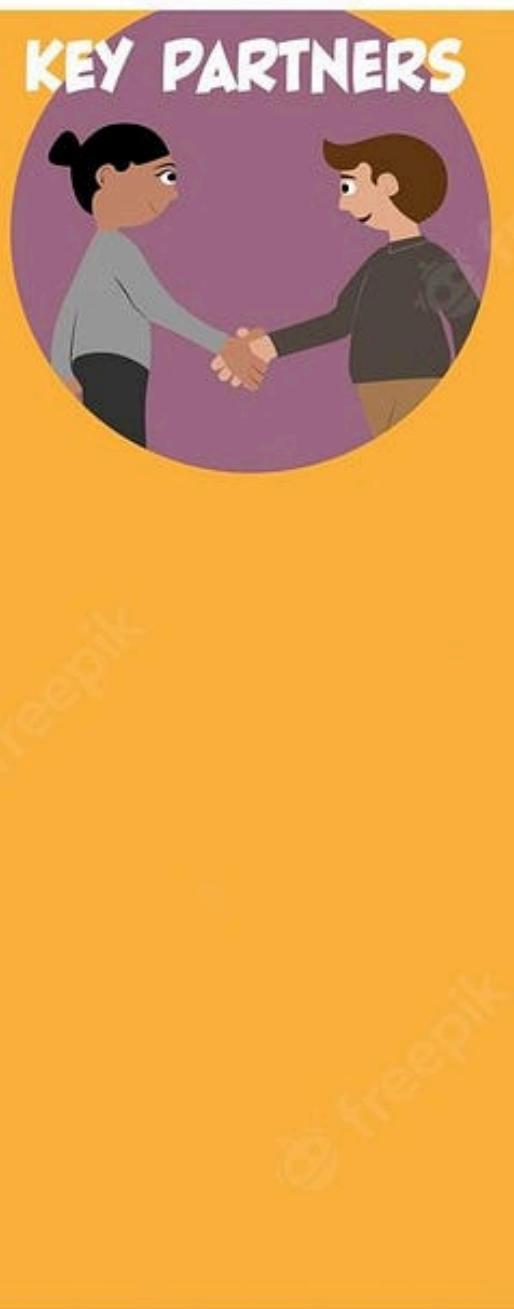
Do they  
want it?



**Viability**  
Is it worth it?



# "A one-page tool to unlock your business potential!"



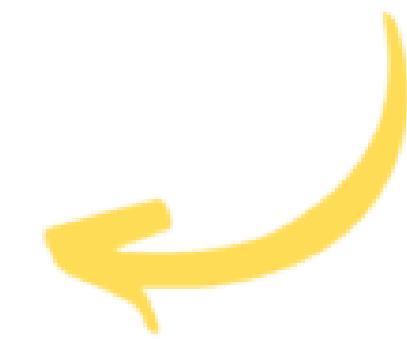
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# Customer segmentation

B2B vs B2C



**Business to Business**



**Business to Consumer**

# THE 4 TYPES OF MARKET SEGMENTATION



## GEOGRAPHIC

- Zip code/post code
- City
- Country
- Population density
- Distance from a certain location (like your office or store)
- Climate
- Time zone
- Dominate language



## DEMOGRAPHIC

- Age
- Gender
- Income
- Occupation
- Family size
- Race
- Religion
- Marital Status
- Education
- Ethnicity



## PSYCHOGRAPHIC

- Values
- Goals
- Needs
- Pain points
- Hobbies
- Personality traits
- Interests
- Political party affiliation
- Sexual orientation



## BEHAVIORAL

- Purchasing habits
- Brand interactions
- Spending habits
- Customer loyalty
- Actions taken on a website

# Value proposition

What value will you provide to the customer ?

Price

customer care

Quality

Design

Uniqueness

Adaptability

What magic potion do you offer?

# Channels

**How to reach Customer?**

**Traditional Ads, Social Media Ads, Public relations**

**How the customer reach you?**

**Website, Application**

**How to deliver Product to Customer?**

**Distribution Companies, Our own Stores, Resellers**

# **Customer relationships**

**Personal Assistance**

**Communities**

**Co-Creation**

**Loyalty Programs**

**After-Sales Support**

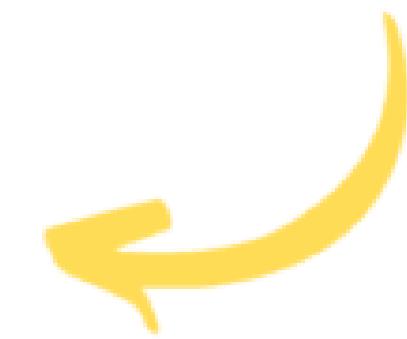
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KINEMASTER

