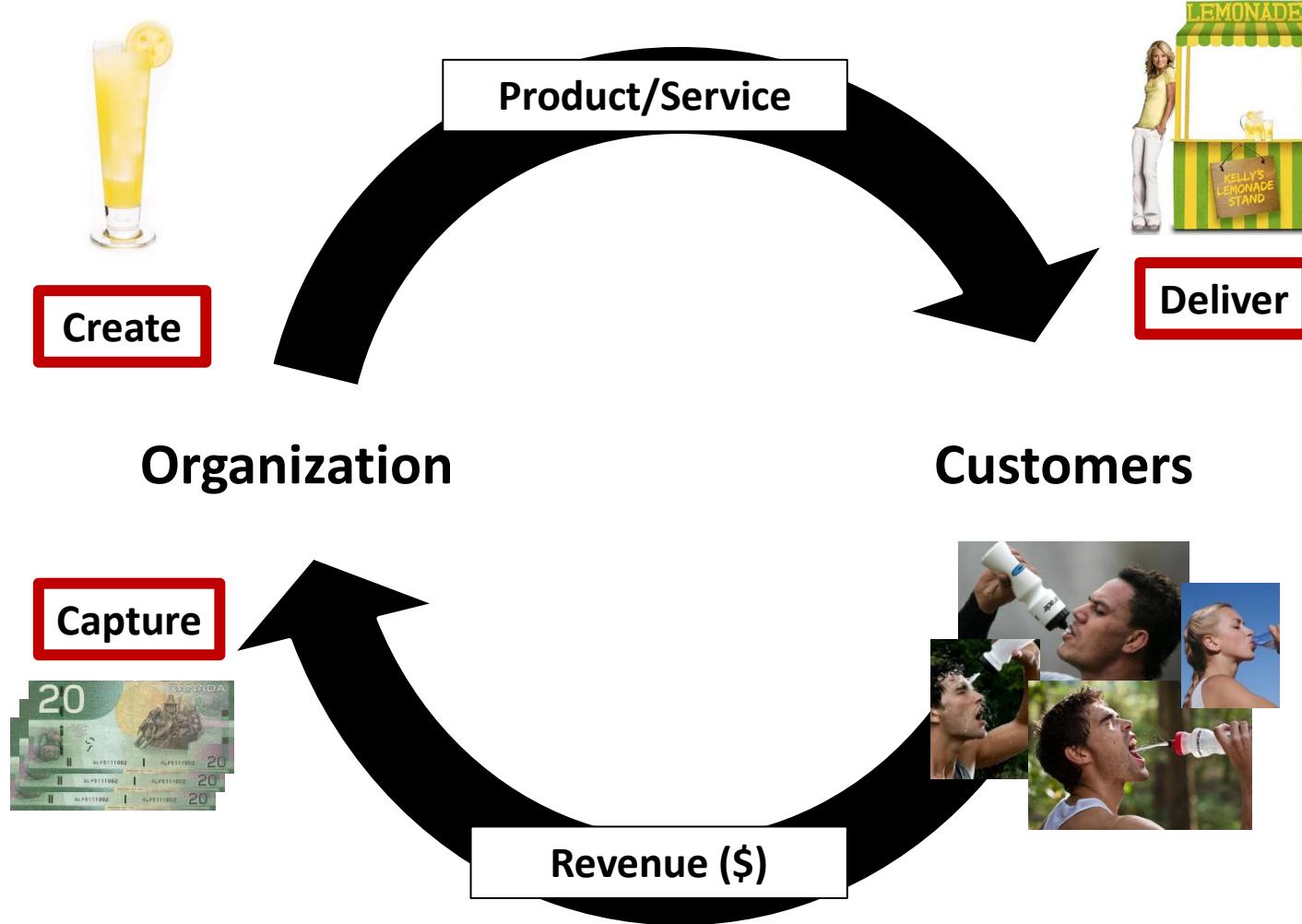


business model ?

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

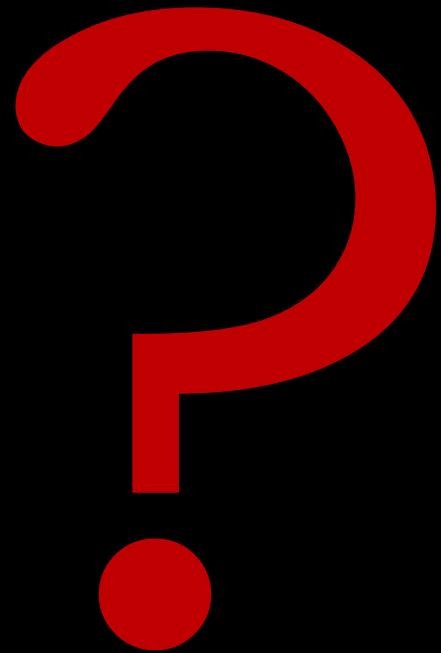
BUSINESS MODEL



business

model

canvas

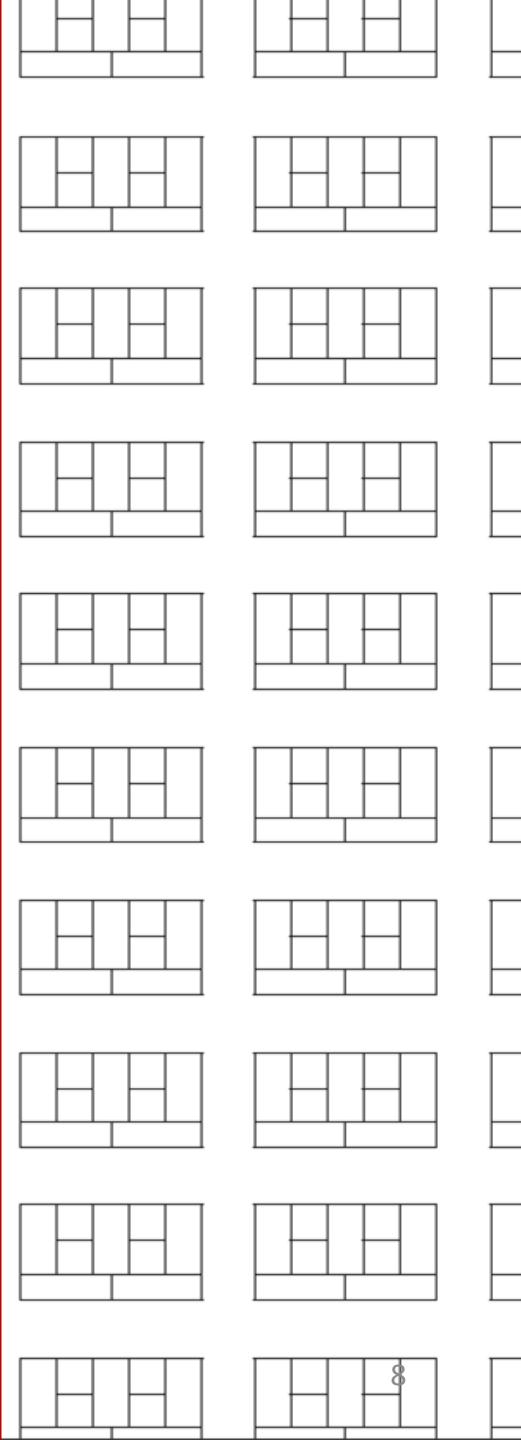


tool to create & analyze
business models...



