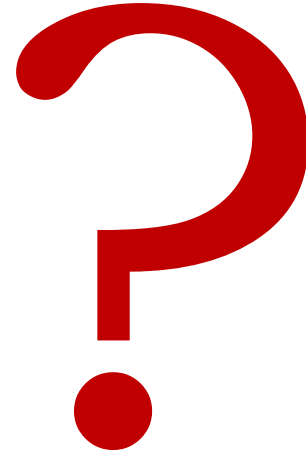
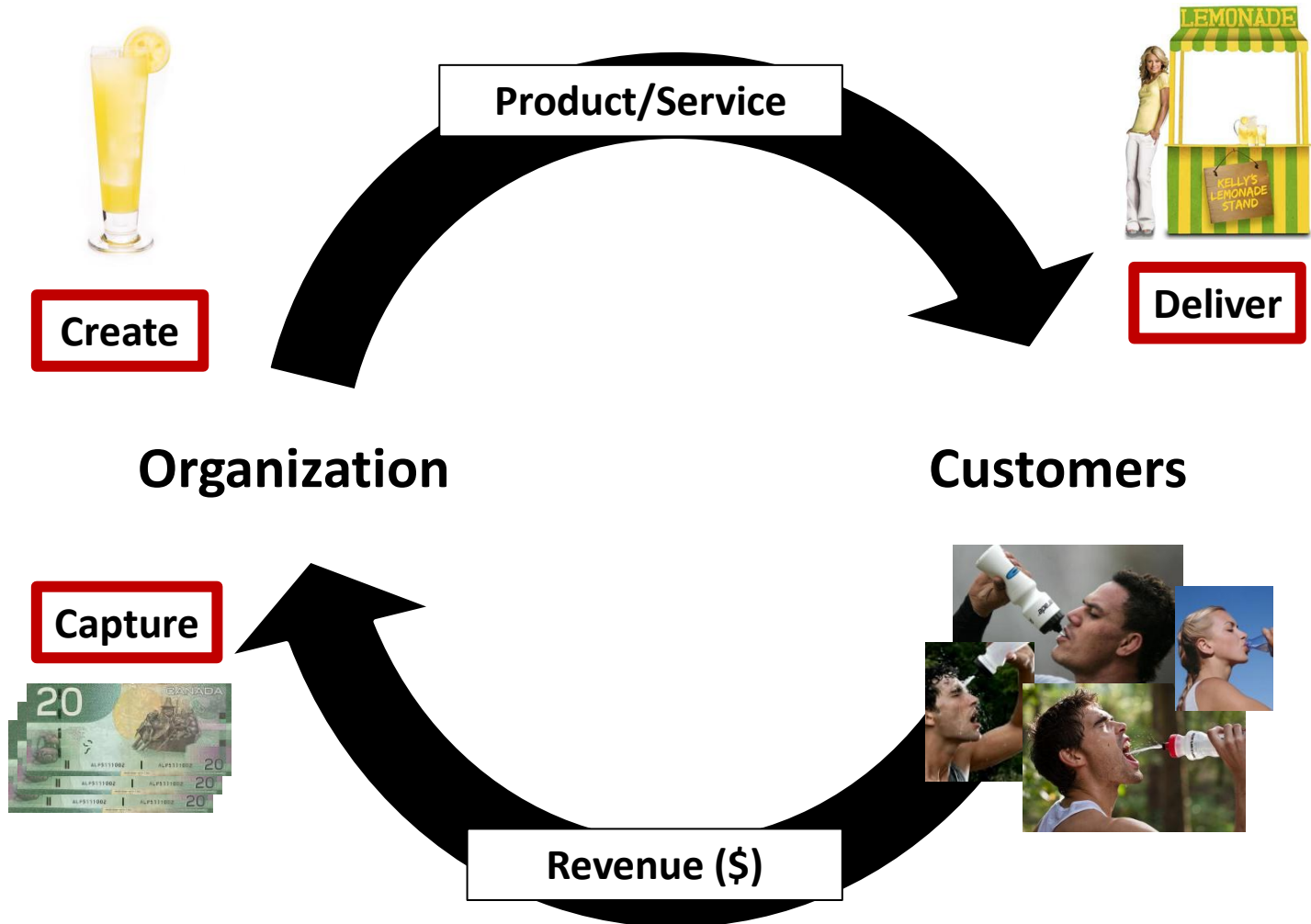


# business model



“A business model describes the rationale of how an organization **creates, delivers, and captures** value”

# BUSINESS MODEL



business  
model  
canvas

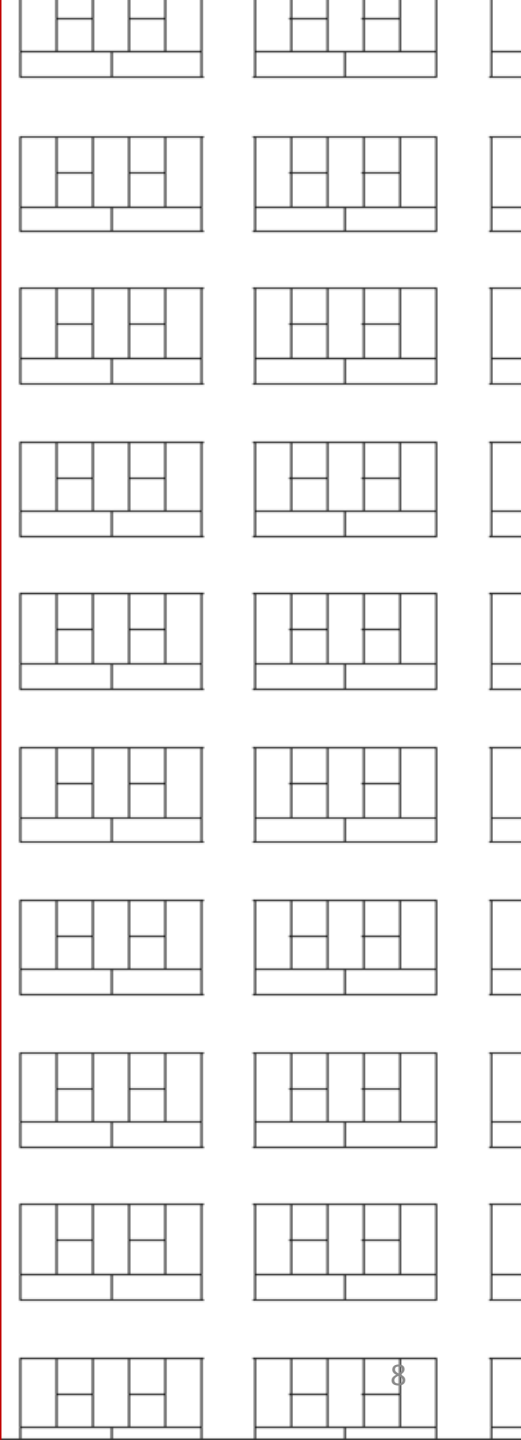


tool to create & analyze  
business models...



