

Course Projects

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

COSS A02

Licensed under [CC BY 4.0 International](https://creativecommons.org/licenses/by/4.0/)

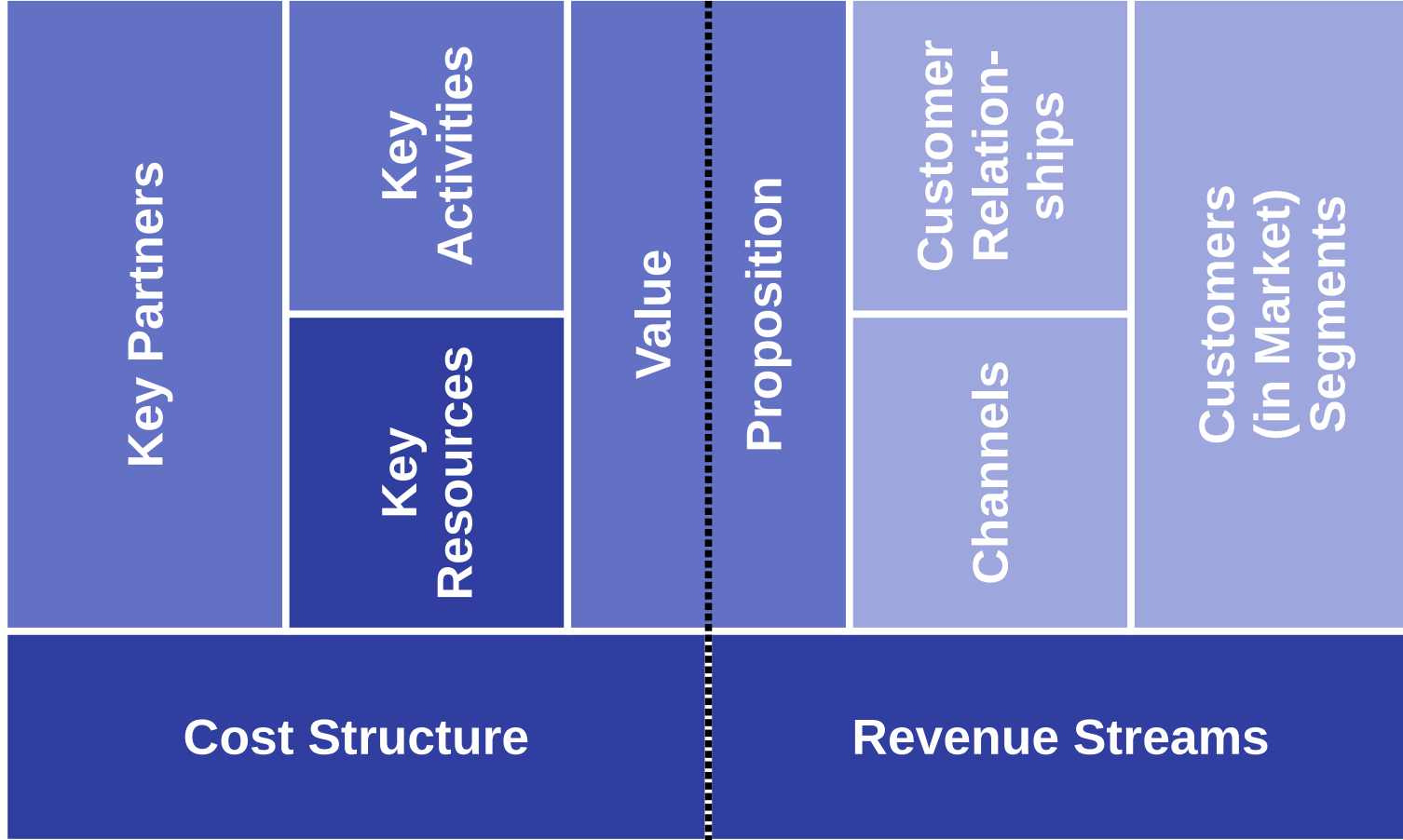
Business Model [1]

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

[1] Adapted from [OP10]

The Business Model Canvas (BMC)

Value Creation



Value Capture

Components of the Business Model Canvas

1.a Customers segments

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

1.b Value proposition

- The problems solved and the wants and needs satisfied

1.c Revenue streams

- 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

This Semester's Class Projects

1. Slack-like communication
2. Inter-company workflow engine
3. Open-source-compliance as a service

Thank you! Questions?

dirk.riehle@fau.de – <https://oss.cs.fau.de>

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

Legal Notices

- License
 - Licensed under the [CC BY 4.0 International](#) license
- Copyright
 - © 2020-2021 Dirk Riehle, some rights reserved