

The Business Model Canvas

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COSS A03

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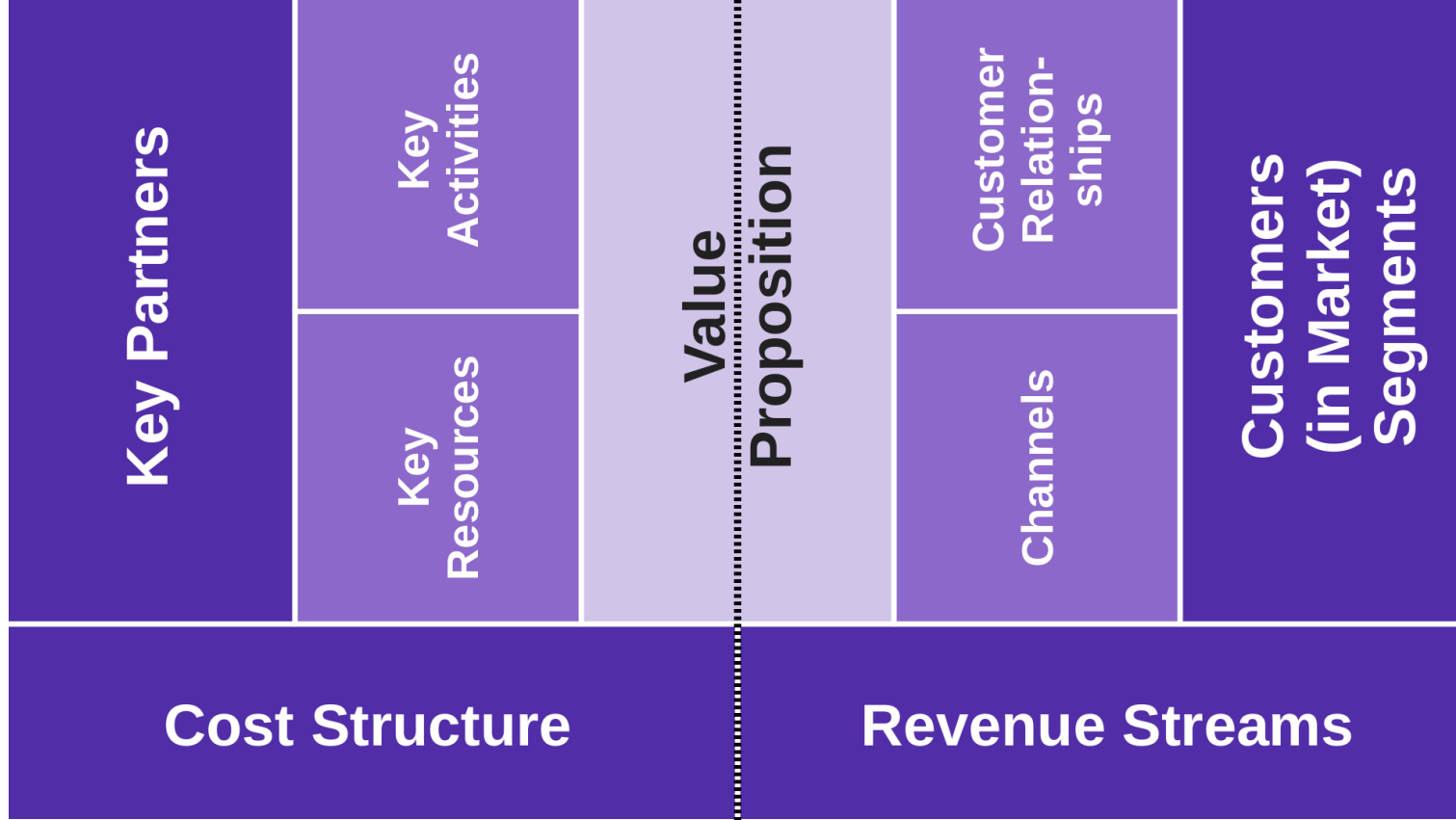
Business Model [1]