YOU CAN

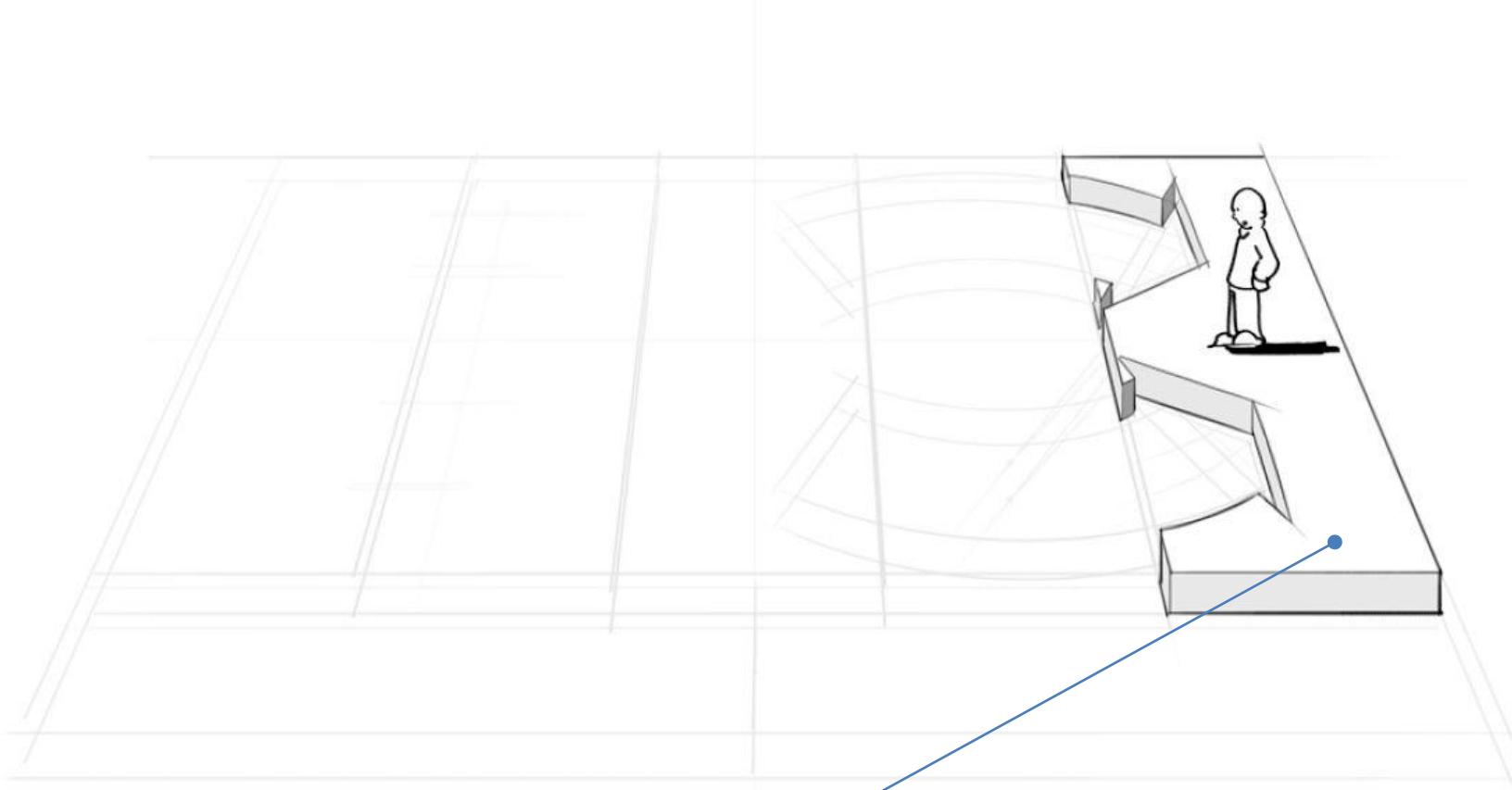
- Create new business models easily
- Analyze & update your existing business model