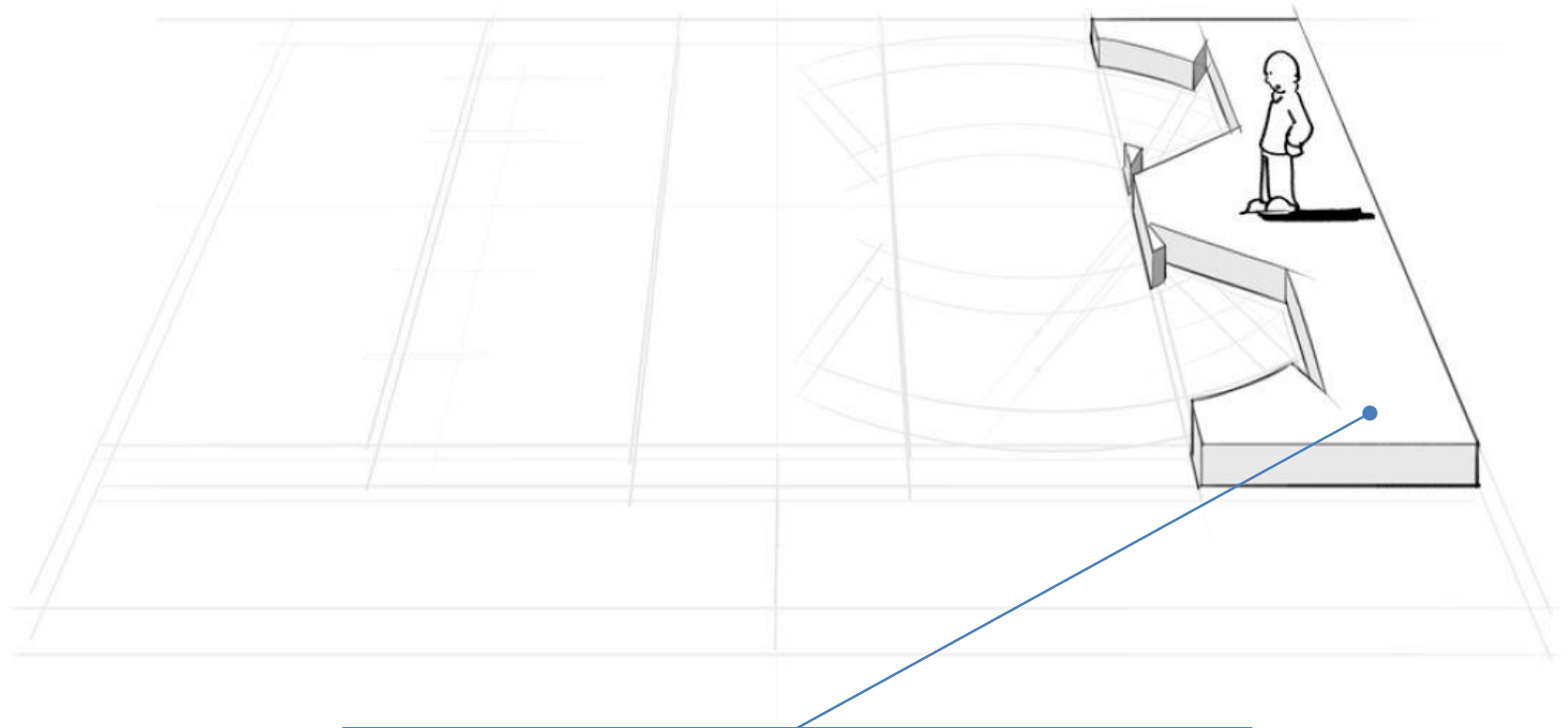
# YOU CAN

- Create new business models easily
- Analyze & update your existing business model



9 building  
blocks

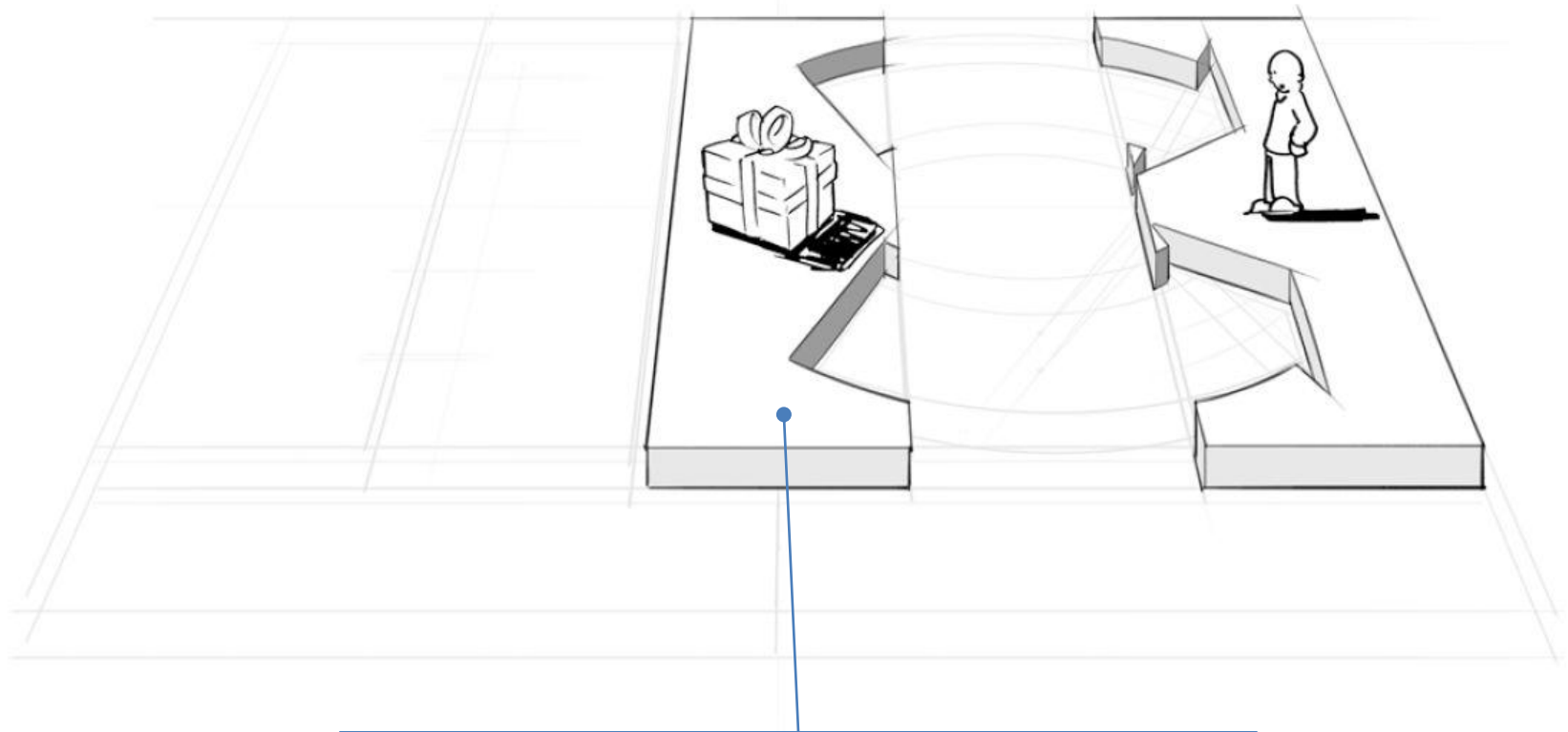
# Customer Segments



which customers and users are you serving?  
which jobs do they really want to get done?

