

WHAT IS IT?

gives you the structure of a business plan
without the overhead

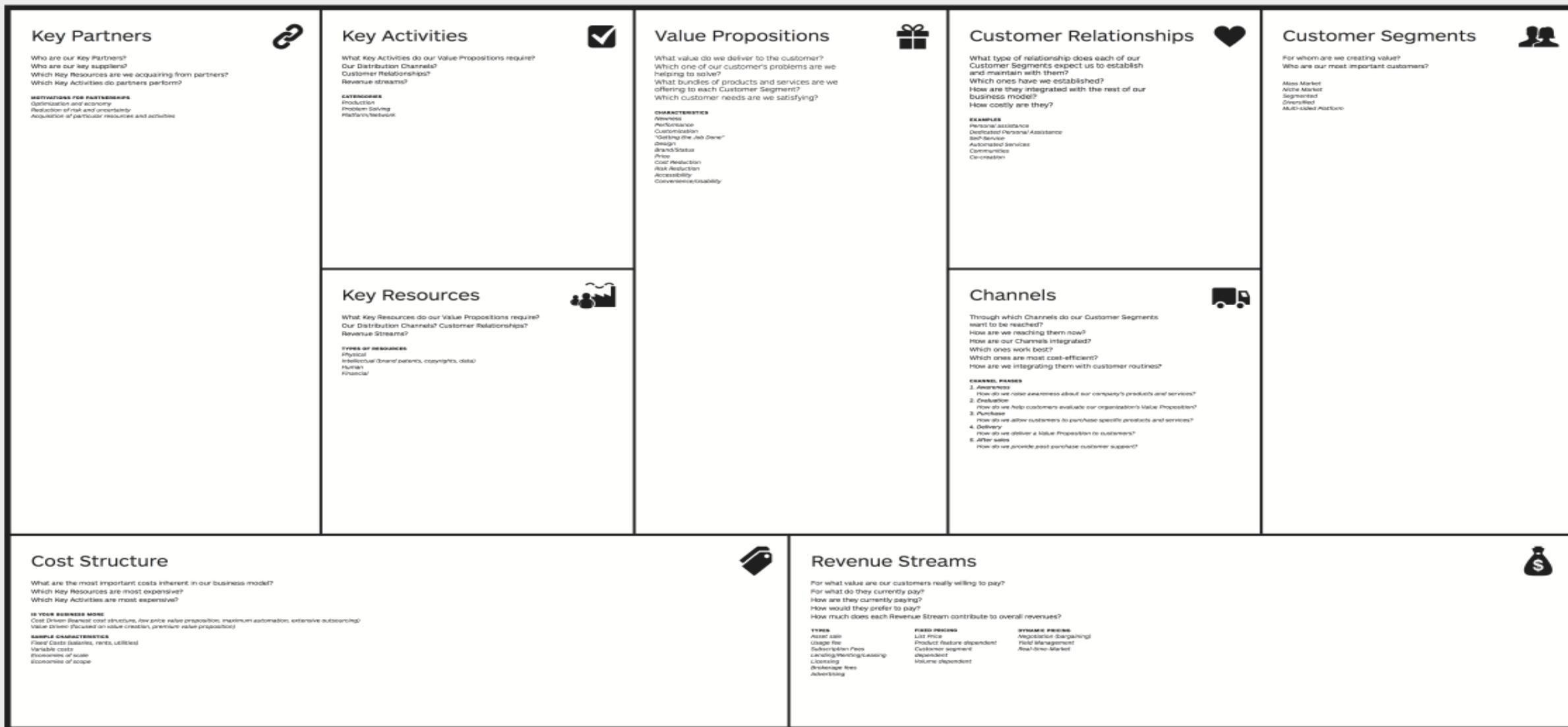
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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