

# The Business Model Canvas

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

**COSS A03**

Licensed under CC BY 4.0 International

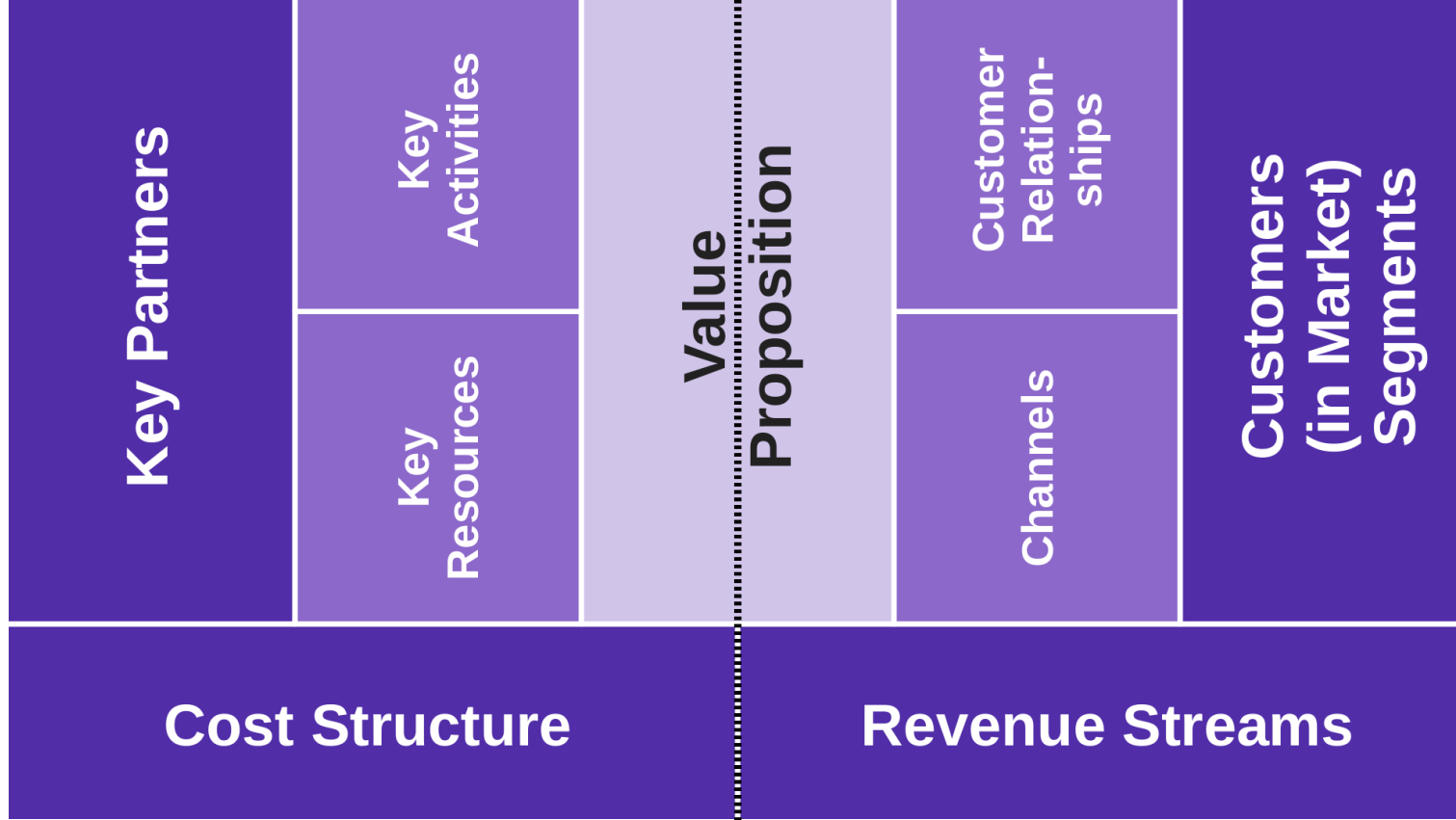
# Business Model [1]

- A business model is
  - A model (description) of how an organization creates, delivers, and captures value

[1] Adapted from Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation.