drawings by JAM

# Value Proposition

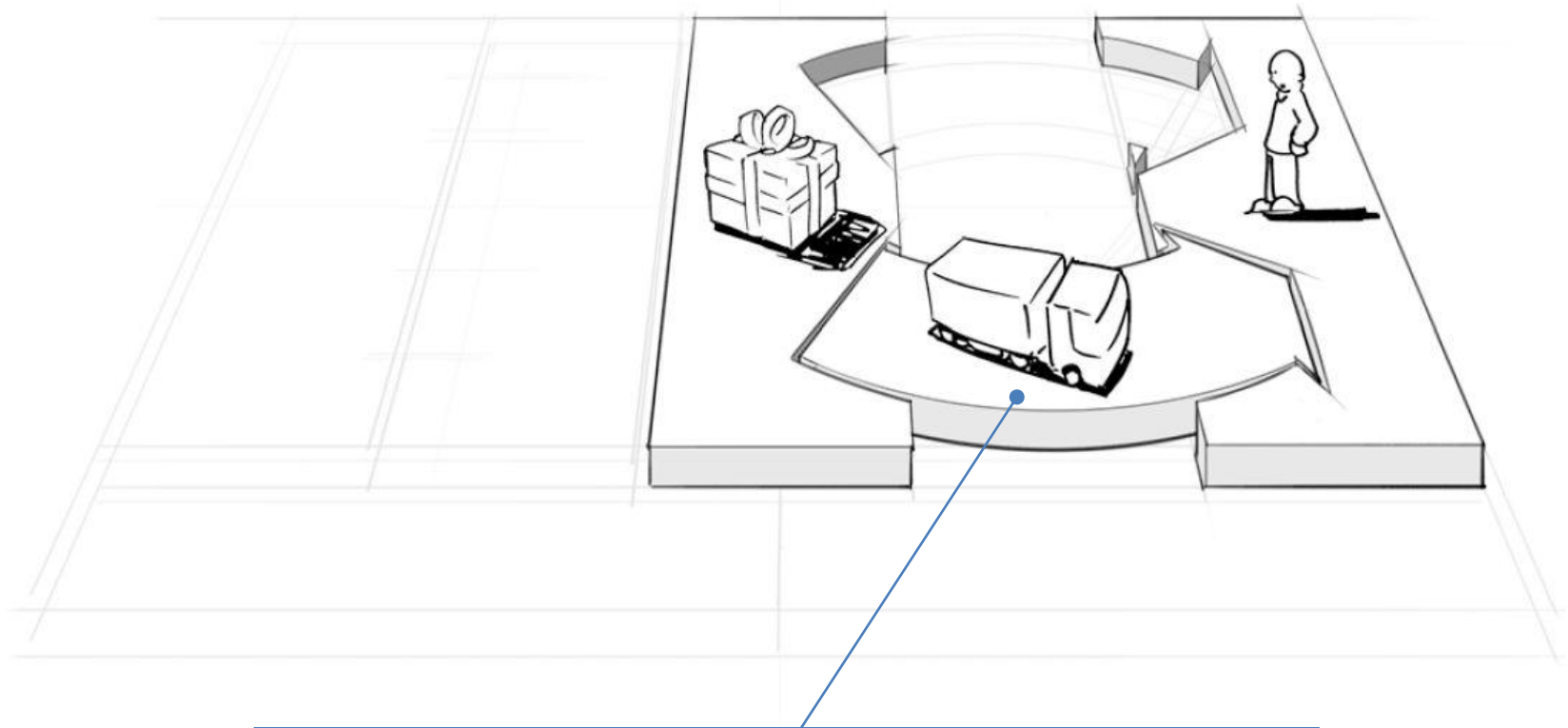


what are you offering them? what is that getting done for them? do they care?

drawings by JAM



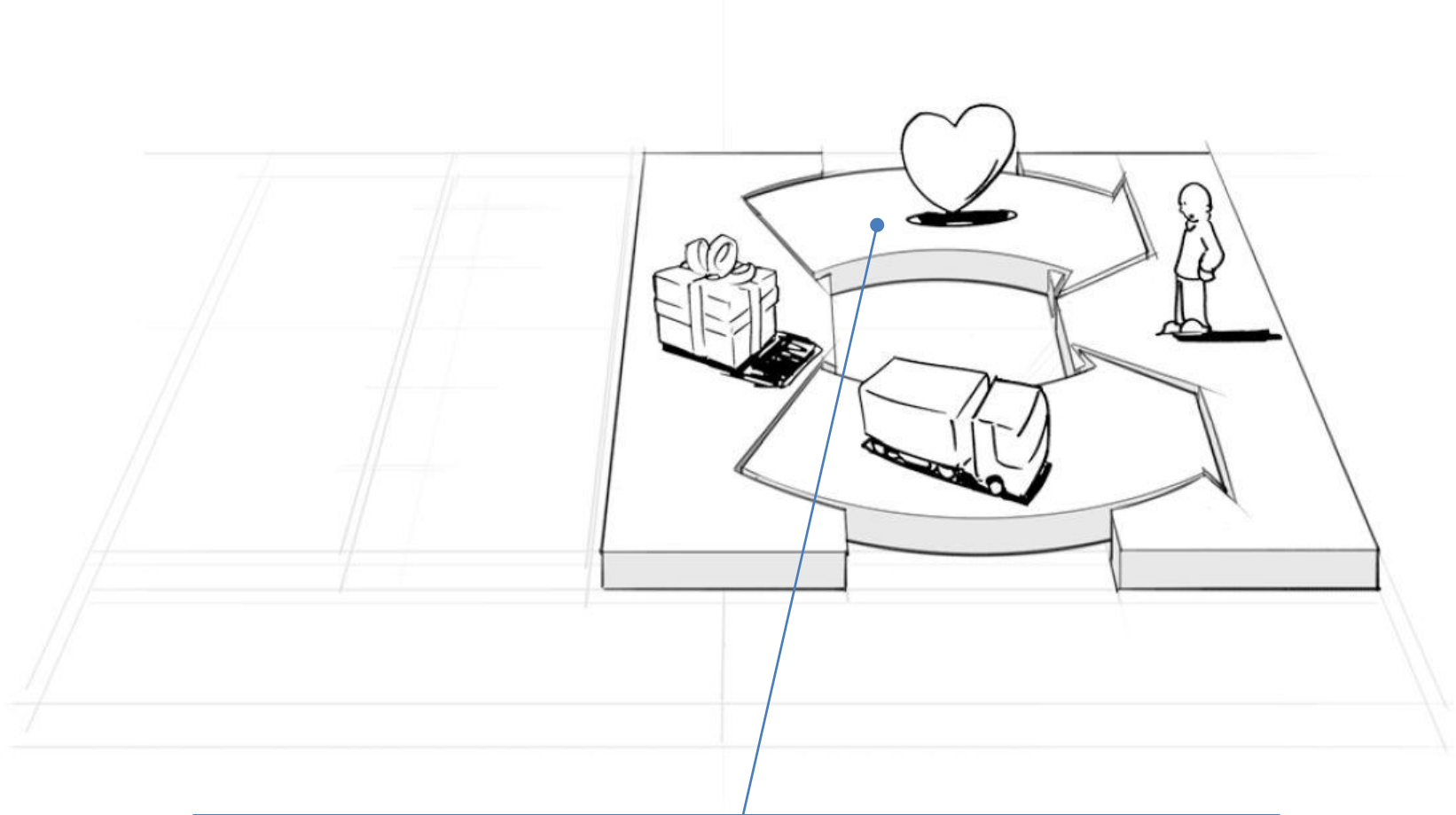
# Channels



how does each customer segment want to be reached?  
through which interaction points?

drawings by JAM

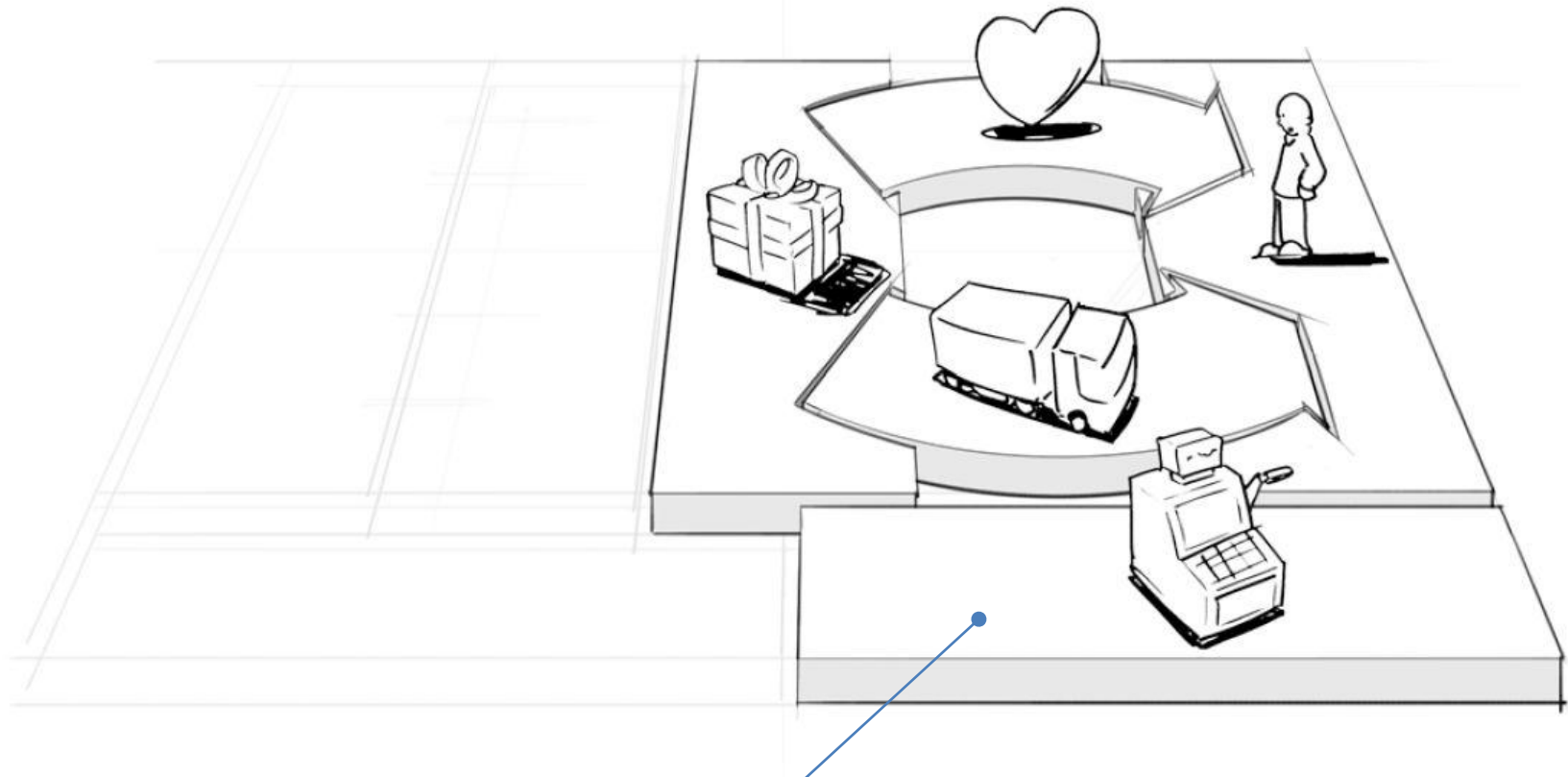
# Customer Relationships



what relationships are you establishing with each segment?  
personal? automated? acquisitive? retentive?