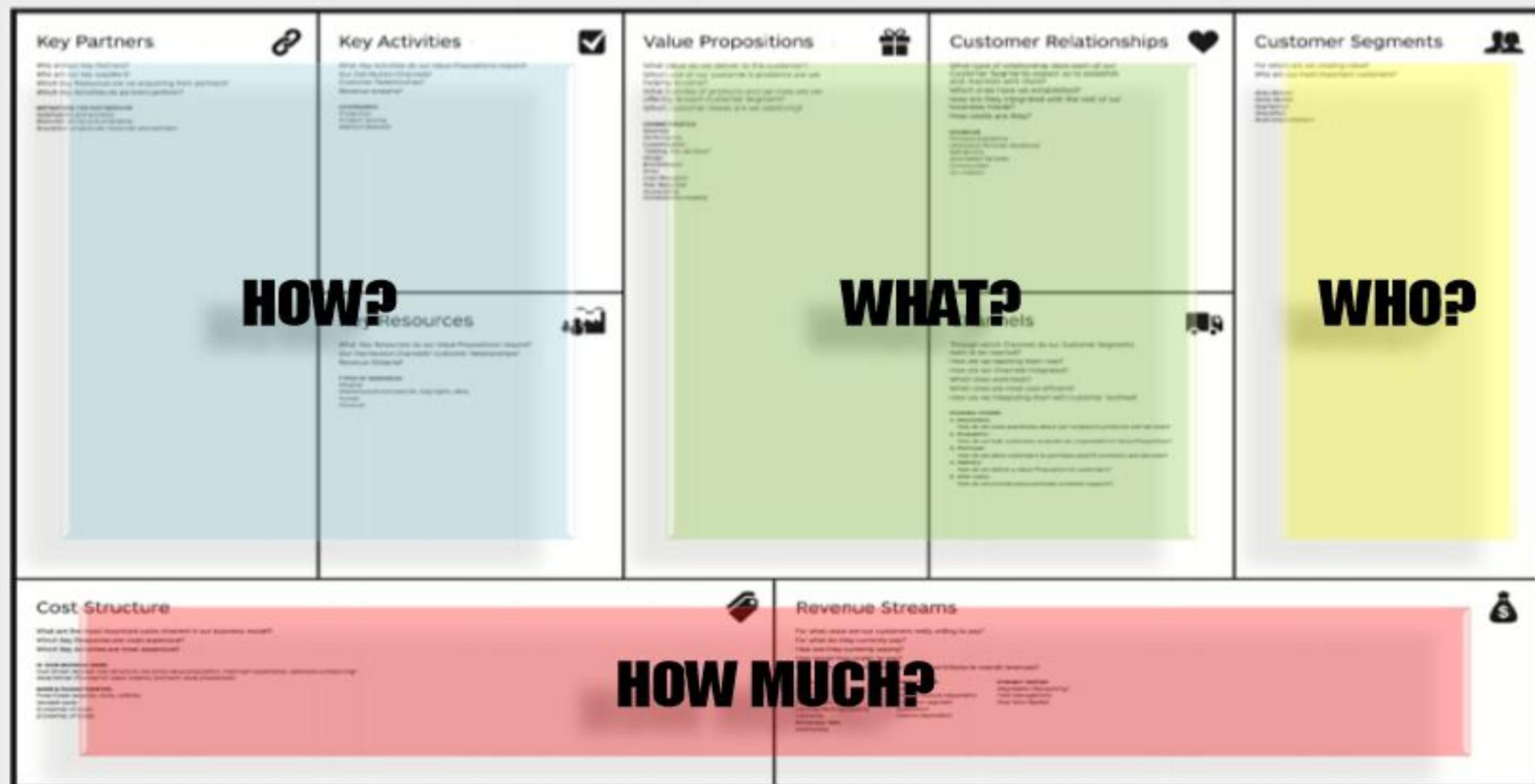
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The Ministry of Business Model Generation and StrategyzerMindanao State University
Iligan Institute of Technology