9

building
blocks

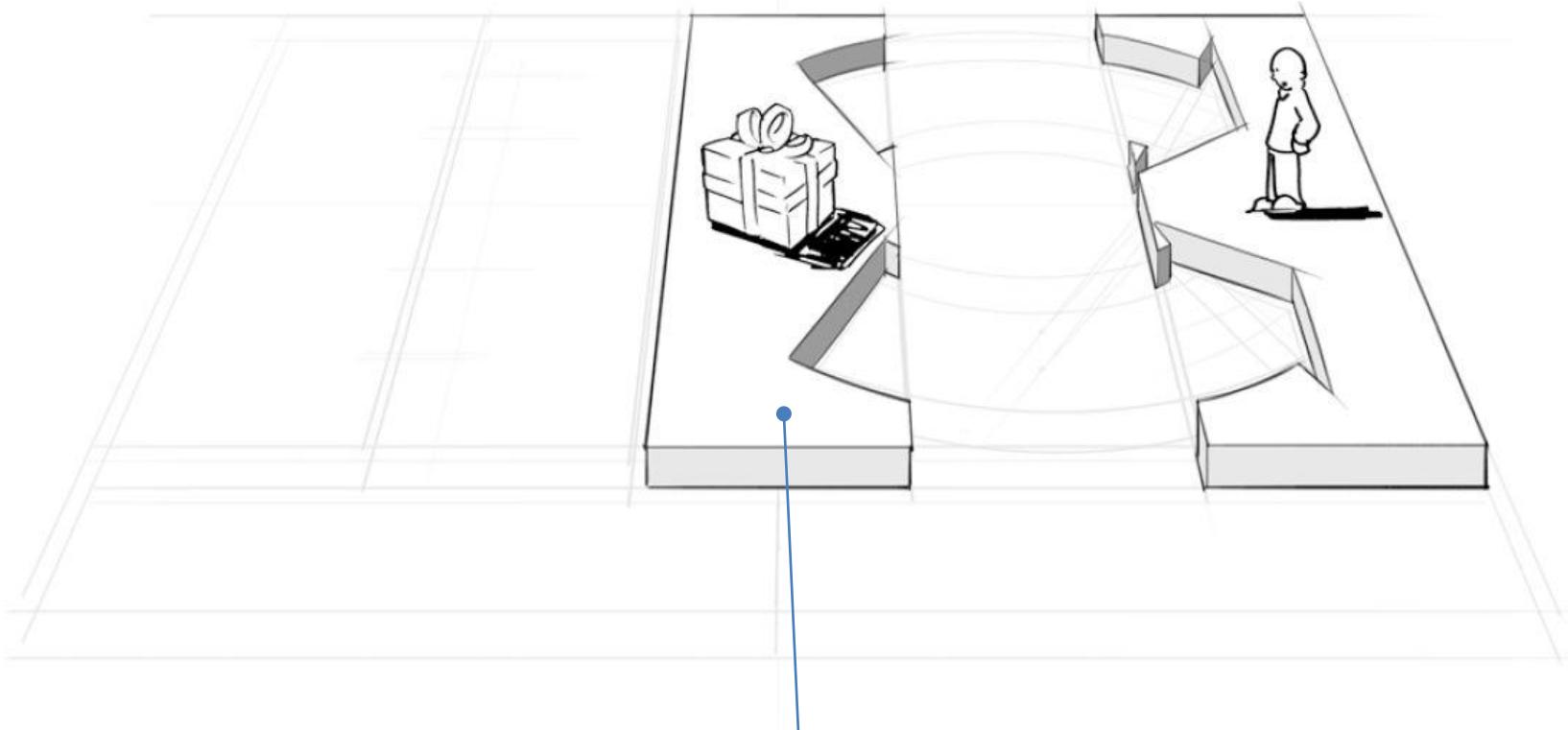
Customer Segments



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

drawings by JAM

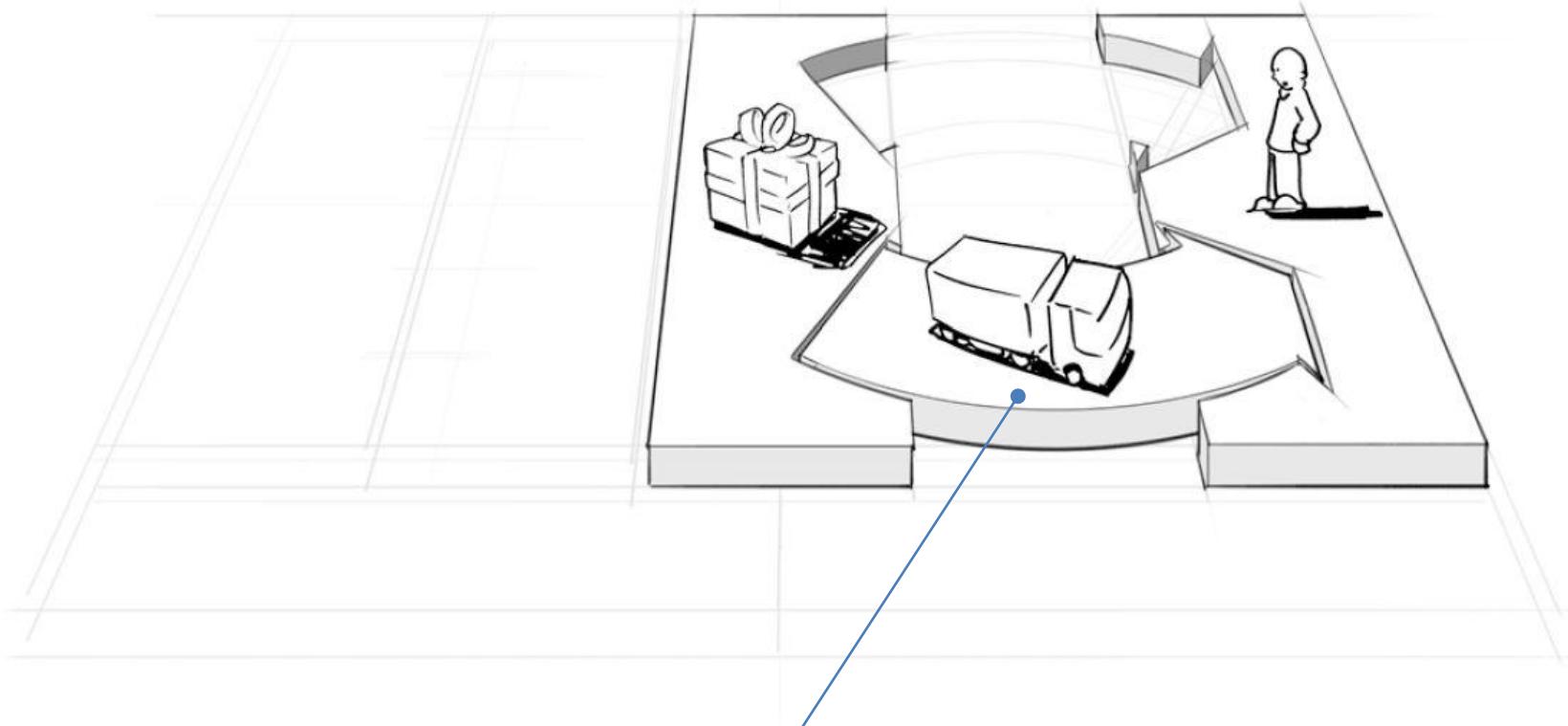
Value Proposition



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

drawings by JAM

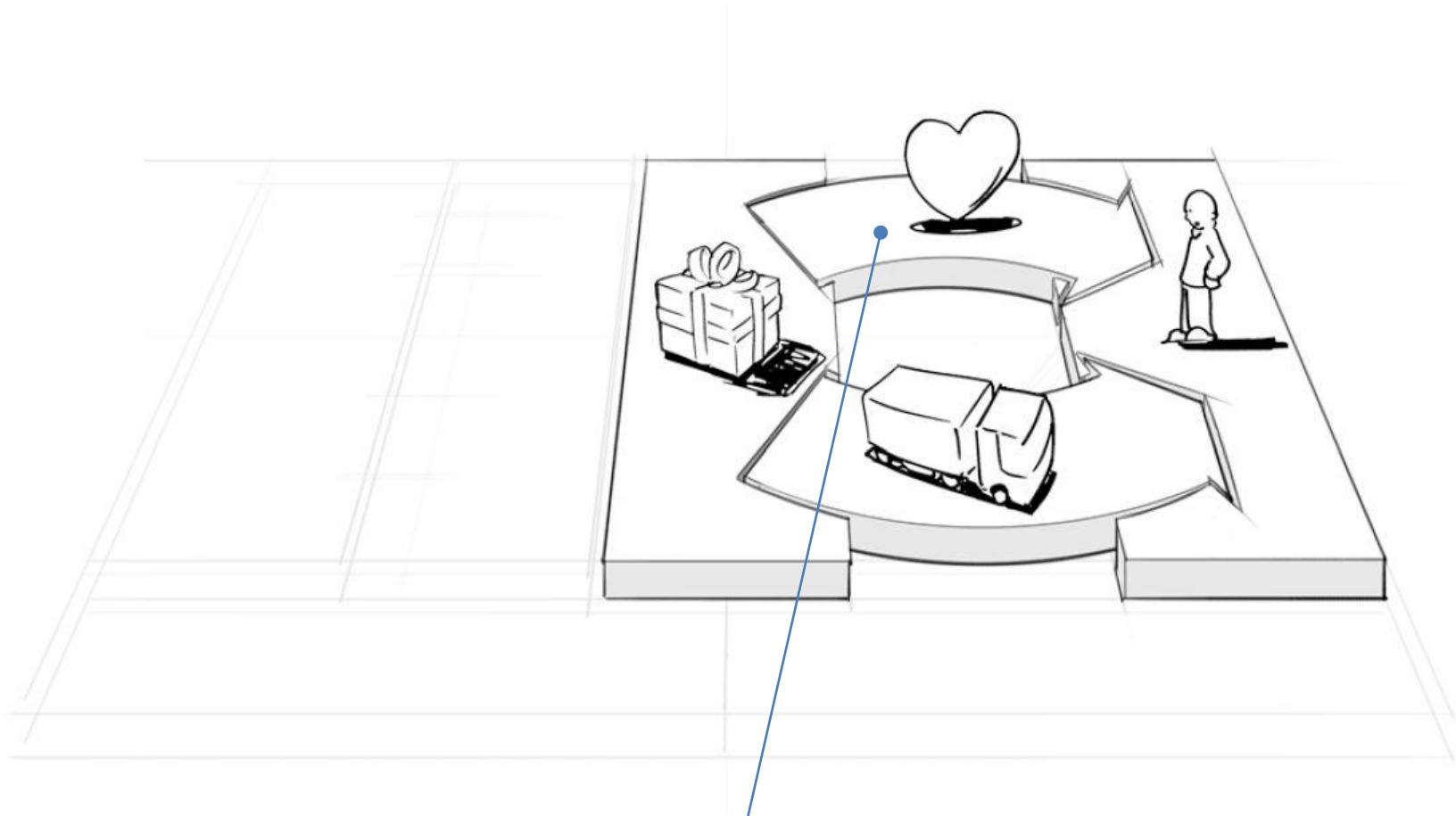
Channels



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