drawings by JAM

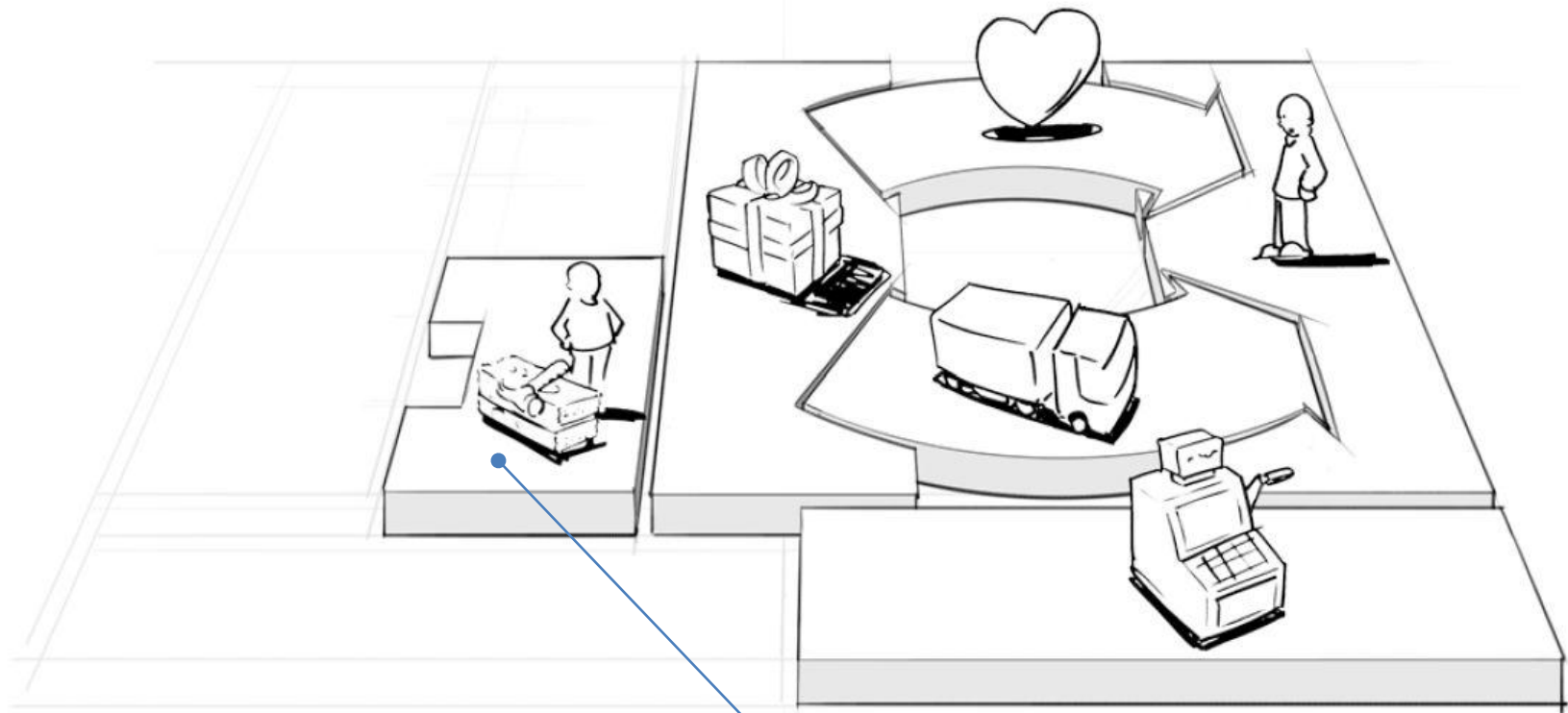
# Revenue Streams



what are customers really willing to pay for? how?  
are you generating transactional or recurring revenues?

drawings by JAM

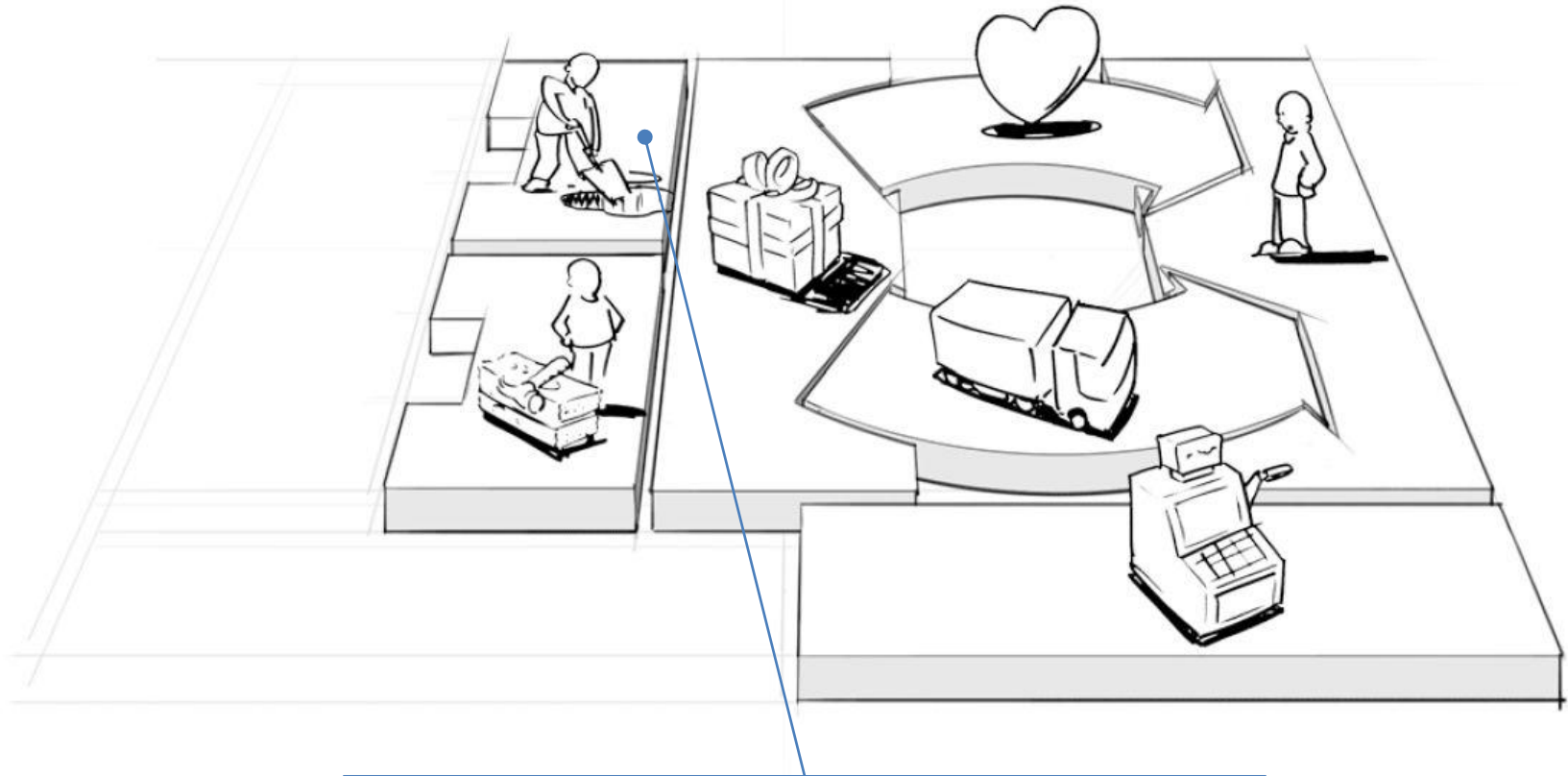
# Key Resources



which resources underpin your business model?  
which assets are essential?