شمعون بن قليل

UFC

# Key resources

Physical

- raw material
- System Components
- servers

intellectual

- Patents
- copyrights
- brand

human

- Engineers
- Programmers
- Managers
- Designers
- all stuff

Financial

- cash
- investment

# **Key activities**

**Buying Raw Material**

**Product Manufacturing**

**Operations Management**

**Marketing & Sales**

**Customer Support**

**Research & Development (R&D)**

# **Key parteners**

**Suppliers**

**Distributors / Retailers**

**Technology Providers**

**Payment Gateways**

**Distribution company**

**Government / Regulators**

**Marketing agency**

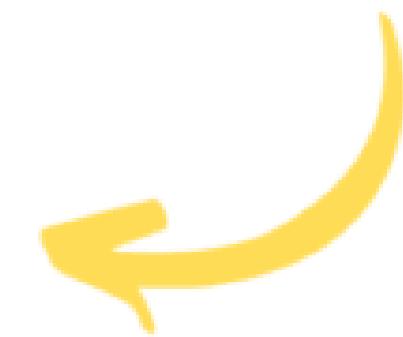
# Feasibility

Can we  
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# Cost structure

التكاليف الثابتة : بتدفعها سواء اشتغلت كتير أو قليل أو مشتغلتش

إيجار (Rent)

رواتب الموظفين (Salaries)

Licenses) تكاليف التراخيص والضرائب السنوية (& Annual Taxes

Machinery / Equipment) المعدات والماكينات (Depreciation

التكاليف المتغيرة : تكاليف بتزيد أو تقل حسب حجم النشاط.

Shipping & Delivery (Costs)

المواد الخام (Raw Materials)

استهلاك الكهرباء والمياه (Utilities per usage)

تكاليف التسويق والإعلانات حسب الحملات (Marketing Campaigns)

System Components

# Revenue streams

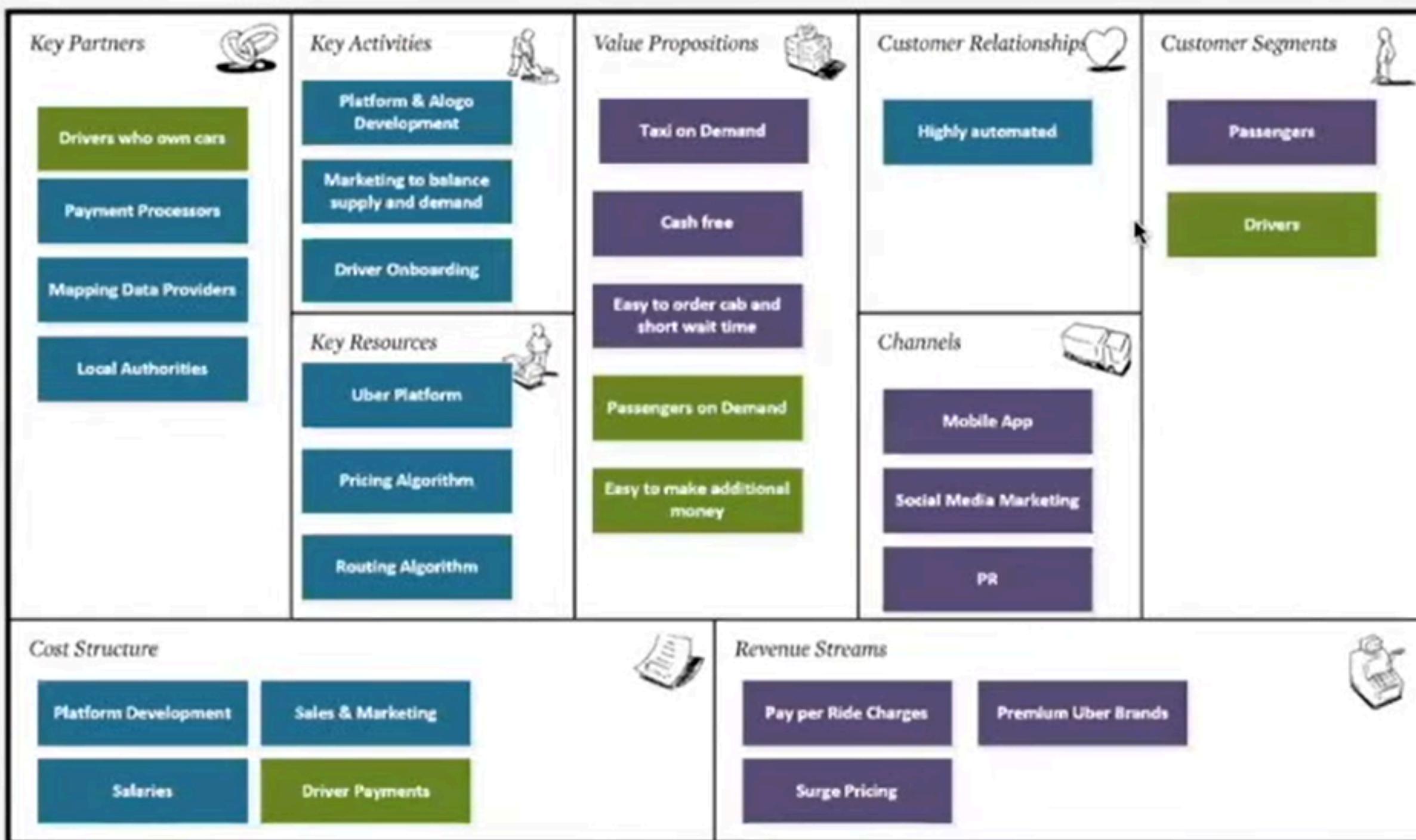
إيرادات المبيعات (Sales Revenue)

رسوم الاشتراك (Subscription Revenue)

إيرادات الإعلانات (Advertising Revenue)

العمولات (Commission Revenue)

# UBER BMC







# THANKS