drawings by JAM

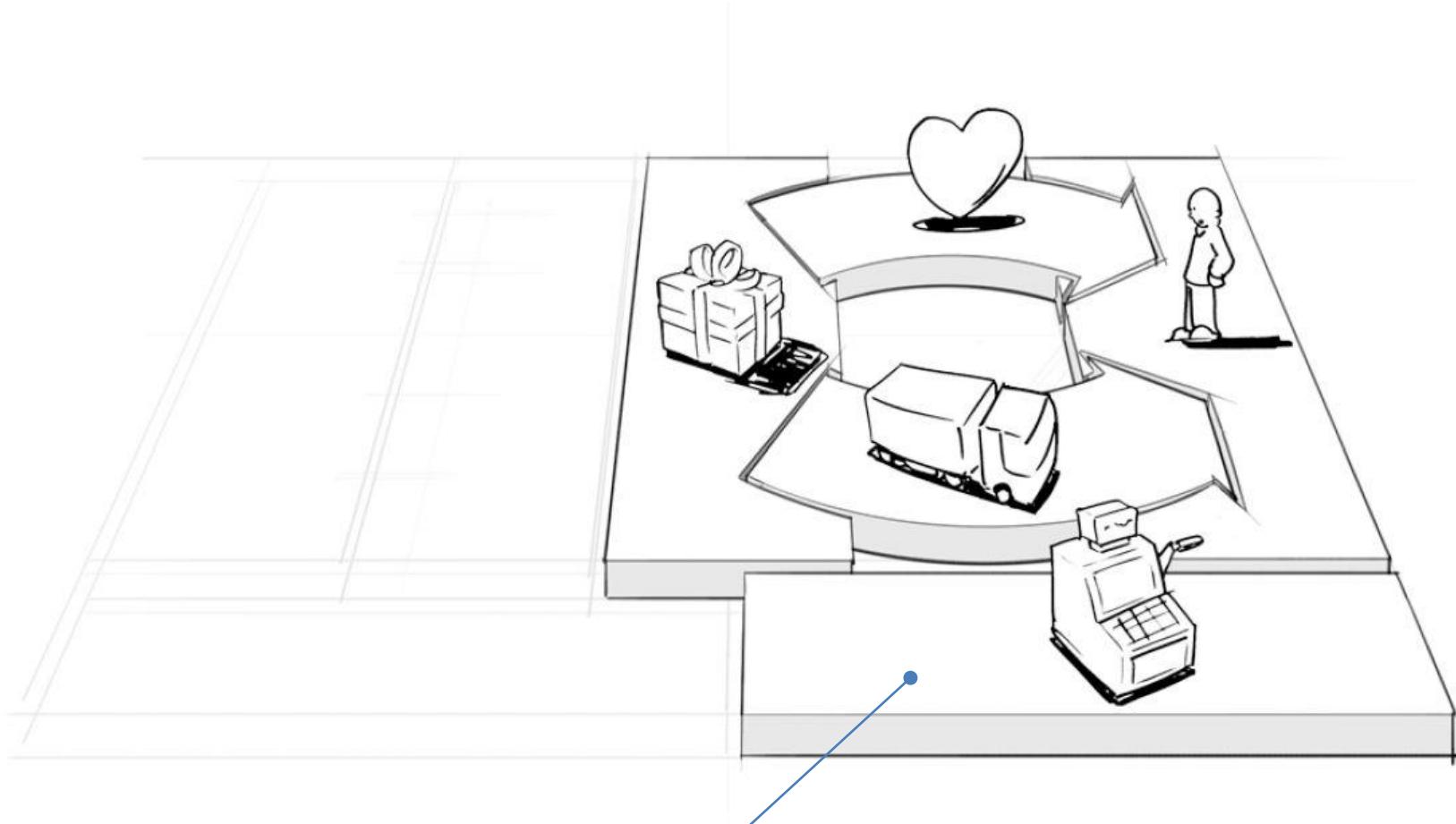
Customer Relationships



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

drawings by JAM

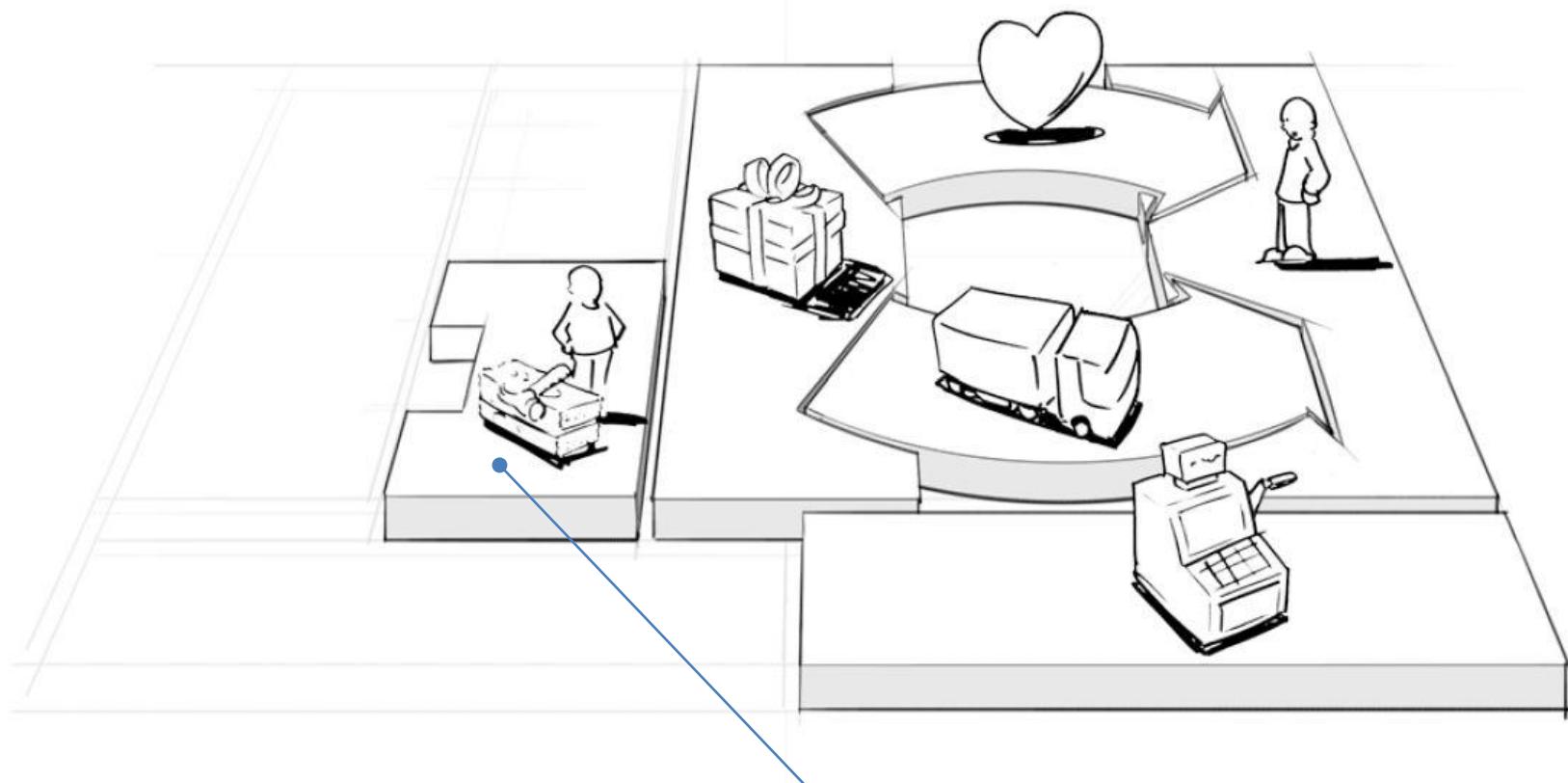
Revenue Streams



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

drawings by JAM

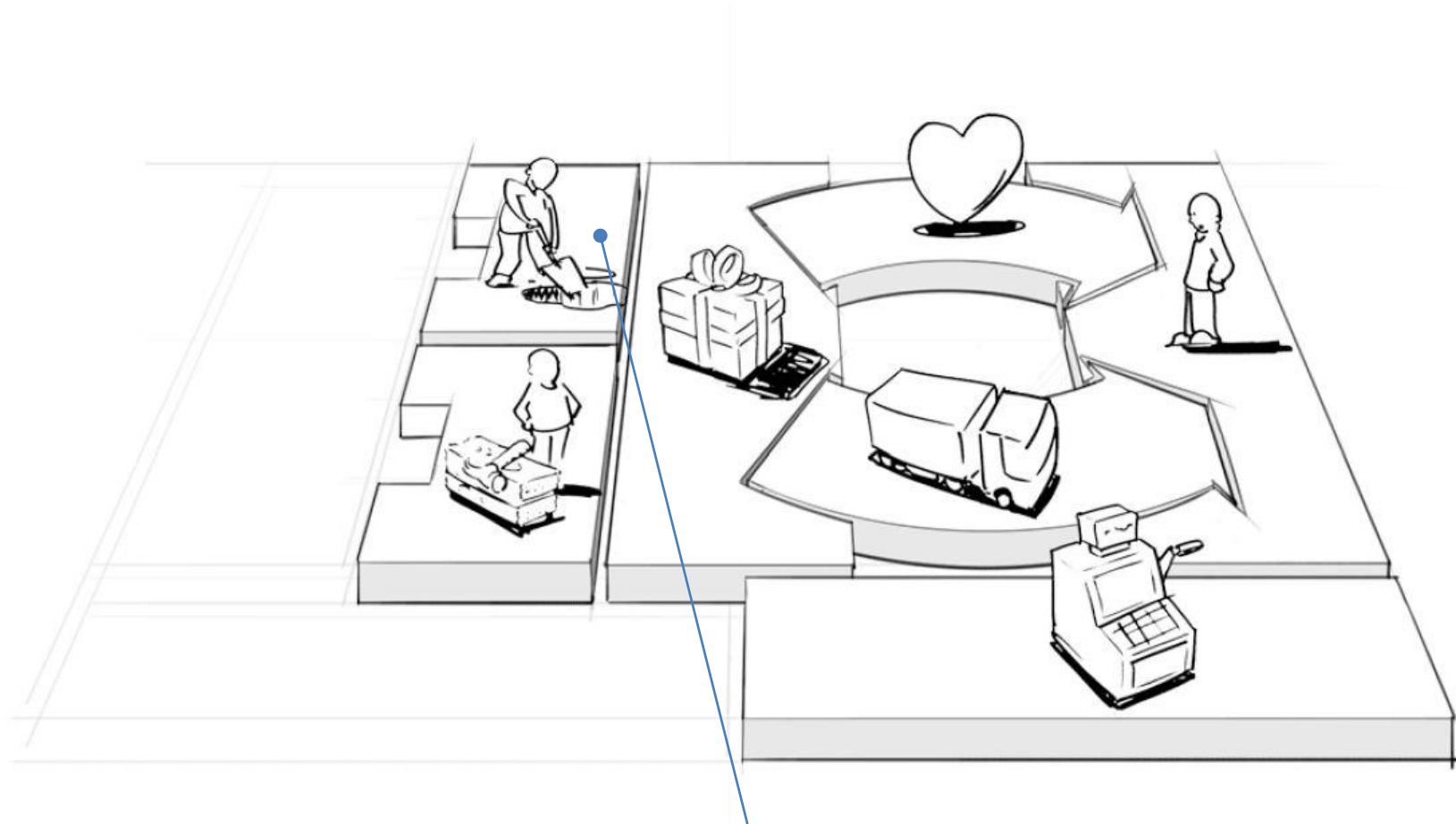
Key Resources