drawings by JAM

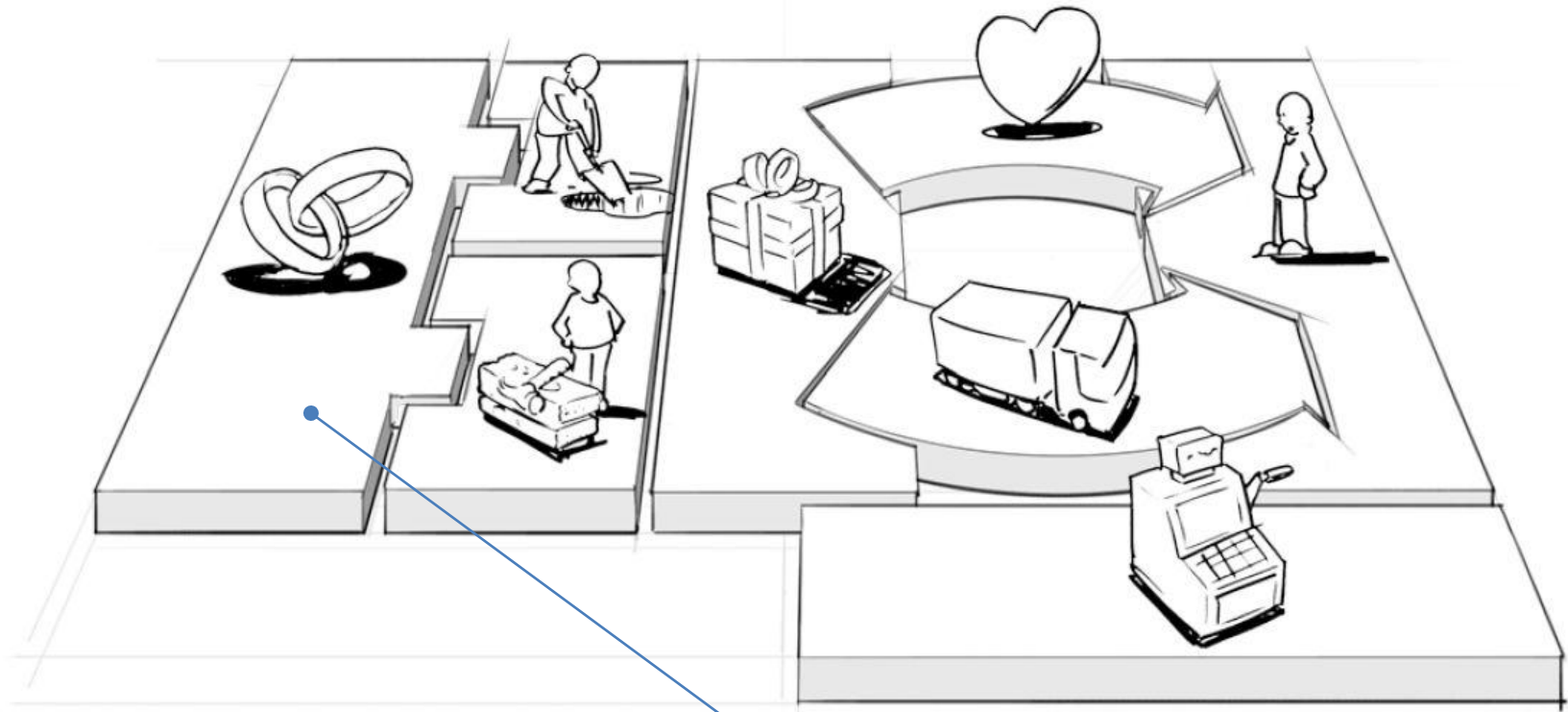
# Key Activities



which activities do you need to perform well in your business model? what is crucial?

drawings by JAM

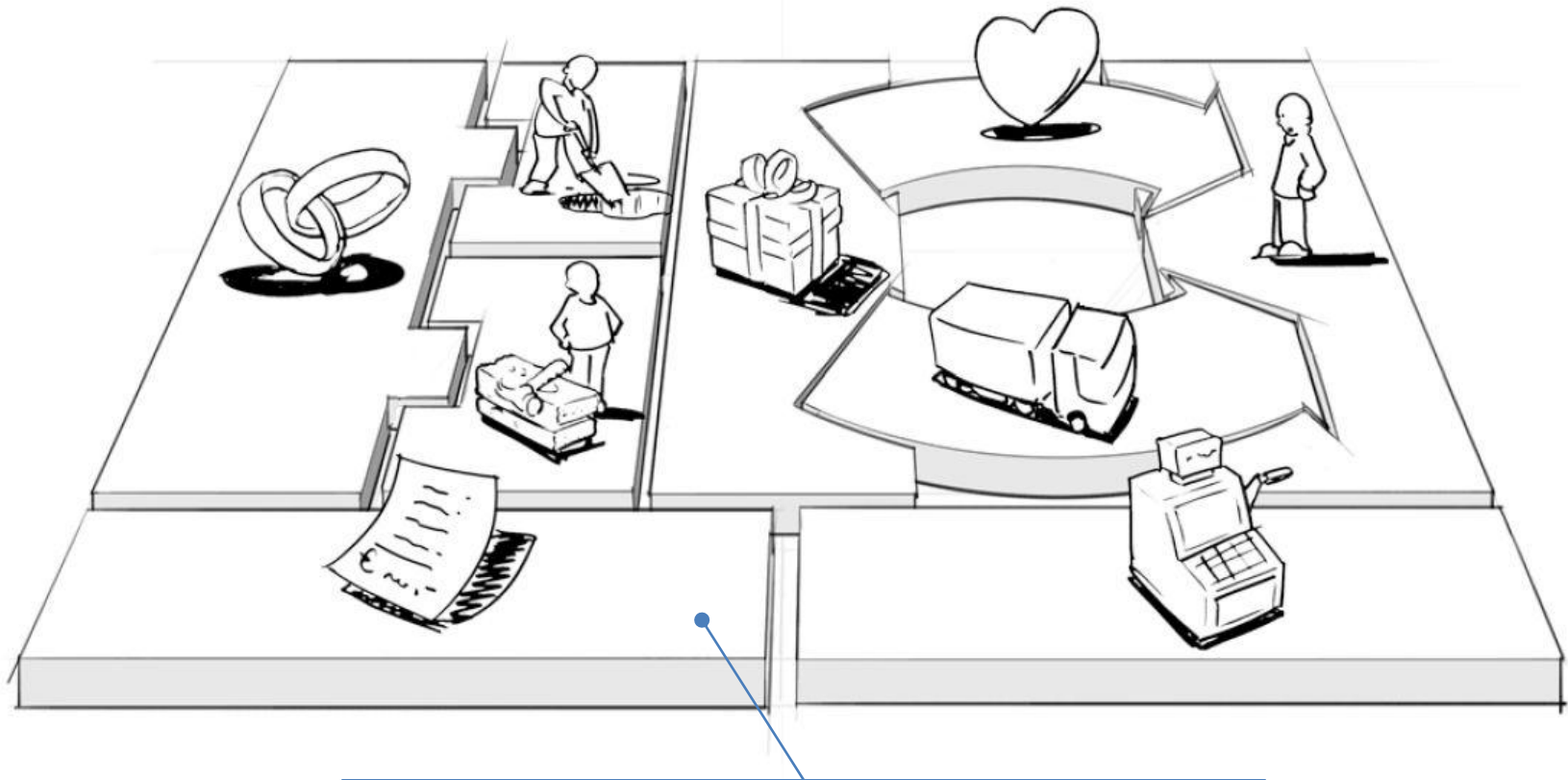
# Key Partners



which partners and suppliers leverage your model?  
who do you need to rely on?