KEY IMPORTANCE

- Focus
- Flexibility
- Transparency

<i>Key Partners</i> 	<i>Key Activities</i> 	<i>Value Propositions</i> 	<i>Customer Relationships</i> 	<i>Customer Segments</i> 
(Key Partners) 8	(Key Activities) 6	(Value Propositions) 2	(Customer Relationships) 4	(Customer Segments) 1
<i>Key Resources</i> 	<i>(Key Resources)</i> 7	<i>Channels</i> 	<i>(Channels)</i> 3	
<i>Cost Structure</i>	<i>Revenue Streams</i>			
9 <i>(Cost Structure)</i>			(Revenue Streams) 5	

CUSTOMER SEGMENTS



Mass market

- focuses on the general population or a large group of people with similar needs.

Niche market

- the focus is centered on a specific group of people with unique needs and traits.

Segmented

- Based on slightly different needs, there could be different groups within the main customer segment.

Diversified

- includes customers with very different needs.

Multi-sided markets

- this includes interdependent customer segments.

VALUE PROPOSITION



represents your unique solution (product or service) for a problem faced by a customer segment, or that creates value for the customer segment.

Value propositions can be either quantitative (price and speed of service) or qualitative (customer experience or design).

- If you are offering a new product, it should be innovative and disruptive.
- If you are offering a product that already exists in the market, it should stand out with new features and attributes.

UNIQUE SELLING PROPOSITION

VS

VALUE PROPOSITION

VS

SLOGAN



UNIQUE SELLING PROPOSITION

a method to market your product or service in a way that is different than other competitor's marketing strategies

Unique Selling Proposition



✓ **Winning Zone.** Clear point of difference that meets the needs. Make it even bigger.

✗ **Losing Zone.** Your competitor meets the consumer needs better than you do. You'll be crushed.

? **Risky.** Competitive Battle ground. Use emotion, innovative, superior execution.

Package Shipping Industry

- Pain - I have to get this package delivered quick!
- USP - "When it absolutely, positively has to be there overnight."



VALUE PROPOSITION STATEMENT

Businesses must always ask these three questions when creating a value proposition:

What is it?

For whom?

How is it useful?

"We help large companies reduce the cost of building new software without impacting product quality."



Businesses don't need to be completely unique. They only have to be unique in the customer's mind.

SLOGAN

- simply a short, memorable phrase that companies use in their advertising campaigns.
- An example of a slogan is "*Nike. Just do it.*"



CHANNELS



This block is to describe how your company will communicate with and reach out to your customers.

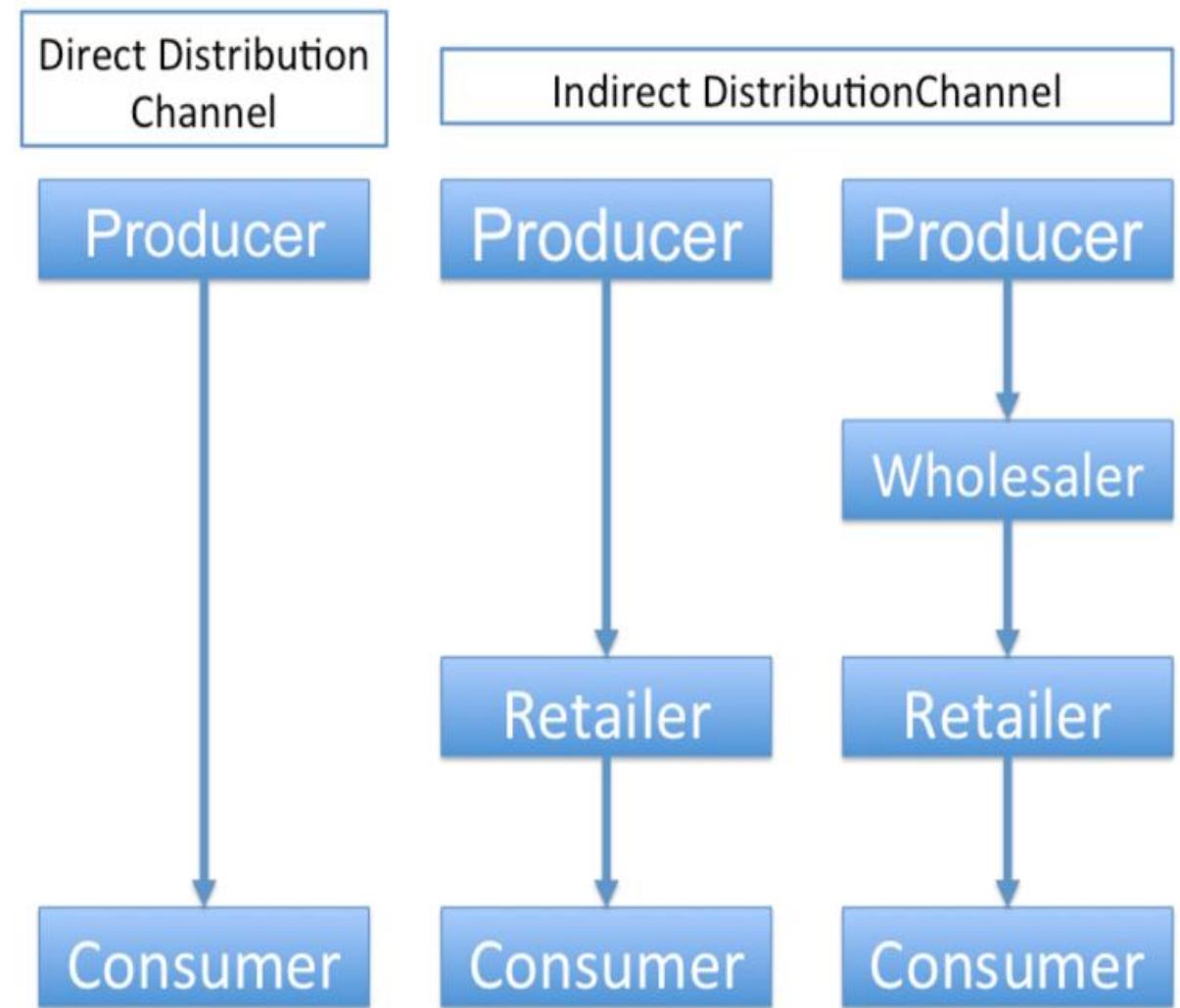
Play a role in raising awareness of your product or service among customers and delivering your value propositions to them.