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

drawings by JAM

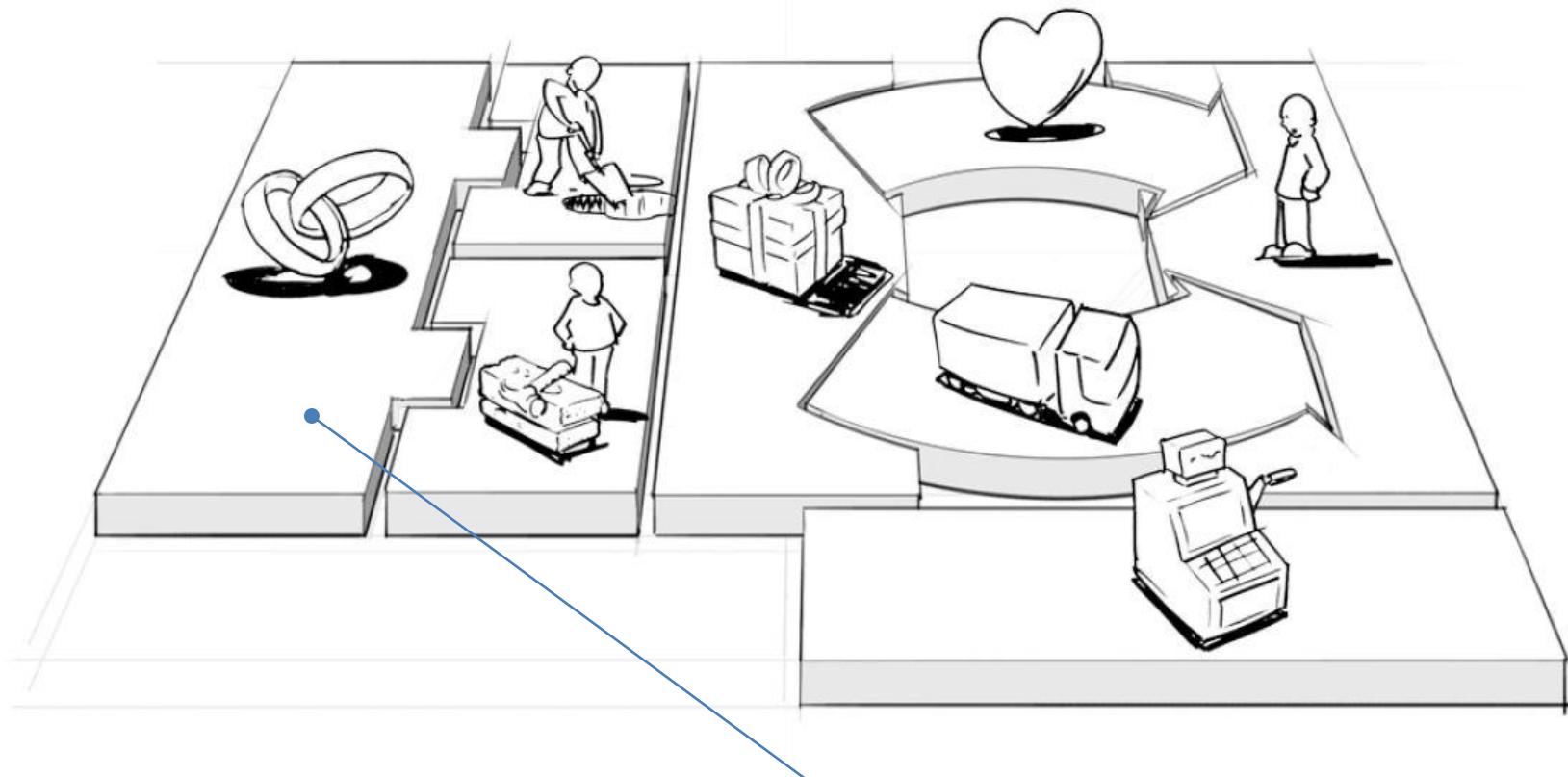
Key Activities



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

drawings by JAM

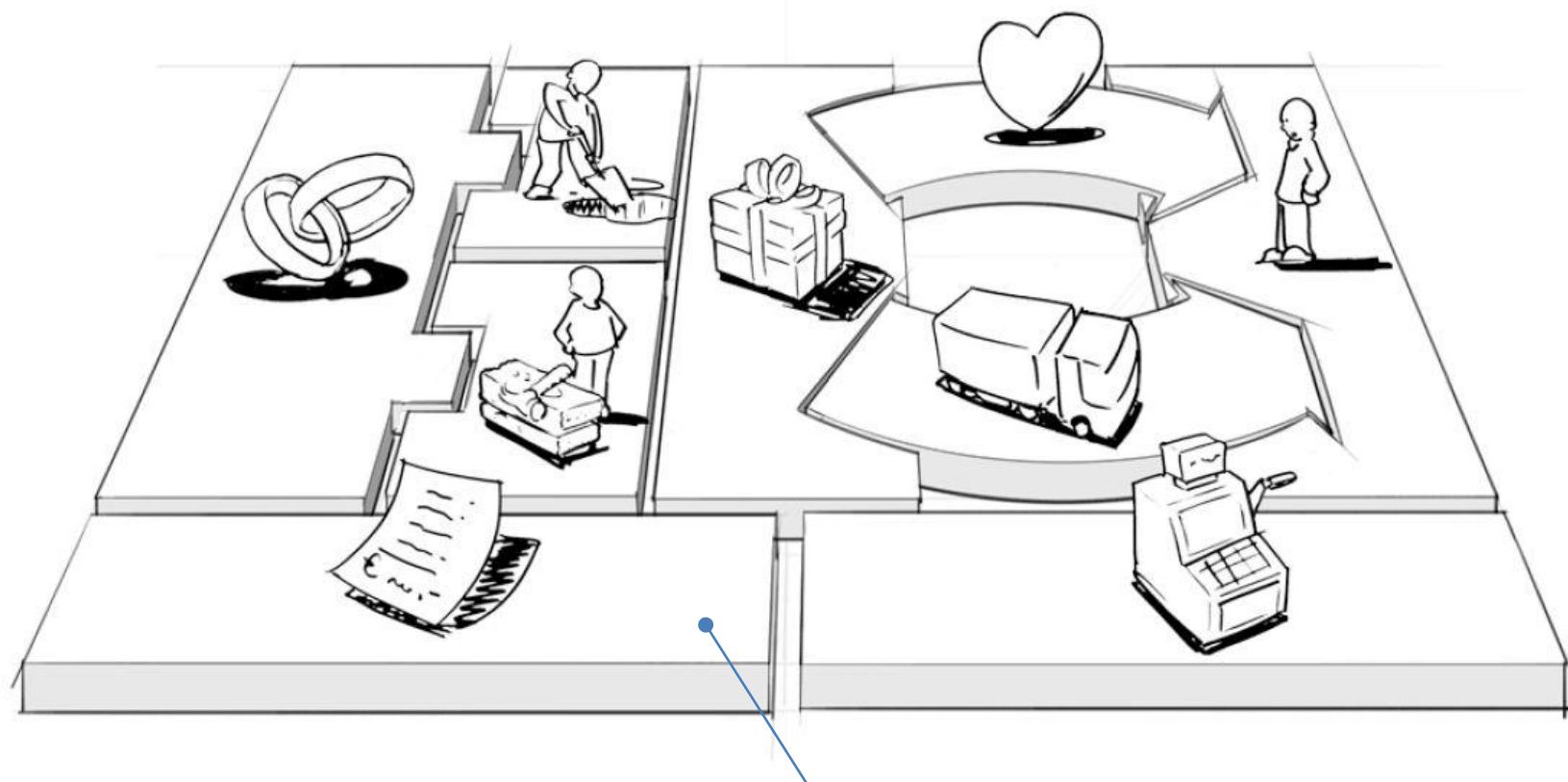
Key Partners



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

drawings by JAM

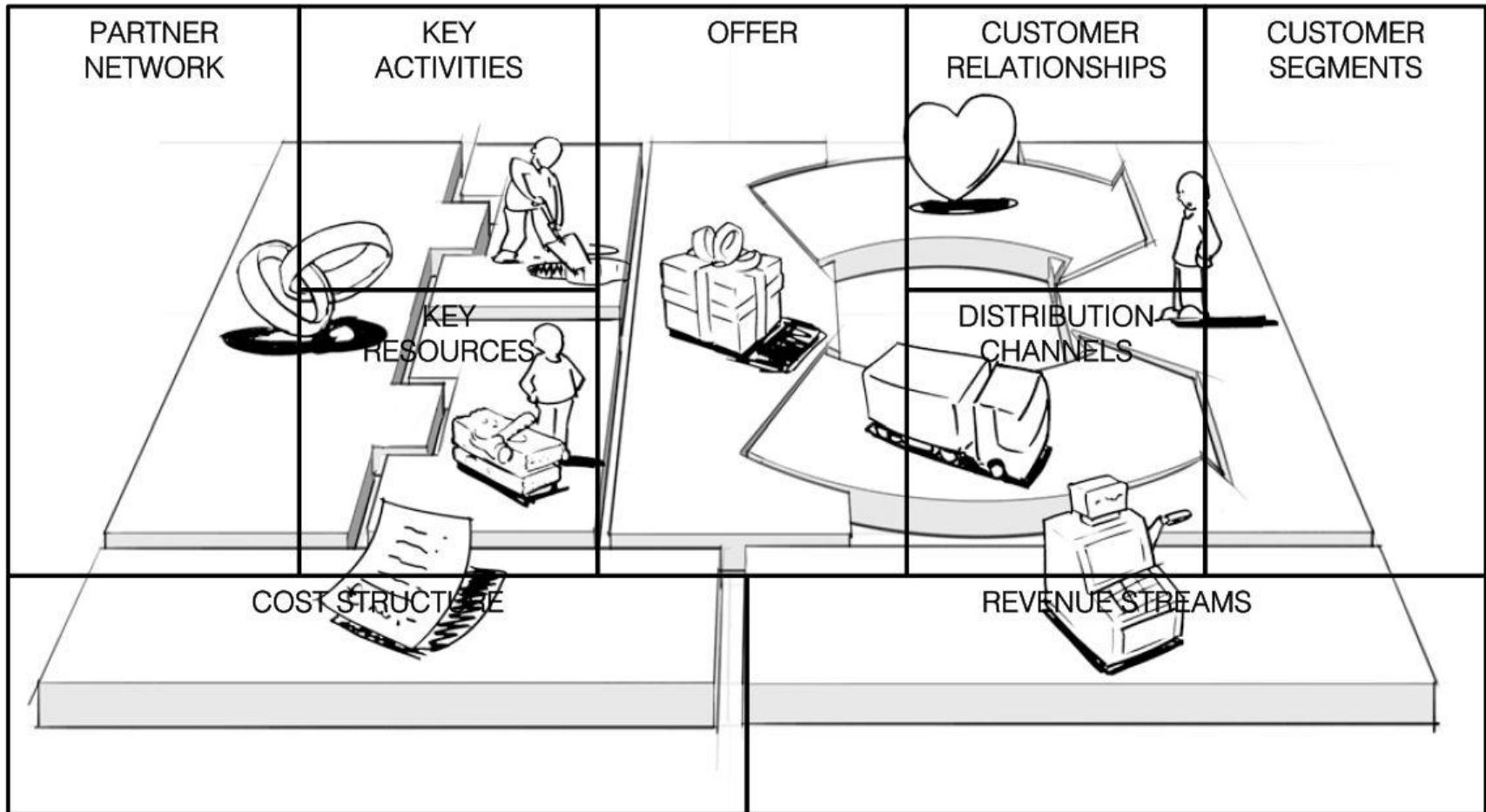
Cost Structure