drawings by JAM

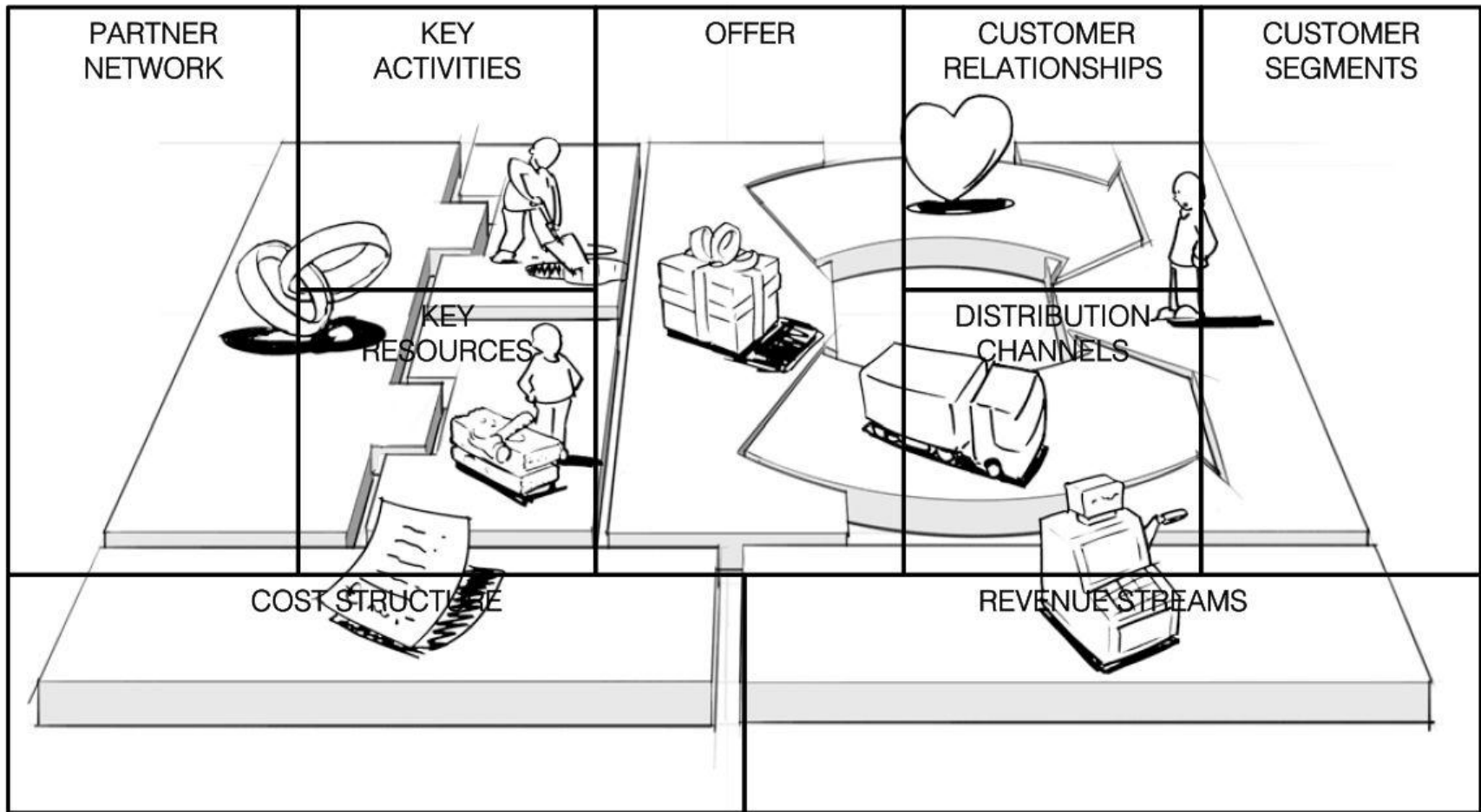
# Cost Structure



what is the resulting cost structure?  
which key elements drive your costs?

drawings by JAM










# Business Model Canvas



drawings by JAM



# Your Business Model Canvas

 <p><b>KEY PARTNERS</b></p> <p>Guess</p> <p>Guess</p> <p>Guess</p>	 <p><b>KEY ACTIVITIES</b></p> <p>Guess</p> <p>Guess</p>	 <p><b>VALUE PROPOSITION</b></p> <p>Guess</p>	 <p><b>RELATIONSHIPS</b></p> <p>Guess</p>	 <p><b>CUSTOMER SEGMENT</b></p> <p>Guess</p>
	 <p><b>KEY RESOURCES</b></p> <p>Guess</p> <p>Guess</p>		 <p><b>CHANNELS</b></p> <p>Guess</p> <p>Guess</p>	
 <p><b>COST STRUCTURE</b></p> <p>Guess</p> <p>Guess</p>			 <p><b>REVENUE STREAMS</b></p> <p>Guess</p> <p>Guess</p>	