# The Business Model Canvas (BMC)

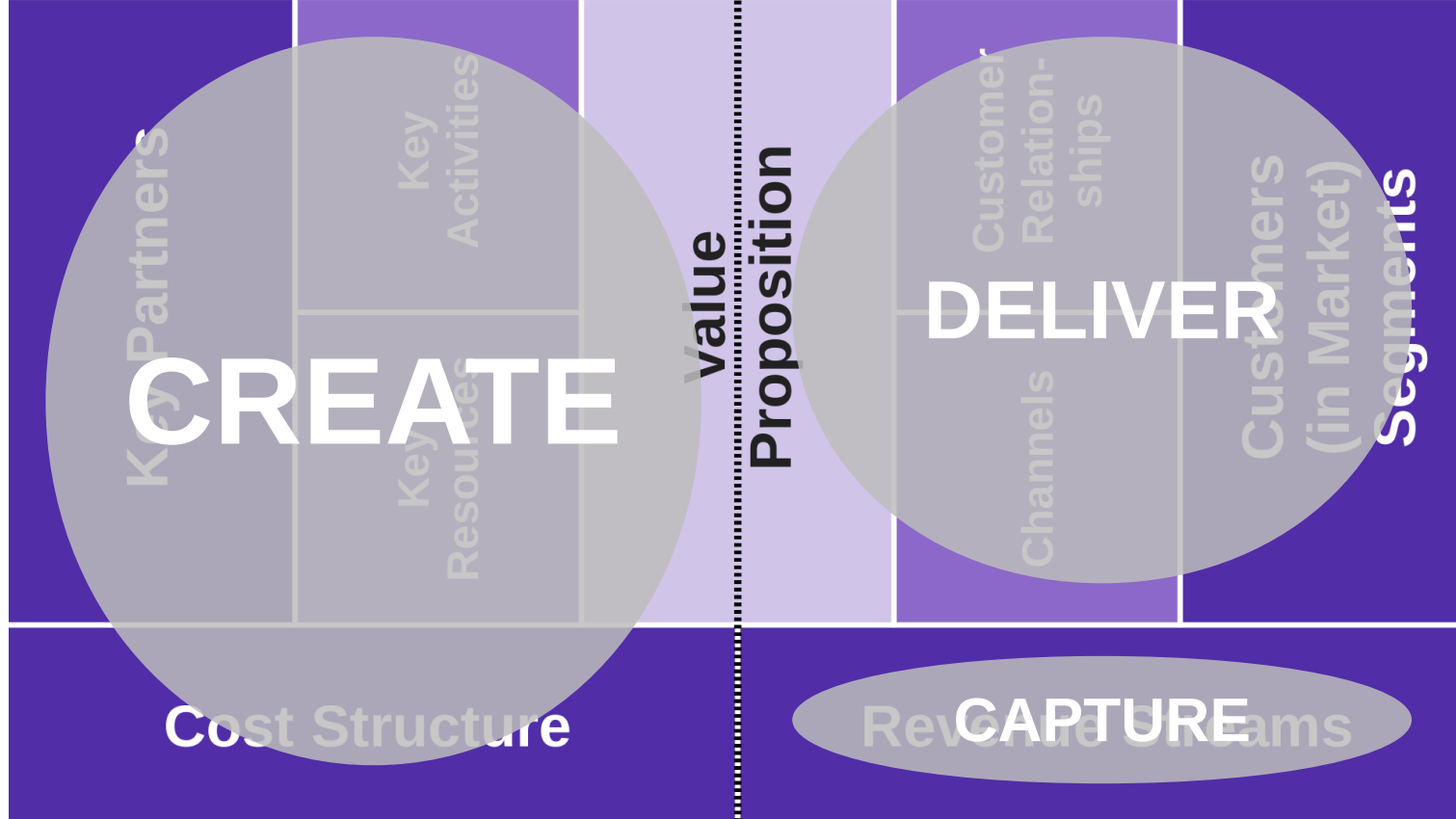
**Value creation**



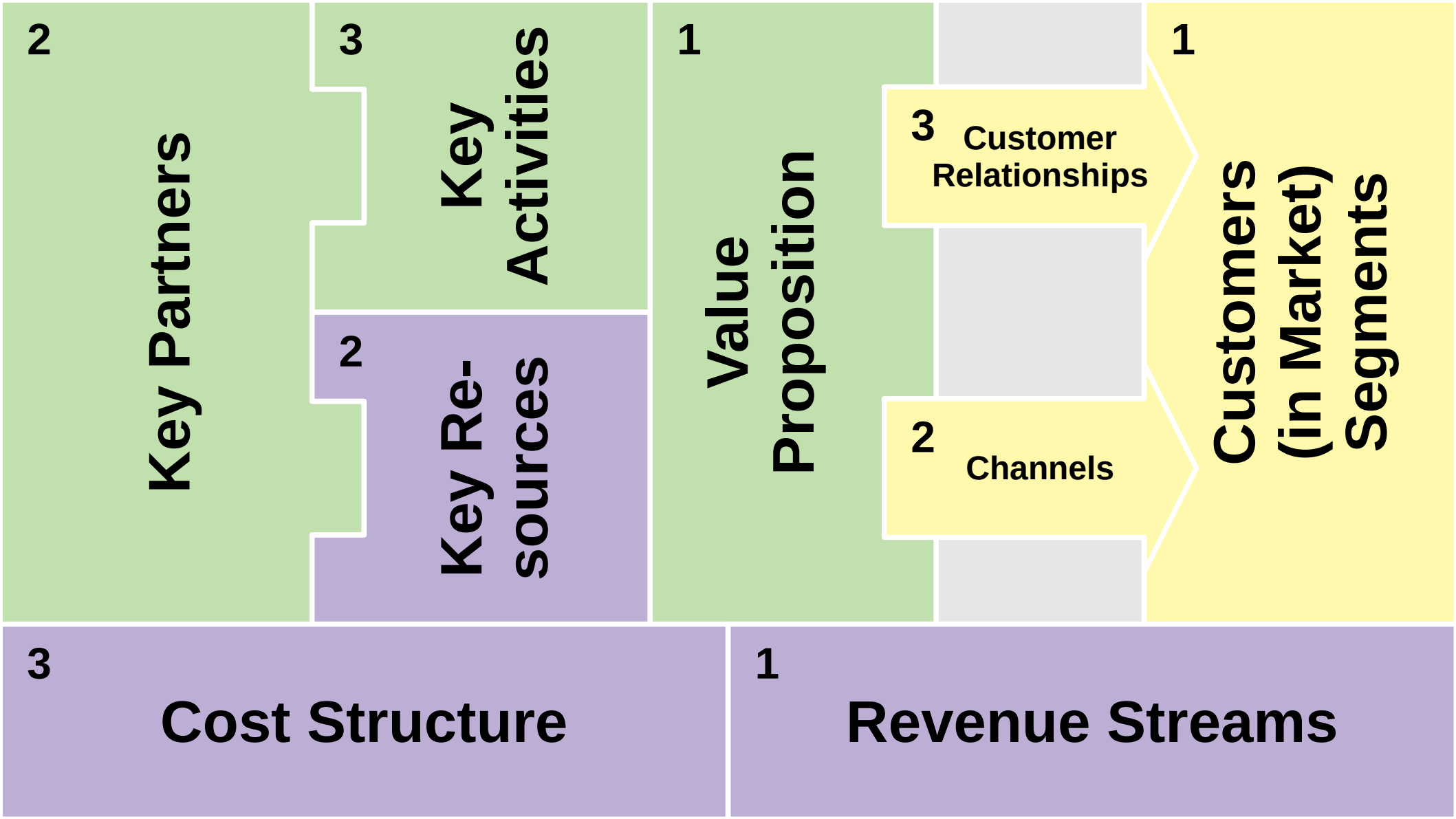
**Value capture**

# Create, Deliver, and Capture Value

**Value creation**



**Value capture**



# Components of the Business Model Canvas

## 1.a Customers (in market) segments

- Those the organization serves by solving their problems and fulfilling their needs and wants

## 1.b Value proposition (to customers)

- The problems solved and the wants and needs satisfied

## 1.c Revenue streams (from value proposition to customers)

- The income generated by successfully delivering the value propositions to customers

# Components of the Business Model Canvas

## 2.a Channels

- How the value proposition is delivered to its customers

## 2.b Key partners

- The providers of key resources and key activities not owned or performed by the organization itself

## 2.c Key resources

- The means (resources) necessary to instantiate and run the business model

# Components of the Business Model Canvas

## 3.a Customer relationships

- The relationship to establish and maintain with customers in market segments

## 3.b Key activities

- The activities (processes and practices) necessary to operate the business model

## 3.c Cost structure

- The costs and their relationships resulting from the operation of the business model



# Thank you! Questions?

[dirk.riehle@fau.de](mailto:dirk.riehle@fau.de) – <http://osr.cs.fau.de>

[dirk@riehle.org](mailto:dirk@riehle.org) – <http://dirkriehle.com> – [@dirkriehle](#)

# Credits and License

- Original version
  - © 2020 Dirk Riehle, some rights reserved
  - Licensed under [Creative Commons Attribution 4.0 International License](#)
- Contributions
  - None yet