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

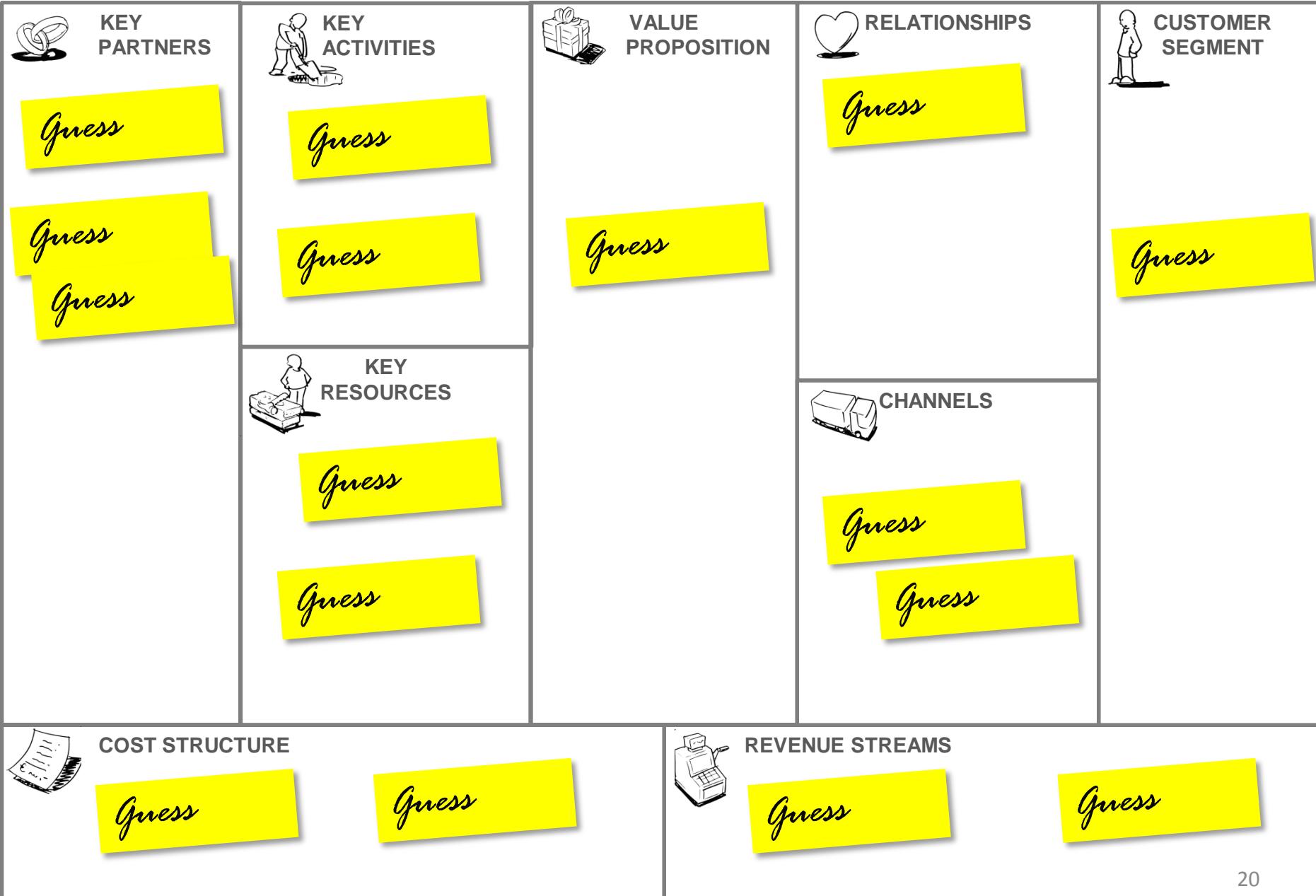
drawings by JAM

Business Model Canvas



drawings by JAM

Your Business Model Canvas



EXAMPLES
EXAMPLES

Example 1



Refreshing lemonade to joggers
at public parks

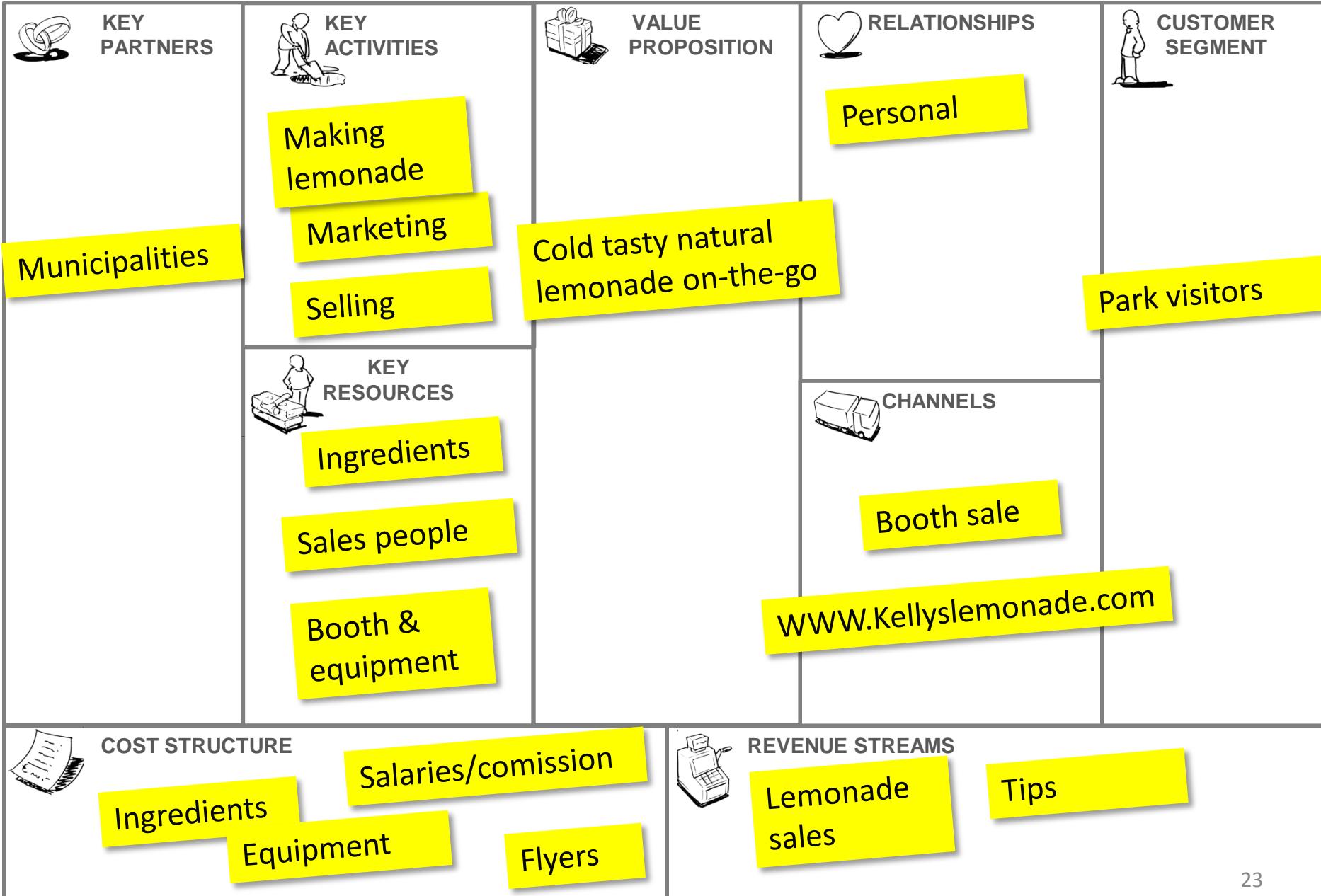
Example 2



Affordable VOIP calls

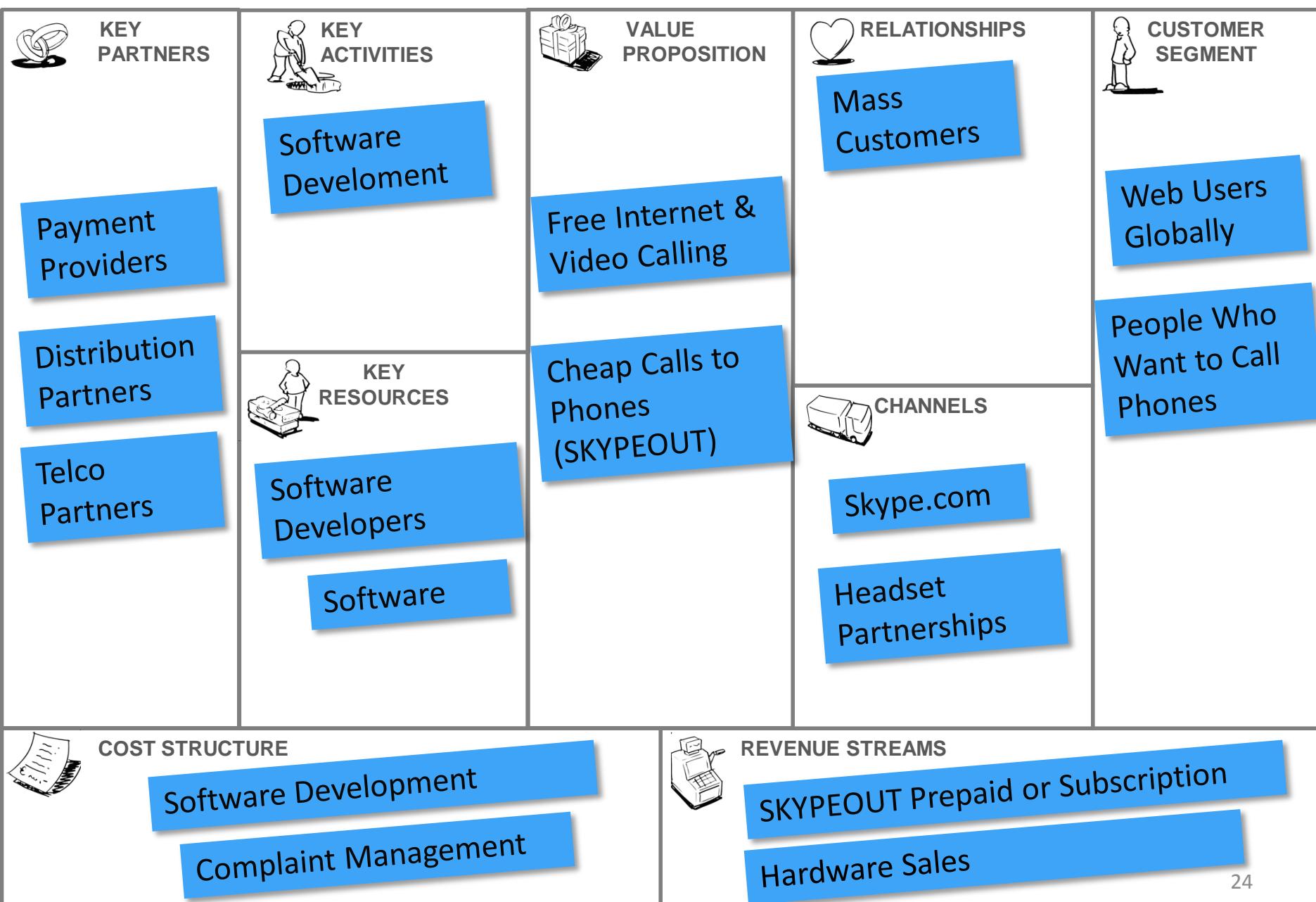


