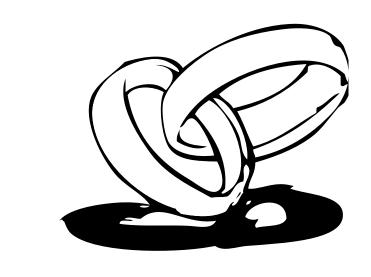
Key Partners

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?

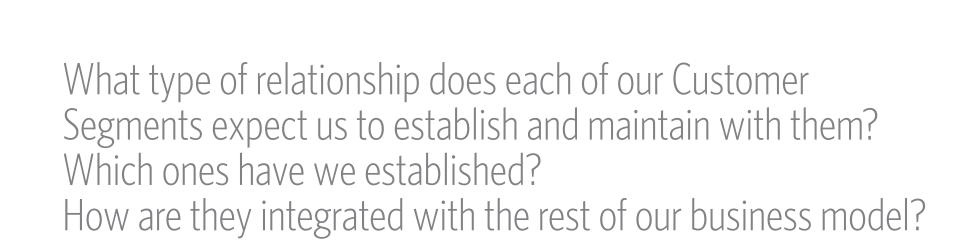
Value Propositions



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 costly are they? Personal assistance Dedicated Personal Assistance Automated Services

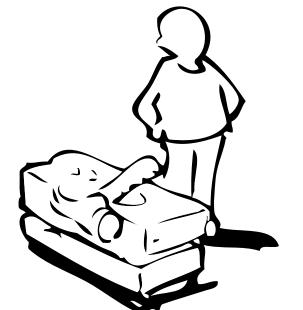
Customer Segments

Who are our most important customers?



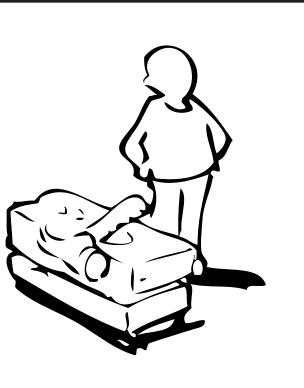
Mass Market Niche Market Segmented Diversified Multi-sided Platform



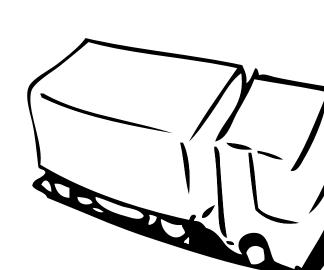


What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

Intellectual (brand patents, copyrights, data)



Channels



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?

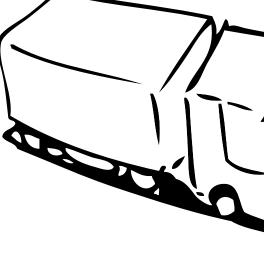
How do we raise awareness about our company's products and services?

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?

How do we provide post-purchase customer support?



Cost Structure

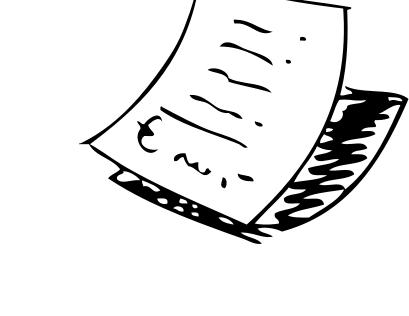
Fixed Costs (salaries, rents, utilities)

Variable costs

Economies of scale

Economies of scope

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:



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying?

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

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

Negotiation(bargaining)

