

THE BUSINESS MODEL CANVAS

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8. KEY PARTNERS  <p>Define your strategic allies essential for your business model. Ex: distribution, shipping, hosting provider, software development, marketing, customer service, etc.</p>	6. KEY ACTIVITIES  <p>Define with action verbs, the key activities to provide your value proposition to your customers. Ex: Develop an app, Website construction, customer service, software development...</p>	2. VALUE PROPOSITION  <ul style="list-style-type: none"> - Describe your product or service: <p>Describe and list your value proposition, focus on the problem you are solving.</p>	3. CUSTOMER RELATIONSHIPS  <ul style="list-style-type: none"> - Capture: <p>List at least three the activities to gain clients</p> <ul style="list-style-type: none"> - Retention: <p>list the activities to maintain clients</p> <ul style="list-style-type: none"> - Growth: <p>list the activities to offer more services to your clients</p>	1. CUSTOMER SEGMENTS  <ul style="list-style-type: none"> - Define your client/s type: <p>Try to summarize your client features like age, hobbies, routines, environment...</p> <ul style="list-style-type: none"> - Estimate and define your TAM, SAM and SOM: <p>TAM: total addressable market SAM: serviceable available market SOM: serviceable obtainable market</p>
<p>4 Different partner types: A) Buyer-Supplier partnership B) Coopetition and partnering C) Strategic Alliance D) Complementary partnering</p>	7. KEY RESOURCES  <p>Elements needed to provide your value proposition. 4 types:</p> <ul style="list-style-type: none"> A) Physical resources Computers, offices, stores, etc. B) Intellectual resources Licenses, contracts, patents, etc. C) Human resources Customer service, designers, etc. D) Liquid assets 	<ul style="list-style-type: none"> - List the benefits that your idea provides to your client segment: <p>List all the advantages that your idea provide to the market you are serving to.</p> <ul style="list-style-type: none"> - Describe the reason why your potential client is choosing you: <p>Describe the reason and link it to your client's type.</p>	4. DISTRIBUTION CHANNELS  <ul style="list-style-type: none"> - Channels: <p>Describe 2-3 channels to provide your value proposition.</p> <p>By form: directs and indirects</p> <p>By type: producer, wholesaler, retailer, and consumer.</p>	<ul style="list-style-type: none"> - Define the problem or need solved with your business model: <p>Focus and describes how you solve your client's need.</p>

9. COST STRUCTURE <ul style="list-style-type: none"> - Key activities costs (internal): Ex: App development, design, customer service, shipping etc. - Key resources costs (internal): Ex: Office space, warehouse, computers, licenses, designers, etc. - Key partners costs (external): Ex: Shipping, providers, distribution, customer services. 		5. REVENUE STREAMS <ul style="list-style-type: none"> - Revenue model: Describe your revenue model type like pay per use, license, renting, asset sale, advertising, subscription... - Price estimation: 3 alternatives A) By cost-benefit B) By competitors C) By demand curve
<p>* We can classify cost by direct, indirect or dynamic and static.</p>		