**EXAMPLES**  
**EXAMPLES**

# Example 1



Refreshing lemonade to joggers  
at public parks

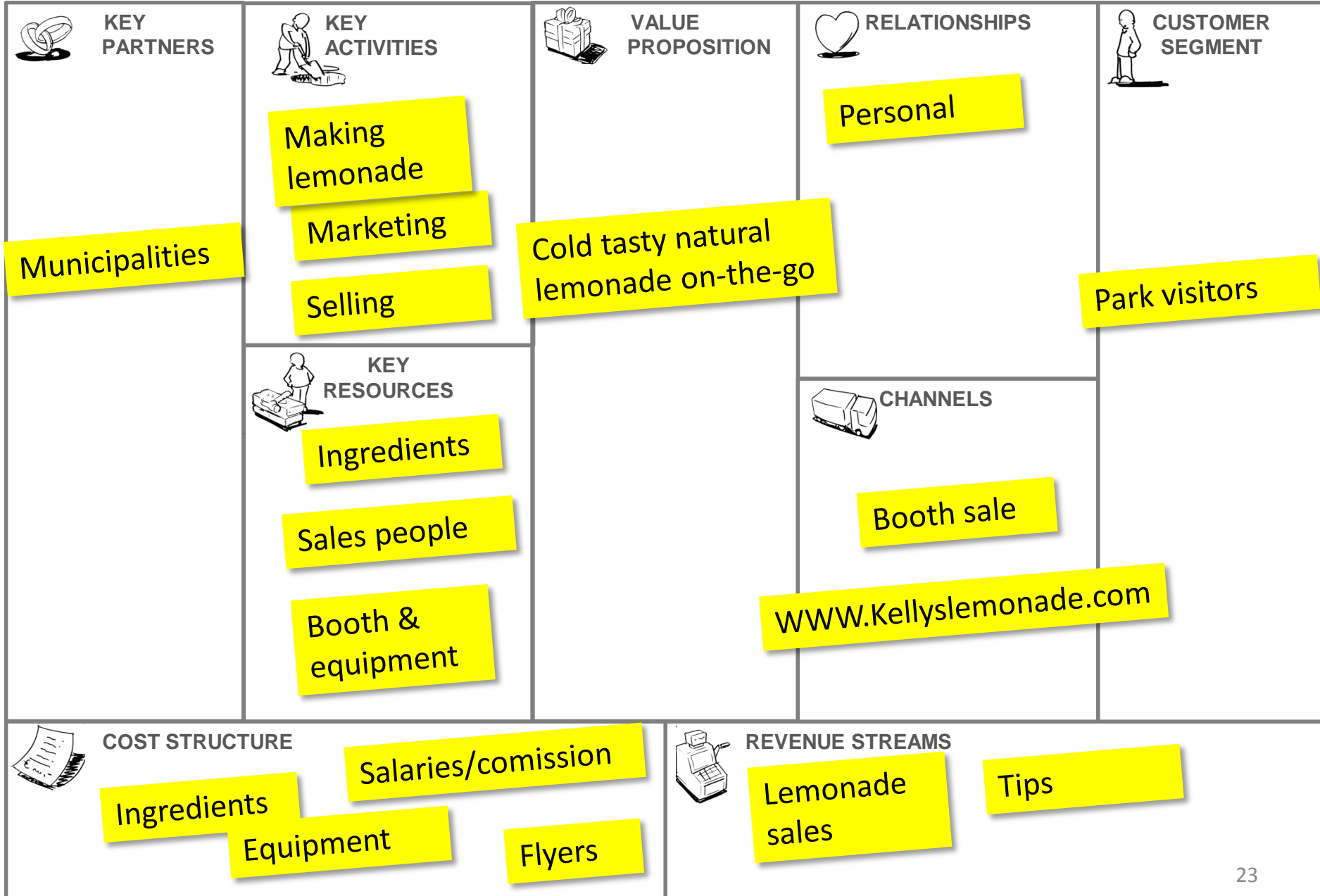
# Example 2



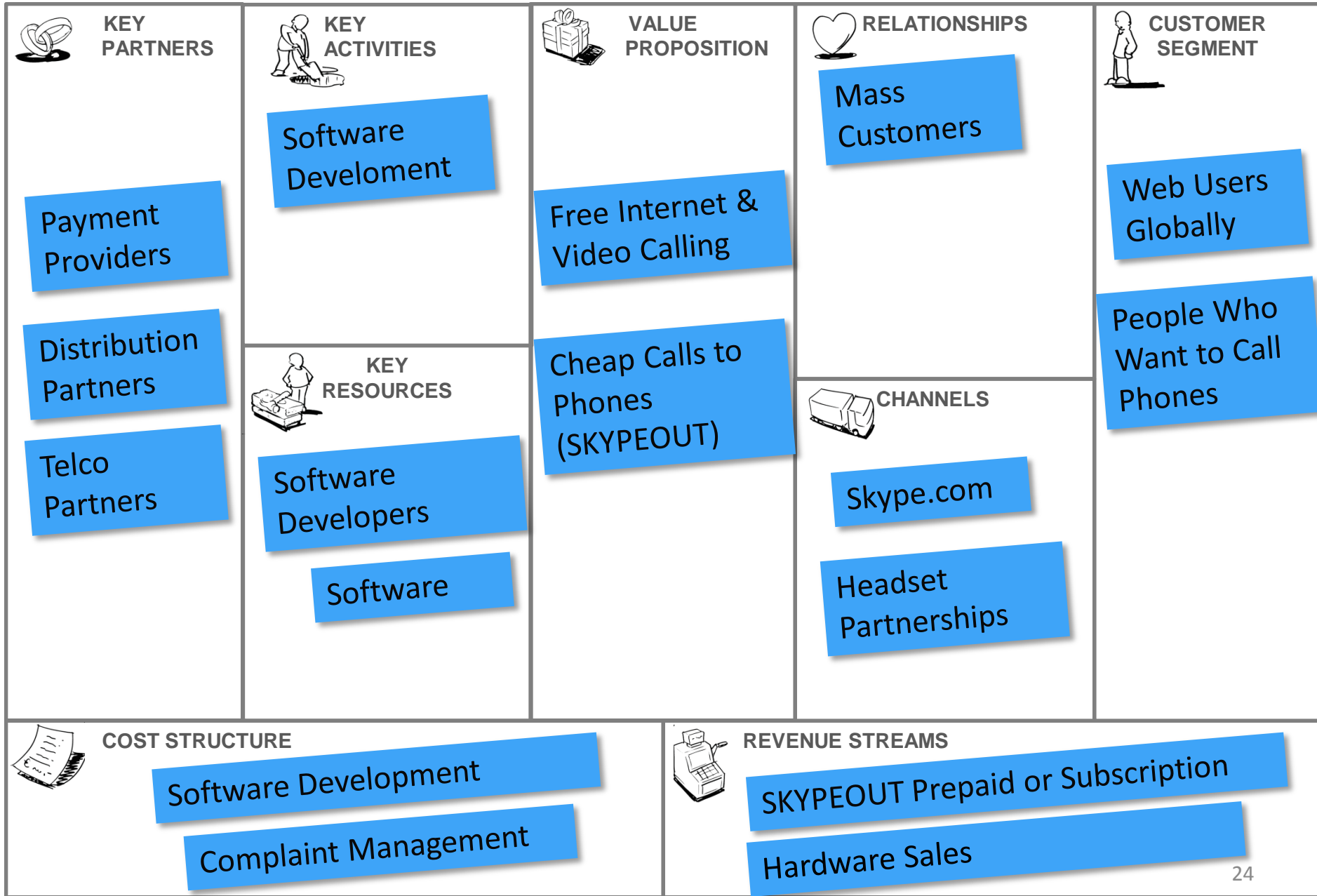
Affordable VOIP calls



# Kelly's Lemonade Stand: Refreshing Lemonade



# Skype



## Example 3



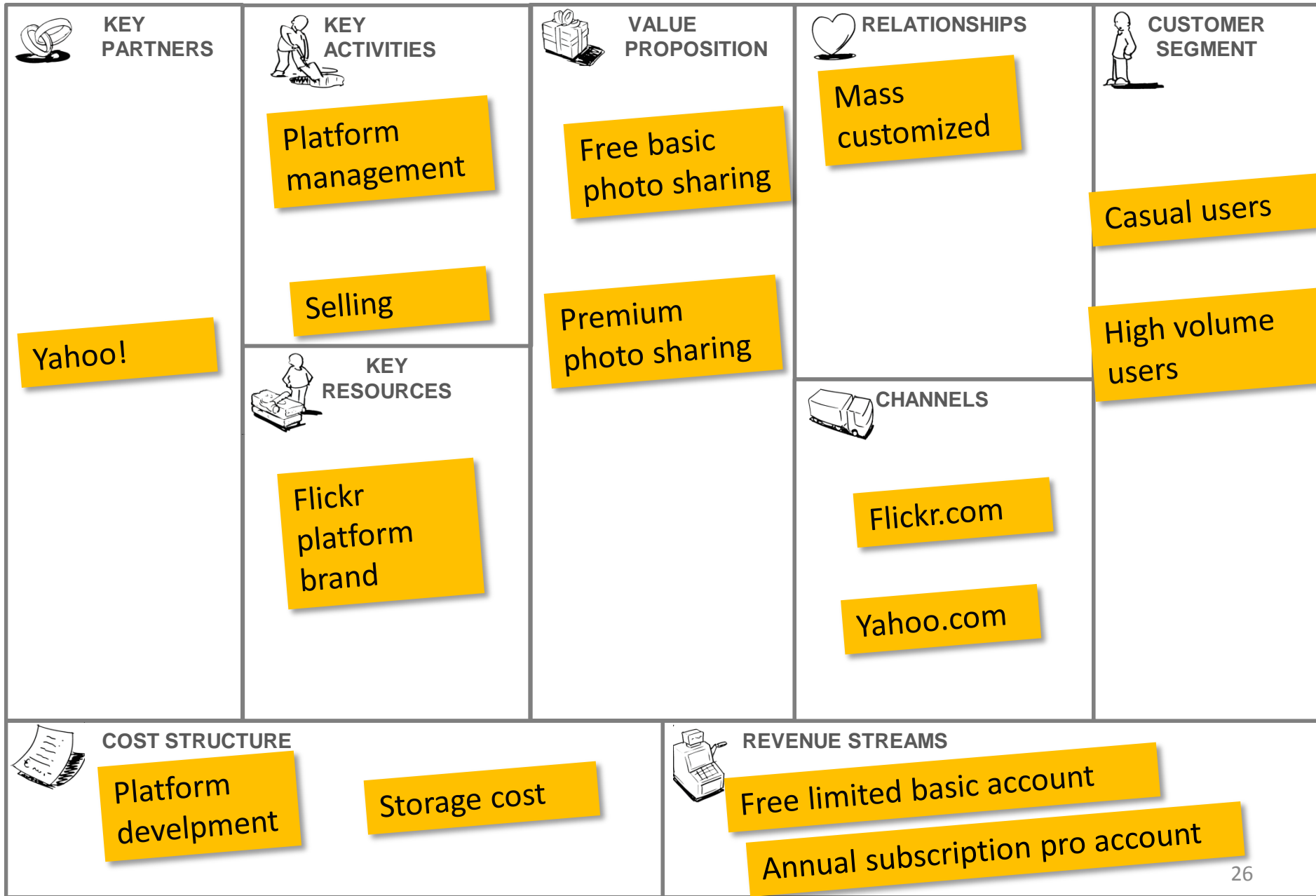
Photo sharing online

## Example 4

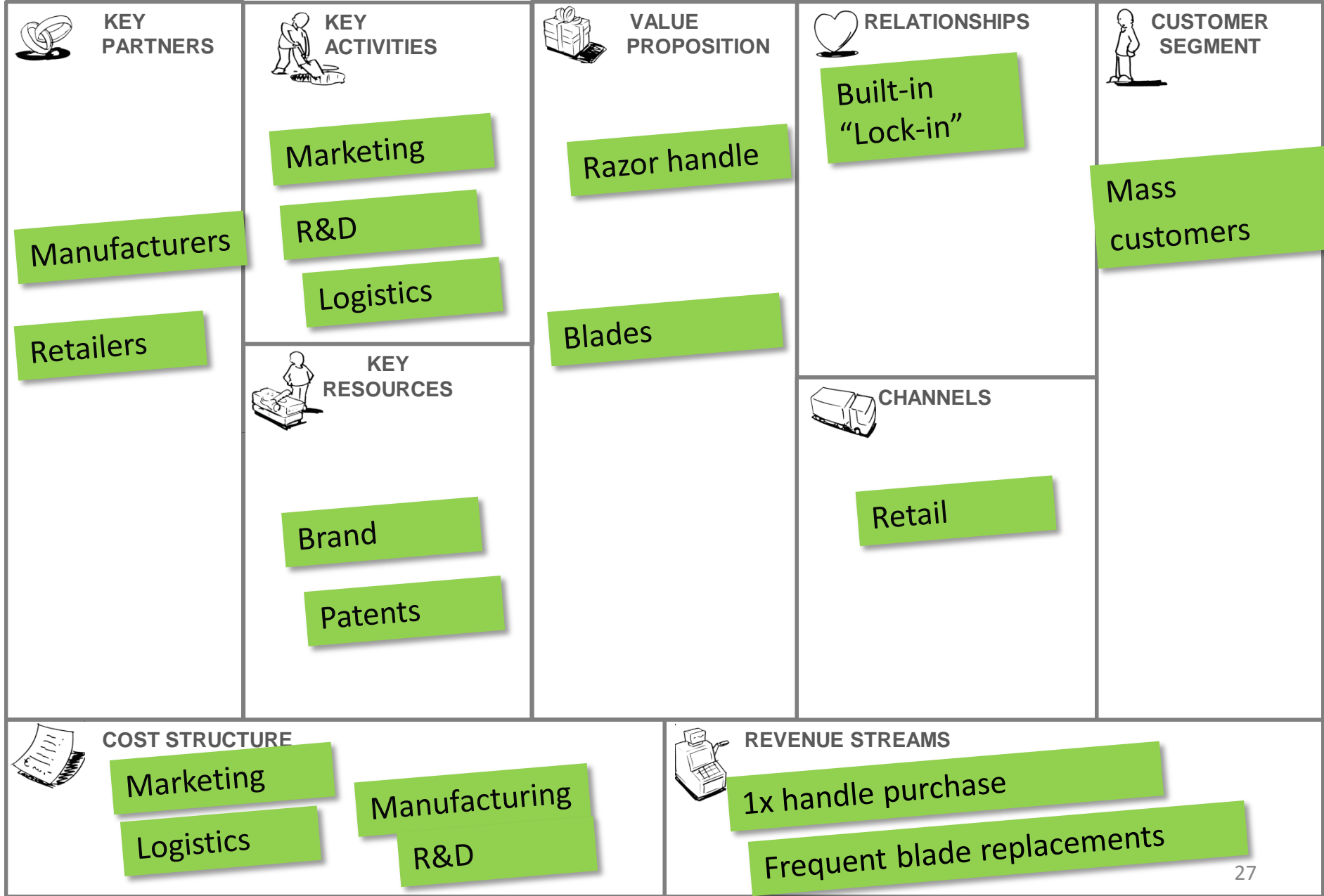


Smooth shave for men & women

# Flickr: Photo Sharing



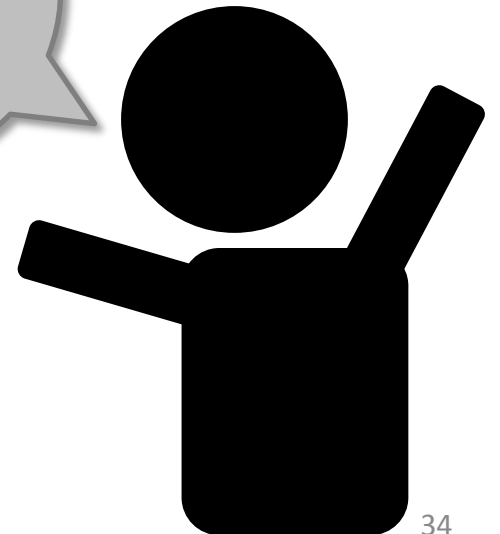
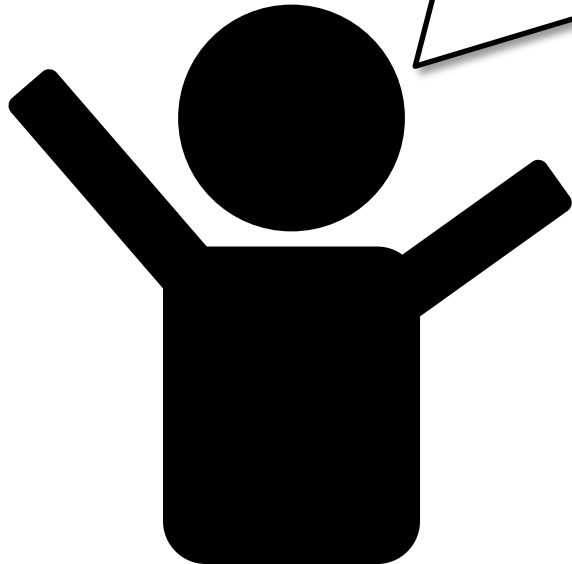