- ❑ **Owned channels or direct channels:**

company website, social media sites, in-house sales, etc.

- ❑ **Partner channels or indirect channels:**

partner-owned websites, wholesale distribution, retail, etc.



CUSTOMER RELATIONSHIP



how you will interact with them throughout their journey with your company.

There are several types of customer relationships

Personal assistance:

you interact with the customer in person or by email, through phone call or other means.



There are several types of customer relationships

Dedicated personal assistance:

you assign a dedicated customer representative to an individual customer.



Self-service:

maintain no relationship with the customer, but provides what the customer needs to help themselves.



There are several types of customer relationships

Automated services:

this includes automated processes or machinery that helps customers perform services themselves.



Communities:

these include online communities where customers can help each other solve their own problems with regard to the product or service.

A screenshot of a social media profile page. On the left, there's a vertical menu with options: About, Community (which is highlighted with a red box), Photos, Info and Ads, and Subscribe. At the bottom, there's a green button labeled "Create a Page". To the right of the menu, there are two small video thumbnails. The top thumbnail shows a woman working at a counter in a store, with the time "8:4" in the bottom right corner. The bottom thumbnail shows a close-up of a textured surface, possibly a wall or a piece of fabric, with the time "50:3" in the bottom right corner. A red arrow points from the text above to the "Community" tab on the left.

There are several types of customer relationships

Co-creation:

here the company allows the customer to get involved in the designing or development of the product.

For example, YouTube has given its users the opportunity to create content for its audience.



REVENUE STREAMS



are the sources from which a company generates money by selling their product or service to the customers.

