

# Business Model Canvas\*

Designed for:

Vlerick DBA '21

Designed by:








Jan-Ru Muller

Date:

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Version:

0.2

<b>Key Partners</b>  <ul style="list-style-type: none"> <li>Family</li> <li>DBA Team</li> <li>Vlerick DBA Cohort '21</li> <li>Promoters</li> <li>Advisory Committee</li> <li>Co-authors</li> <li>Corporates (data)</li> <li>Community (software)</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>Reading</li> <li>Writing</li> <li>Programming</li> <li>Interviewing</li> <li>Collecting data</li> <li>Testing hypothesis</li> <li>Reviewing results</li> <li>Presenting</li> <li>Publishing</li> </ul>	<b>Value Propositions</b>  <p>Services are we offering to each Customer Segment?</p> <p>The best version of <b>Me</b></p> <ul style="list-style-type: none"> <li>Learn</li> <li>Process</li> <li>Disseminate</li> </ul> <p>and thus, contribute to</p> <ul style="list-style-type: none"> <li>Rigorous, relevant and responsible</li> <li>Academic research</li> <li>With impact</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>Periodic meetings</li> <li>Emails / Newsletter</li> <li>Blog / Website</li> <li>Interaction at conferences</li> <li>Interaction at symposia</li> <li>Academic &amp; non-academic publications</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>Fellow Vlerick DBA students</li> <li>Fellow Vlerick PhD students</li> <li>Select Vlerick faculty</li> <li>Select Gent FEBA faculty</li> <li>Select KUL ETEW / FEB faculty</li> <li>Research Community</li> <li>Select HvA, UvA, VU faculty (Business, Finance, CS)</li> <li>One or two Alumni</li> <li>One or two Corporates</li> </ul>
<b>Cost Structure</b>  <p>TIME: considerable investment of 20 hrs/week for 4 years → 3.800 hrs</p> <p>MONEY: fixed €60.000, variable €10.000 (travel, stay, expenses) → €70.000</p> <p>OPPORTUNITY COST: no other activities</p>		<b>Revenue Streams</b>  <p>W.I.P. : build credibility as an expert</p> <p>MILESTONE : obtain degree</p> <p>FUTURE: job (in education), consulting (in industry), business (new/existing)</p>		