# Gillette: Razors & Blades



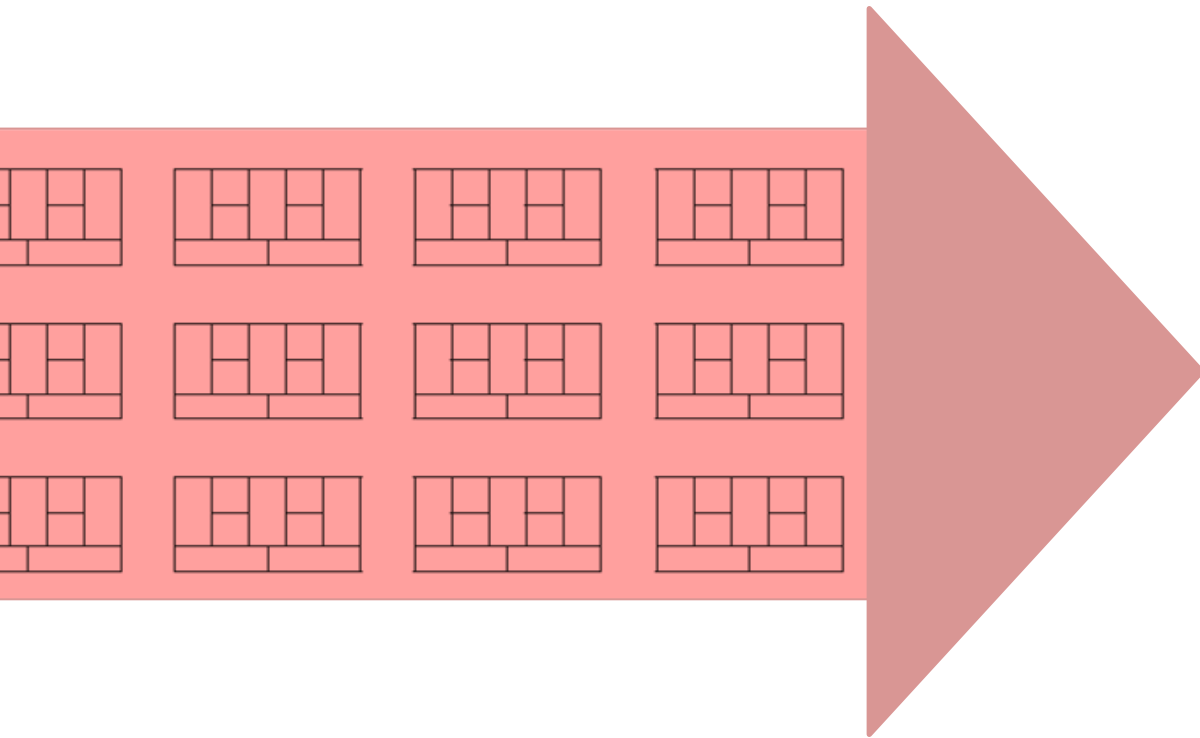





# Discussion



so what's beyond the  
**CANVAS?**



A background image showing a business meeting. In the upper half, a person in a dark suit is gesturing with their right hand while talking to another person whose arm and hand are visible on the right. In the lower half, several hands are gathered around a table, looking at and pointing to a document. The document features a bar chart and the text 'Financial plan of company development' and 'Task No. 10'.

you need to validate your model assumptions with the customers until you get it right!