A revenue stream can belong to one of the following revenue models

Transaction-based revenue

- made from customers who make a one-time payment

Recurring revenue

- made from ongoing payments for continuing services or post-sale services

There are several ways you can generate revenue from



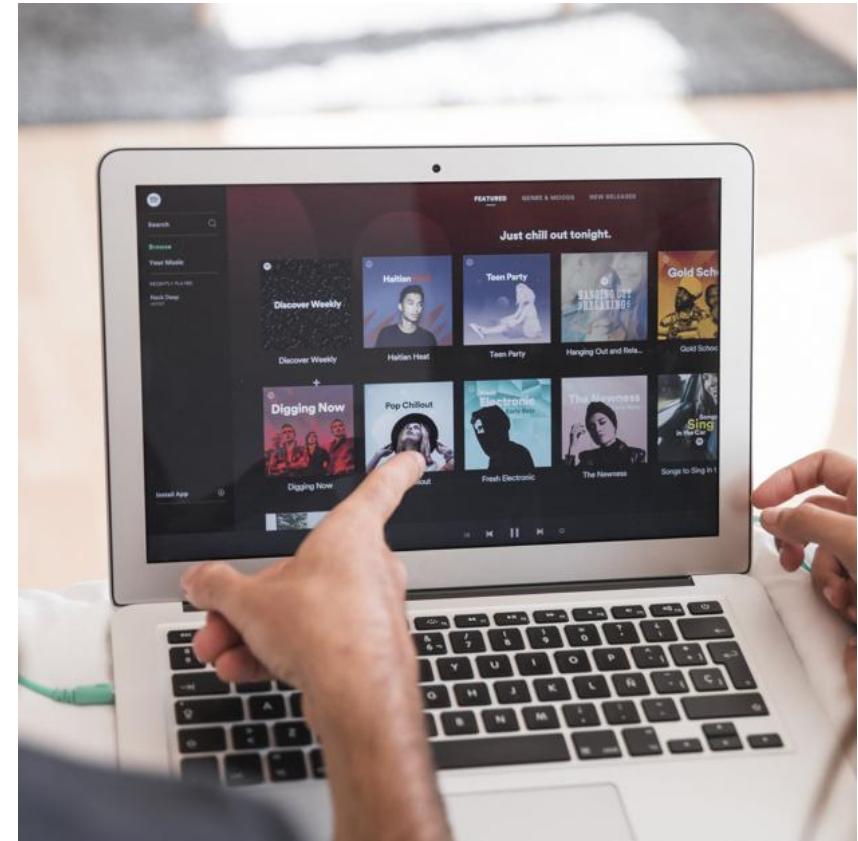
Asset sales: by selling the rights of ownership for a product to a buyer



Usage fee: by charging the customer for the use of its product or service

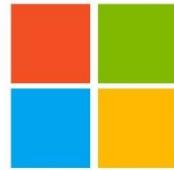
There are several ways you can generate revenue from

Subscription fee: by charging the customer for using its product regularly and consistently



Lending/ leasing/ renting: the customer pays to get exclusive rights to use an asset for a fixed period of time

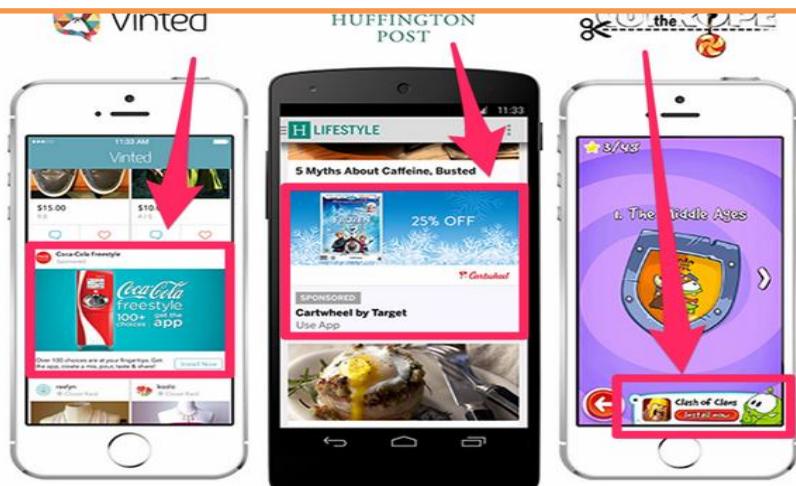
There are several ways you can generate revenue from



Microsoft

Licensing: customer pays to get permission to use the company's intellectual property

Brokerage fees: revenue generated by acting as an intermediary between two or more parties



Advertising: by charging the customer to advertise a product, service or brand using company platforms