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

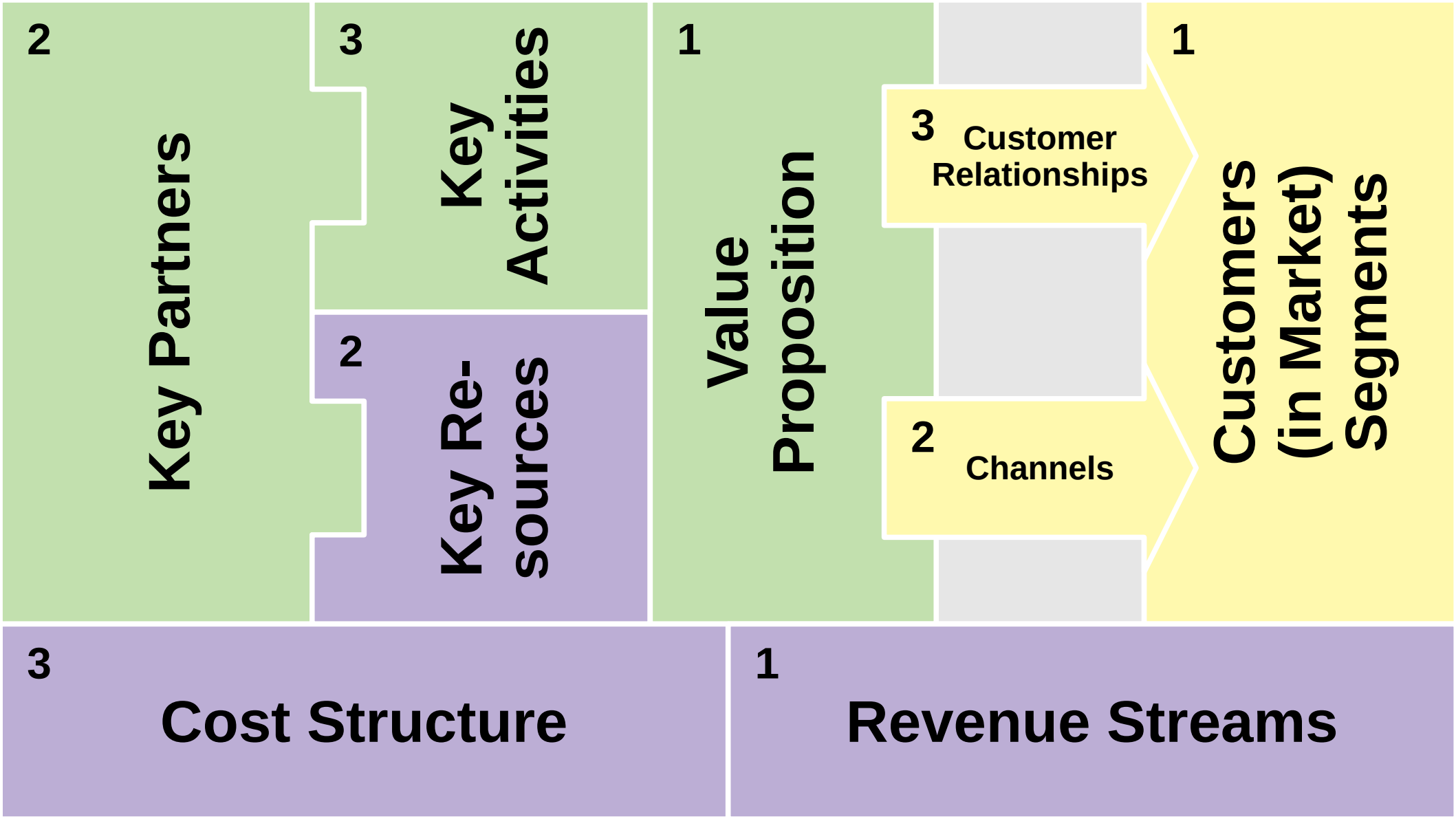
[1] Adapted from Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation.

The Business Model Canvas (BMC)

Value creation



Value capture



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?

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