Kelly's Lemonade Stand: Refreshing Lemonade





Skype



Example 3



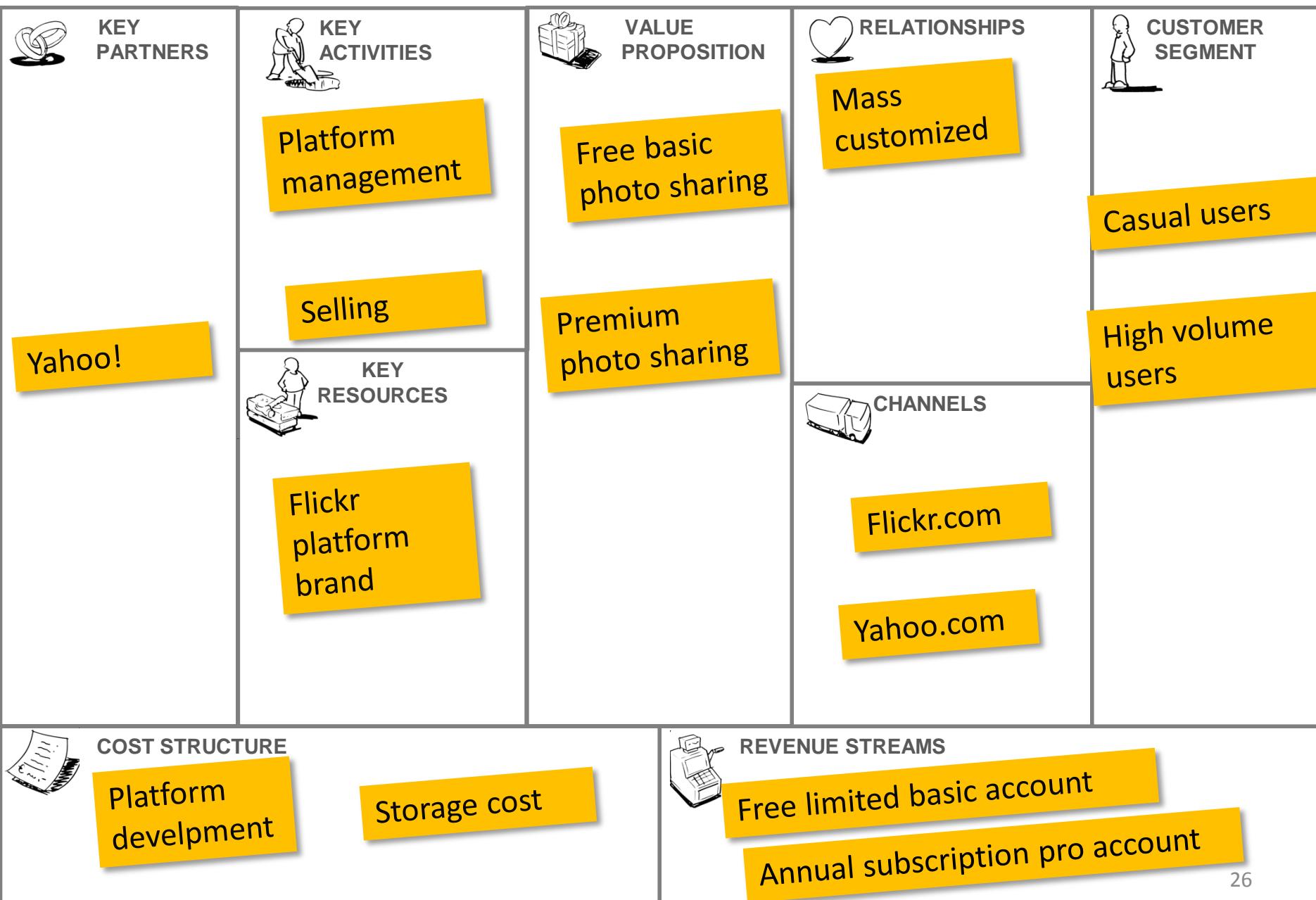
Photo sharing online

Example 4

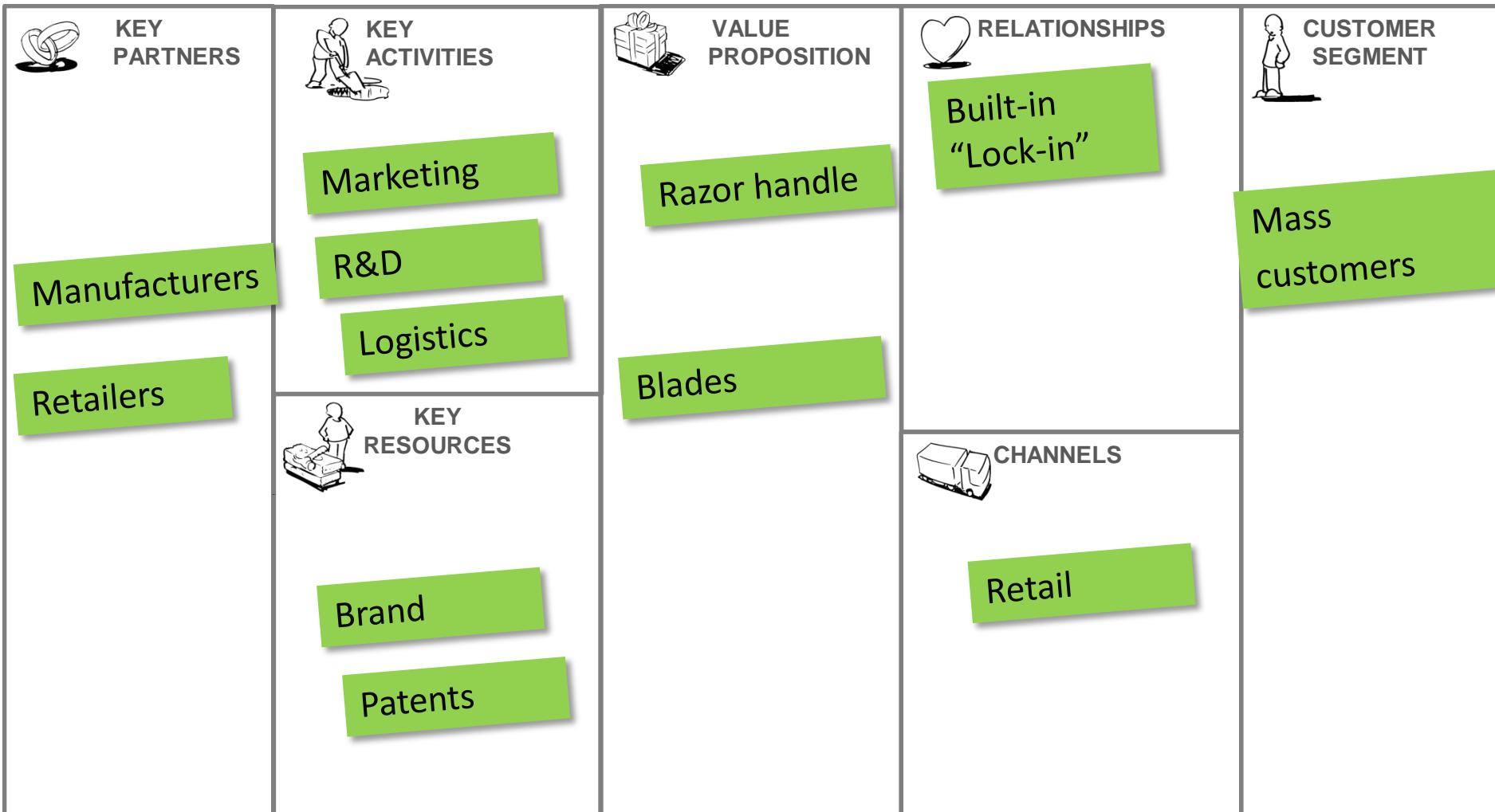


Smooth shave for men & women

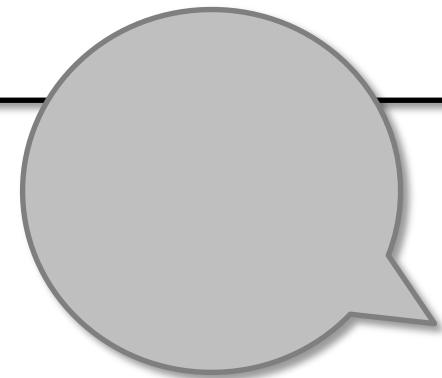
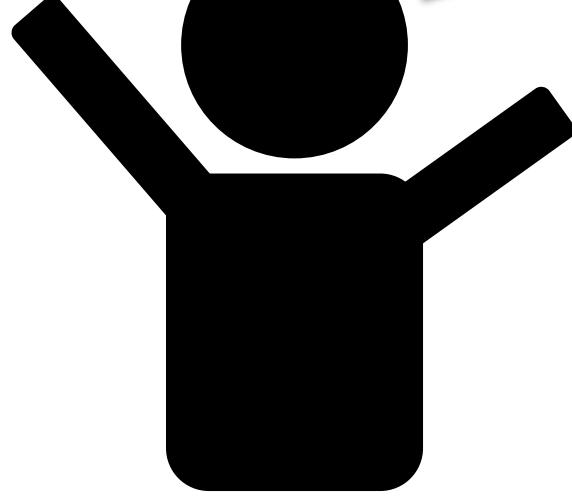
Flickr: Photo Sharing



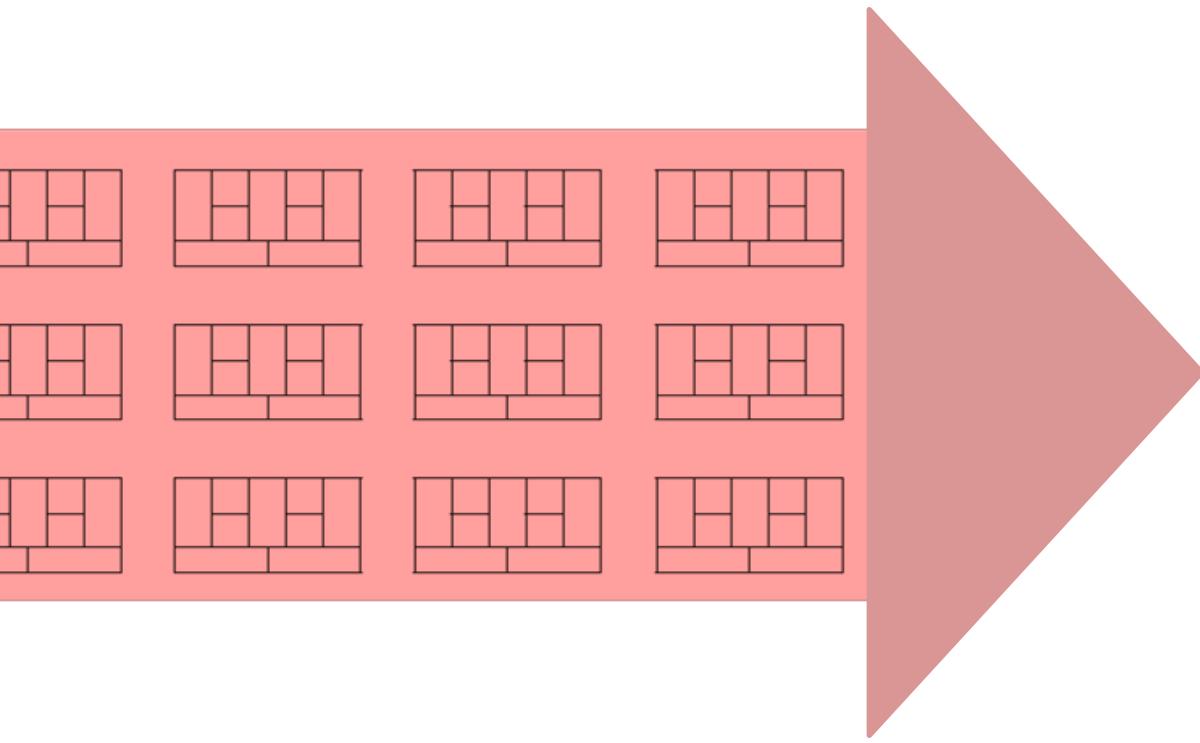
Gillette: Razors & Blades



Discussion



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



A photograph showing two people in business attire shaking hands over a desk. On the desk, there are several papers, including one titled "Financial Plan of Company Development" with a bar chart. A pen is also visible on the desk.

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